



Partnership Proposal 2018-2019

San Antonio Rugby Football Club



The San Antonio Rugby Club would like to extend a warm

thank you

to its 2017-2018 partners would made possible an outstanding season both on and off the field.

ALAMO



SAN ANTONIO, TEXAS



MOORE *Supply Co.*





RED RIVER CONFERENCE MEN DIVISION II CHAMPIONS

San Antonio Rugby Club delivered on its objective of being a high-level performing national team. After **winning the Red River Conference** over the Dallas Reds, biggest rugby club in the country, San Antonio took **5th place** at the National Level.

After an outstanding season, San Antonio is **promoted to National Division I**. San Antonio is being put on the map as being part of the elite top 30 teams in the country.

Becoming and Remaining a Division I team will help us achieve our Vision.



Founded in 1971, San Antonio Rugby Football Club (SARFC) is a **501(c)(3)** organization.

Our **Mission** is to promote and cultivate a culture of rugby and fitness. We do this by supporting active rugby competition for all ages and genders, through ongoing community outreach and by being stewards of the great sport of Rugby. Our **Vision** is to be the premier destination for rugby training and rugby events in the United States. To provide a competitive environment for high level of play and to be an organization that provides community engagement and opportunity for activities for all ages of men and women.

Rugby is the fastest growing sports in the United States. Because of increasing exposure from events such as the U.S. hosting the 2018 Seven's Rugby World Cup in San Francisco and the 2016 Olympics in Brazil, we are poised to capitalize on even greater awareness and the growth that will result.

Top 15 Rugby men's club in the United States, SARFC has over 100 active players competing in **Men's Division I, Division II and Division IV.** Our **Youth and Collegiate Athletics Program** keep making the podium in all Texas major tournaments.

At the same time, our structures, programming, systems, funding and business model do not meet current requirements and are not capable of meeting anticipated growth. This is our challenge and we are evolving. Last year marked **the addition of a Women's team** bringing the total number of **club's active members to 200** and the continued expansion of the Youth Program, tripling of our expenses from 2 years ago.

While we are still actively looking for a 'home' that would fit our Vision, our priorities for the coming 2018-2019 season are:

- Financial.** We want to achieve sustainable funding through long-term partnerships and dues structure.
- Growth and Development.** We will grow the base by prioritizing youth, high school and college.
- Leadership.** Our management, governance and execution will be characterized by operational excellence and organizational effectiveness at all levels.
- Recruiting, Retention and Transition.** We will put in place the systems, processes, tracking and activities to engage members and supporters for life.
- High-Performance.** We will create and deploy systems that enable our teams to compete at national level.

I hope you will help us achieve our Vision and support the development of the San Antonio Rugby Football Club.



Marcus Leming, President



San Antonio Rugby Football Club

CLUB INFORMATION

FOUNDED IN 1971

BOARD OF DIRECTORS
8 MEMBERS



MEN
DIVISION I, II & IV

100+ PLAYERS
6 COACHES

GAMEDAY VOLUNTEERS
15 VOLUNTEERS



WOMEN
DIVISION III

25+ PLAYERS
1 COACH



YOUTH
HIGH SCHOOL & U12

40+ PLAYERS
4 COACHES

GAMEDAY SPECTATORS
100+ SPECTATORS



1500 FOLLOWERS



2000 FOLLOWERS



1500 FOLLOWERS

Established partnership with the US Air Force Rugby Team, the Trinity University Rugby team and the University of Incarnate Word Rugby team to share members and resources (coaches, field and training camps).



San Antonio Rugby Football Club



Last year marked the beginning of a new era for American Rugby. The inaugural season of **Major League Rugby**, the American Professional Rugby competition, was a public and commercial success.

The competition is helping to elevate rugby to new levels in the US by bringing live rugby to most American households through broadcasts from CBSSN, AT&T SportsNet and ESPN+.

The inaugural season of Major League Rugby saw 7 teams from all over the country compete from April through June of 2018. **Austin Elite**, Glendale Raptors, **Houston SaberCats**, New Orleans Gold, San Diego Legion, Seattle Seawolves and Utah Warriors were the founding 7 teams of the league which will expand next year with the additions of Rugby United New York and Ontario Arrows.

Major League Rugby's strong presence around San Antonio with a franchise in both Austin and Houston provides an opportunity to the San Antonio Rugby Club to train and develop athletes that can become professional rugby players in line with our **Vision** of being the premier destination for rugby training and events in the US. It also demonstrates Texans' love for high level rugby and the potential for a successful business environment around rugby in Texas.



San Antonio Rugby Football Club

COMPETITIONS

USA Rugby has split the Senior Club teams into two Competitive Region Conferences (American and National). Essentially, the USA is split in half and teams were placed in Conferences by the USA Rugby Competitions Committee. **Texas is part of the American Conference** and competes in the subregion of **American Conference Region 4 (ACR4)**, also called Red River Conference.

Because all teams of San Antonio Rugby Football Club compete in the ACR4, SARFC footprint covers all of Texas, Oklahoma, Arkansas and part of Louisiana and Colorado.

MAIN OPPONENTS



Austin Blacks



Austin Huns



Glendale Merlins



Houston United



Dallas Reds



Dallas Harlequins



Woodlands Rugby



West Houston Lions



San Marcos Greys



Houston Athletics



Corpus Christi Crabs



San Antonio Rugby Football Club

WHY BECOME A PARTNER?

- Support San Antonio Rugby Football Club
- Develop our local community
- Prop up our Youth Athletics Programs
- Bring value to your business
- Share sports values
- Join dynamic teams
- Make your company known
- Benefit from positive outcomes
- Share the legendary friendliness of rugby

TAX BENEFITS

By becoming a partner, you bring material or financial support to the club in order to promote the brand image of your company. Your contribution is tax deductible and can reduce the taxable income of your business, lowering your tax bill.

HOW DO I BECOME A PARTNER?

San Antonio Rugby offers multiple partnership packages so you can find the ones that fit best your company and bring you true added value. Those packages are not exclusive and we would be glad to review with you others forms of Partnership. Packages are available for Men's Teams, Women's Team and Youth Teams.

PARTNERSHIP PACKAGES	Bronze \$1000	Silver \$1500	Gold \$2000	Platinum \$3000	Hall of Fame \$10000
Company logo on game balls					
Company logo on shorts					
Company logo on sleeve					
Company logo on back					
Company logo on front					
Company logo on players' canopy					



San Antonio Rugby Football Club

Expense Summary

Field Rental for Games and Practices	\$17,500
Equipment (such as balls, cones, ruck shields, paint...)	\$18,000
Players Kit (Jerseys and Shorts)	\$7,500
Coaching Staff	\$4,000
Game Day Social (Food and Beverages)	\$15,000
Advertising	\$1000
Club Costs (USA rugby membership, Tournament entry fees, Meetings, Travels)	\$17,000
TOTAL	\$80,000

Income Summary

Memberships	\$40,000
Donations	\$5,000
Merchandises/Fundraising	\$15,000
Partnerships	\$20,000
TOTAL	\$80,000

Our **Dues** structure has been improved to secure half of the club's budget. Our Old Boys association, Los Viejos, is doing an excellent job securing **Donations**. The club has demonstrated its ability to organize **Fundraising** events and produce and sell **Merchandises**.

However, San Antonio Rugby Football Club **strongly relies on Partnerships** to finance all its needs. The expansion of our Youth/College programs and our future in Men's Division I is conditioned by Partnerships.



Yes, I want to support the San Antonio Rugby Club !

_____ Hall of Fame Partnership - \$10,000

_____ Platinum Partnership - \$3,000

_____ Gold Partnership - \$2,000

_____ Silver Partnership - \$1,500

_____ Bronze Partnership - \$1,000

_____ I want to be contacted about a custom partnership

Checks or Money orders can be made payable to: San Antonio RFC

Mail the complete sponsorship form and payment to:

San Antonio RFC

201 E. Park Ave, Suite 200, San Antonio, TX 78212

Company Name: _____

Company Contact: _____

Company Address: _____

City: _____

State and Zip: _____

Telephone Number: _____

Email: _____

San Antonio Rugby Football Club

YOUR CONTACT

Michael Villalobos

Director of Partnership and Fundraising

Tel: (210) 771-2380

sanantoniorfc@gmail.com

www.sanantoniorugby.com

