

# Abbotsford Rugby Football Club

## Sponsorship

*Being affiliated with Abbotsford Rugby is not only a great way to get involved with the community, it's also an amazing form of networking and marketing for your business.*

Established in 1972, Abbotsford Rugby Football Club has a long history of successful teams, players and championship seasons at all levels of competition. ARFC is one of the few clubs in British Columbia that has programs for all ages of men, women and children. Our mini's program (5-13 years old) is one of the largest in BC and has over 100 members. In addition to our minis program, we carry U14, U16 & U18 programs for boys and girls, multiple men's and women's teams as well as a master's team for individuals over 37. In total, we have several hundred club members ranging from 5 to 70 years old; playing, coaching and volunteering on any given weekend.



The community and social aspect of the game is one of the many great things about rugby. Our clubhouse is open to everybody on Thursday and the occasional Saturday after home games. We encourage anyone who wishes to enjoy this experience to come by for a visit!

For additional information on player registration, social membership or general inquiries please visit our website at [abbotsfordrugby.com](http://abbotsfordrugby.com)

# Sponsorship Opportunity



Each year we invite local businesses an opportunity to sponsor our club. Sponsorship is critical to our club's success. We rely on these funds for a variety of reasons, some of which include:

- o Field and facility maintenance
- o Purchasing equipment and jerseys
- o Paying our local coaches, referees and officials (many of whom are high school students getting their first work opportunity)
- o Keeping league dues and insurance costs affordable for families, as well as offering special assistance to low-income families
- o Travel expenses

Being affiliated with Abbotsford Rugby is not only a great way to get involved with the community, it is also an amazing form of networking and marketing for your business. Our club hosts dozens of home games each year with hundreds in attendance. On top of the brand exposure your business will receive at our home events, we offer promotion through our online forums. Our social media platforms currently boast thousands of followers that your business will have access to. We understand you have several choices when considering different marketing and community outreach opportunities. However, we are confident you will see the benefit and feel proud to associate yourself with any level of club sponsorship you decide to affiliate your business with.

# Sponsorship Packages

## PLATINUM- \$5000

- o Signage at field of home games for 3 years
- o Logo on jersey (front)
- o Advertisement on ARFC social media and online platforms for 3 years:
  - o Logo on ARFC website (Large)
  - o Link to company website on ARFC website sponsorship page
  - o Logo insert on external ARFC email correspondence
  - o 2 sponsorship spotlight posts annually on ARFC social media platforms
  - o Logo presence (Large) and link to company website on variety of ARFC social media posts
- o Inclusion on large color logo on display board at clubhouse events if supplied by sponsor
- o Invitation to share promotional materials with our membership throughout the year



# Sponsorship Packages

## **GOLD - \$2500**

- o Signage at field of home games throughout the year
- o Logo on jersey (side or back) or on shorts
- o Advertisement on ARFC social media and online platforms:
  - o Logo on ARFC website (Large)
  - o Link to company website on ARFC website sponsorship page
  - o Logo insert on external ARFC email correspondence
  - o A sponsorship spotlight post on ARFC social media platforms
  - o Logo presence (Large) and link to company website on variety of ARFC social media posts throughout the season
- o Inclusion on large color logo on display board at clubhouse events if supplied by sponsor
- o Invitation to share promotional materials with our membership throughout the year

## **SILVER- \$1000**

- o Signage at field throughout the year
- o Advertisement on ARFC social media and online platforms:
  - o Logo on ARFC website
  - o Link to company website on ARFC website sponsorship page
  - o Logo presence and link to company website on variety of ARFC social media posts throughout the season

## **BRONZE- \$500**

- o Advertisement on ARFC social media and online platforms:
  - o Logo on ARFC website
  - o Link to company website on ARFC website sponsorship page
  - o Logo presence and link to company website on an ARFC social media post

# Sponsorship Packages

## PLAYER POSITION- \$250

- o Advertisement on ARFC social media and online platforms:
- o Logo on ARFC weekly rosters by player position selected

## SOCIAL SPONSORSHIP

- o Logo on ARFC website
- o Link to company website on ARFC sponsorship page

We also accept In Kind donations of any amount for those who choose not to be recognized but would like to support the club

Please note that the sponsorship opportunities as detailed are suggested starting points and as such, we encourage discussion around alternative opportunities you may see as a better fit for your business.

For additional information please contact us directly at [sponsorARFC@gmail.com](mailto:sponsorARFC@gmail.com) or Gordie Bolt at 604-861-4779

