



## **PALMERSTON RUGBY UNION CLUB**

Introduction - Enquiries - The Benefits - Sponsorship Packages

## INTRODUCTION

Thank you for taking the time to consider supporting Palmerston Rugby Union Club in 2014.

### History

Palmerston Rugby Union Club (PRUC) is one of the founding clubs of the Northern Territory Rugby Union (NTRU), having played in the inaugural 1976/77 rugby union season. In 1984 PRUC moved to Palmerston - the first major sporting club to make the commitment to what was then a small town. We have been here ever since and have continued to grow and be part of the Palmerston community. In 2012 we celebrated our 35<sup>th</sup> anniversary, culminating with a gala reunion dinner attended by past players from throughout the Territory, around Australia and overseas.

### Today

We are the only rugby union club in Palmerston. We value the support of our local community and are proud of our ongoing successes. We were the only club in the NTRU competition to field sides in all grades from Under 6's through to A Grade.

Our club continues to encourage all our members to compete at the highest possible levels. Every year we have a significant number of players selected in representative teams. Our officials are also encouraged to expand their horizons. The current President of the NTRU is a former Palmerston club member, as were the two previous NTRU presidents.

We are proud of the opportunities we provide for the youth of Palmerston and we strive to provide them pathways to achieve their goals. Many of our senior players have come through the ranks of our juniors. In addition to the regular junior competition, PRUC held a number of activities for Palmerston youth in 2013, including a come-and-try rugby day and a school holiday rugby camp. In 2012 we also launched a scholarship program for our Under 18 age group, to encourage their continued participation in rugby and to support their transition into the seniors at this challenging period in their lives.

We have our own clubhouse in Moulden. Not only is the clubhouse the heart of our club, it also provides significant promotional opportunities for our sponsors. We are also able to give back to the Palmerston community by making our clubhouse available for use by other community groups.

### Sponsorship

The sponsorship opportunities detailed on the following pages are fully negotiable and we would be pleased to discuss options that best suit your business. We believe our strongest asset as a club is our people and we feel certain that you will quickly come to feel part of our very strong rugby community.

## ENQUIRIES

All enquiries regarding Palmerston Rugby Union Club sponsorship packages should be directed to:

- **Ben Blyton, President, ph. 0417 082 531**

## BENEFITS

There are a number of benefits available to your business when sponsoring Palmerston Rugby Union Club in 2014. The following benefits are available to all our valued sponsors:



### Game Day Invitation

The Manager or representative of the sponsoring business will have a standing invitation as our guest at all NTRU fixtures.

### Club Functions

The Manager or representative of the sponsoring business will be invited to our Season Launch and Presentation Night.

### Corporate Boxes

During the season the Manager or representative of the sponsoring business will be invited to our Sponsors' Day held at either Rugby Park or Moulden Oval. This is a valuable time to network with other local business people who support community sport.

### *Croc Tales* e-Newsletter

The sponsor's logo will be included in our fortnightly *Croc Tales* newsletter, which is emailed throughout the season to over 400 current and past members. During the season your business will also be invited to supply a one page profile of your business to appear in an edition of *Croc Tales*.

### Website

The sponsor's logo will be displayed on our club web page, with links to the sponsor's web page if desired.

### Sponsors Advertising

Advertising for sponsors will be displayed at all Palmerston home games and will be on permanent display in our clubhouse.



### Home Games

Palmerston anticipates hosting three home games at Moulden Oval in 2014. These games draw a local crowd and the clubhouse becomes the focus after these games. Sponsors are invited to advertise their product at these events.

## SPONSORSHIP PACKAGES

The following sponsorship packages are available in 2014:

### Platinum Club Sponsor - \$15,000

- Sponsor's logo displayed on the front of the A Grade playing jumpers
- Sponsor's logo displayed on the front of B Grade playing jumpers
- Sponsor's logo displayed on the front of Hottest 7s playing jumper
- Sponsor's logo displayed on the front of Hottest 7s warm up shirt/singlet
- Sponsor's logo displayed on the back of club training shirt/singlet (over 300 per season)
- Sign at NTRU Rugby Park, Marrara
- Sign at PRUC Clubhouse, Moulden
- Two tickets to be the club's guest at the Hottest 7s Luncheon to be held in January 2014

### Gold Club Sponsor - \$10,000

- Sponsor's logo displayed on the back of the A Grade playing jumpers
- Sponsor's logo displayed on the back of the B Grade playing jumpers
- Sponsor's logo displayed on the back of the Hottest 7s playing jumper
- Sponsor's logo displayed on the back of Hottest 7s warm up shirt/singlet
- Sponsor's logo displayed on the back of club training shirt/singlet (over 300 per season)
- Sign at NTRU Rugby Park, Marrara
- Sign at PRUC Clubhouse, Moulden
- Two tickets to be the club's guest at the Hottest 7s Luncheon to be held in January 2014

### Silver Club Sponsor - \$5000

- Sponsor's logo displayed on the back of club playing shorts (over 300 per season)
- Sponsor's logo displayed on the back of club training shirt/singlet (over 300 per season)
- Two tickets to be the club's guest at the Hottest 7s Luncheon to be held in January 2014

### Bronze Club Sponsor - \$2000

- Sponsor's logo displayed on the front of club playing shorts (over 300 per season)
- Sponsor's logo displayed on the back of club training shirt/singlet (over 300 per season)

### Senior Club Sponsor - \$2000 - \$4000

- Sponsor's logo displayed on the sleeves or elsewhere, of the A or B Grade playing jumpers
- Sponsor's logo displayed on the back of club training shirt/singlet (over 300 per season)

### Junior Club Sponsor - \$2000

- Sponsor's logo displayed on junior playing jumpers. A variety of age groups are responsible. Jumpers are worn for more than one season.
- Sponsor's logo displayed on the back of club training shirt/singlet (over 300 per season)

More packages are available on the following page...

Sponsorship packages (continued)...

**General Club Sponsor - \$1000**

- Sponsor's logo displayed on the back of club training shirt/singlet (over 300 per season)

**Scholarship Sponsor - \$4000**

*Scholarships are offered to selective Under 18's players to assist them in receiving specialist coaching and other rugby union experiences. Scholarship holders will also receive mentoring from senior club members to support them in fulfilling their potential in all aspects of life.*

- Sponsor's logo displayed on all scholarship merchandise
- Sponsor's logo displayed on the back of club training shirt/singlet (over 300 per season)
- Photo opportunities with scholarship holders
- Two tickets to be the club's guest at the Hottest 7s Luncheon to be held in January 2014
- Funding will be 100% spent on the scholarship program and can be acquitted if needed.

**Merchandise Sponsor - \$varies**

- There are opportunities to sponsor other club merchandising, including sports bags, stubby coolers, hats etc. We will be happy to work with you to ensure optimum exposure for your business.