



2022-2023 Sponsorship Brief

Coronado Rugby Club



Ethos

Who are we?

We are a brotherhood/sisterhood of fast, fit players that aggressively attack and defend with intelligence, timing and precision. We run hard and tackle well. We are far better than our opposition because we show up prepared, always move forward with support and never do anything to dishonor ourselves, our families or the team. In difficult moments we bind together to support each other and work to improve our position.

We play Coronado Rugby to be with our friends, to have fun and just like our predecessors, to be just a little bit different.



About us

- Coronado Rugby is an all-volunteer organization that is committed to providing opportunities for young athletes to experience the sport of rugby and develop leadership skills through teamwork, skills learning and overcoming adversity.
- We are part of the non-profit Islanders Sports Foundation (501c.3) and we field competitive rugby teams for Coronado High School, Coronado Middle School and through our younger club teams U12 tackle through U-8 flag.
- We are dedicated to helping create collegiate opportunities for our players and helping them find their path no matter where it may lead.
- We like to have fun, we are a Rugby Family, and we are competitive.



What is leadership through rugby?

- It's a Navy SEAL inspired leadership program designed to build future leaders within our community.
- Our leadership through rugby philosophy simply means finding incremental ways to do more – in the gym, on the field, in school, at home and for the team.
- Our coaches serve as mentors and focus on continual improvement, the creation of a continual learning environment, and a willingness to support your teammate.
- We train for adversity using triggers to help players aim to achieve clarity and accuracy, so they can perform under pressure as teenagers and adults.
- Throughout our program coaches and players guide each other with references to keeping a Blue Head to maximize performance and be a good teammate.



Why Our Program is Working





Humble Philosophy

“Sweep the Sheds”: Before leaving the dressing room at the end of the game, most famous names in world rugby stop and tidy up after themselves. They literally, and figuratively, ‘sweep the sheds’. Former All Black Andrew Mehrtens describes it as an example of personal humility, a cardinal All Black value.

Though it might seem strange for a team of impervious dominance, humility is core to their culture. The All Blacks believe that it’s impossible to achieve stratospheric success without having your feet planted firmly on the ground. Coronado Rugby follows this same philosophy.

We Keep a Blue Head

Using triggers, players aim to achieve clarity and accuracy, so they can perform under pressure.

Blue Head consist of the cool, controlled, pattern-seeing state, when you retain your awareness and your decision-making power, when you stay flexible and deliver top performance.

The key is doing three things:

- 1) seek to stay in Blue Head as your default setting
- 2) sense cues when you are entering Red-Head mode
- 3) use a physical or mental trigger to get yourself back into Blue Head



We Honor the Jersey

The All Blacks have long had a saying “leave the jersey in a better place”. Their task is to represent all those who have come before them. Understanding responsibility creates a compelling sense of higher purpose. We honor the jersey as well by never letting it hit the ground unless they are being worn.

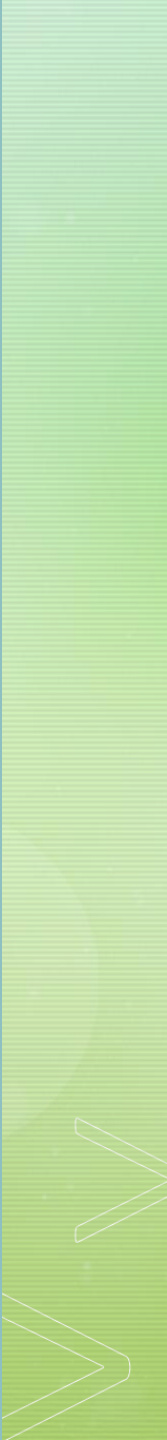
We always play inspired, honoring our family and friends who are cheering for us in the stands. It’s a good lesson for us all: if we play a bigger game, we play a more effective game.

We Model Excellence

Tricks and tactics, borrowed from the New Zealand Rugby that will lead to success whatever your chosen career.

Dedicated to Safe and Effective Tackling using the MVP Tackle robot with Level-1 Tackle Test (everyone must pass prior to contact).

We are constantly improving.



Looking for Sponsorship

We have been invited to participate in the Irish Rugby Tour in Ireland. The cost per player is set at \$3,000. We ask for sponsorship to help subsidize the cost of new equipment/apparel, scholarships for players who can't afford to play, and travel expenses.





Sponsorship Levels

We have different sponsorship levels to help fund costs. Some of the returns include:

- Advertising logo on front or back of a team jersey
- Display of your logo placed on our website and on our videos for a year
- Advertising on the Team website with a link to your website
- Logo placed on one side of our merchandise cups and sold at our home matches
- Logo displayed on one of our canopies

Thank You

Please feel free to contact us:

Email: coronadorugby@gmail.com

Facebook: [Coronado Rugby Club | Facebook](#)

Webpage: <https://coronadorugby.com/>

