



TRUMBULL HIGH SCHOOL RUGBY

SPONSORSHIP YOUR WAY

TIERED SPONSORSHIP PACKAGES

Level	Investment	Website & Digital	Social Media	Game Day & Event Presence	Additional Perks
Friend of Trumbull Eagles Rugby	\$250	Name on 'Sponsors page	Thank-you shout-out post for all Sponsors		
Team Booster	\$500	Small logo + website link	1 post/reel	Banner at field, ¼ page ad in Banquet program	PLUS All perks of 'Friend of Trumbull Eagles Rugby'
Bronze Partner	\$1,000	Medium logo + description + contact info	1 post/reel per month	Yard sign, verbal announcement at one home game	PLUS All perks of 'Team Booster'
Silver Partner	\$2,500	Larger logo + top placement	2 posts/reels per month + Game Day Social Media Package leading up to your home game	Email & Sports You post, ½ page ad in Banquet program, verbal announcement, multiple yard signs & promotional booth offer at one home game	PLUS All perks of 'Bronze Partner'
Gold Partner	\$5,000	Prominent logo on homepage	1 post/reel per week + Game Day Social Media Package leading up to one home game per team	Logo on warm-up kit, full-page ad in Banquet program, announcement, multiple yard signs & promotional booth offer at one home game per team	PLUS All Perks of 'Silver Partner'
Platinum Partner (2 Years)	\$10,000	Dedicated Sponsor page + website link	Title recognition in ALL SM posts: Powered by Sponsor + Social Media Spotlight Package with player generated content	Logo on one tent & rugby balls Prominent logo placement on warm up kit and MVP shirts Large banner on two fields Multiple yard signs, announcement & promotional booth offer at ALL games Marketing materials at banquet Logo on season highlights reel	PLUS All perks of 'Gold Partner' Team

* SM - In Season Only

Customized Sponsorship Solutions Available: We'll create a package that aligns perfectly with your business goals.

READY TO BECOME A SPONSOR

Contact Kristin VanBeever @ 203-521-2251 or kpolacik@totalmortgage.com OR
Fill out this form and we will get in touch with you.



SPECIAL PACKAGES

SOCIAL MEDIA SPOTLIGHT PACKAGE - \$500/ONE MONTH

A digital engagement package that will maximize your local presence with dynamic, community-focused content. This package leverages our team's reach to showcase your business to a targeted audience.

Benefits:

- Customized video content filmed at your business with our players.
- Two social media posts per week for one month, featuring the customized content.
- Estimated monthly viewership of 6,000-10,000, with approximately 50% from Trumbull.
- Value Proposition: Ideal for businesses seeking direct engagement with the local community through authentic, player-generated content.

GAME DAY PARTNER PACKAGE - [\$500]

Become an integral part of our game day experience through full immersion and reaching fans through multiple touchpoints. This package offers comprehensive visibility and engagement.

Benefits:

- Pre-game, in-game, and post-game social media mentions (including highlights and MVP posts)
- Verbal announcement as game sponsor during the event
- Yard signs with your business logo displayed around the field and hospitality area
- Opportunity to provide flyers/information at concessions/hospitality, or set up an in-person promotional booth
- Value Proposition: Perfect for businesses seeking a strong physical and digital presence during our high-traffic game days.

RESTAURANT PARTNERSHIP PACKAGE - [DISCOUNT TO BE DETERMINED]

Fuel our team's success while showcasing your culinary excellence. This package offers direct support for our teams by providing discounted meals for home game dinners, away game meals, or team dinners. targeted marketing to our community.

Benefits:

- Multiple signs displayed during team meals, acknowledging your contribution
- Distribution of your marketing materials (flyers, discounts, coupons) to our team and families
- Dedicated communication to our parent list, highlighting your business
- One Social Media Reel Centered on Your Food Contribution

Value Proposition: Ideal for restaurants and food establishments looking to build relationships with local families and athletes while providing essential team support.

CUSTOMIZATION OPTIONS TO WORK FOR YOUR BUSINESS

VISIBILITY & RECOGNITION

SIGNAGE

- Yard Sign with Your Business Name/Logo [At rugby games]
- Banner with Your Business Name/Logo [Hung at every game, every sport]
- Your Flyers, Brochures, or Business Cards at our Home Games (Concessions and Hospitality Table)

LARGE BRANDING OPPORTUNITIES

- Your Logo on Practice Shirts - \$2000
- Your Logo on MVP Shirts - \$1500
- Your Logo on a Custom Tent - \$1000
- Your Logo on Custom Rugby Balls - \$2500

DIGITAL & COMMUNICATION EXPOSURE

ANNOUNCEMENTS/COMMUNICATIONS

- Personalized Email to our Parent List (200+ emails) with your crafted email, flyer, photo/video and also posted on SportsYou
- Listed as Sponsor (Name/Logo) on our weekly correspondences with Parents including emails and SportsYou announcements
- Ad Placement at the End of Season Banquet Program
- Flyers at End of Season Banquet

SOCIAL MEDIA EXPOSURE

- We post your name/logo as a sponsor on our social media posts and reels
- You create a short video reel/self-interview on your business, and we share on our social media accounts
- We create a short video reel on your business, and we share on our social media accounts

DIRECT ENGAGEMENT

IN-PERSON ADVERTISING

- Set up a Promotional Booth at a Game: Set up a table and talk with the fans, give out information, etc.
- Go to a practice or game and interface with our players or parents while directly providing your service.

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