2020-21 Dalby Rugby Union Sponsorship Proposal

Join a Winning Team On and Off the Field

Overview & Background

As a thriving local business we send you this proposal for sponsorship of the Dalby & District Rugby Football Club Inc. for the 2020 and 2021 seasons for your consideration.

We are happy to announce some new opportunities that will give your business the opportunity to build a fantastic relationship with a local not-for-profit club and reach a diverse demographic audience.

Get your business exposed to thousands of people locally and throughout the Western Downs and Darling Downs regions each year.

We are enthusiastic about our future and are continuing to grow and develop our club further and we hope you can you join us on this journey.

Neal Kiley, President

Established in 1964, our club has a strong history in our region. Our traditional Wheatmen hospitality and positive club culture has continued through recent years with the club winning various Downs Rugby Awards.

Our facilities are part of the Dick Aland Sporting Reserve which includes the Dalby Cricket Association, Dalby Devils, Dalby Diehards Clubs and the Dalby Swans AFL Club. We continue to support and work with these groups to maintain a healthy sporting community. As such, the club and its facilities cater to a wide cross section of the community, attracting up to 4,000 people to the site for large game days.

The Dalby Rugby Union Club boasts over 600 members (players and supporters) and fields 7 junior teams, 4 teenage teams, 1 girls team, 1 womens team and 3 senior teams. The club prides itself on its achievements both on and off field, in particular its ability to provide a friendly family oriented environment which invites and facilitates all participants and supporters from the local community and abroad.

The facilities and grounds are an important development arena for up and coming sportspeople, which we have produced representatives for Australia, Queensland and Queensland Country. To meet the growing demand from the club and other community groups using our facilities, we continue the process of upgrading our clubhouse and grounds. This is vital in attracting players, supporters and sponsors to our club and will ensure our club continues to be the best club on the Darling Downs.

"The Dalby Wheatmen is a club which actively encourages long lasting friendships through a family friendly environment. We breed success and passion in our rugby as we strive for continual improvement both on and off the field. We are committed to growing the unity between the club and the community and attracting members and players from across the downs."

Dalby Rugby Union Club Vision Statement

Benefits to your Business

As sponsor of the Dalby Rugby Union you and your business will not only become part of a local sporting club but also form a partnership with a growing community group that supports its players and families by providing a safe and inclusive place to improve their quality of life,

Some of the benefits include:

- A partnership with the ONLY rugby union club in Dalby.
- Community profile associated with providing funding towards a significant not-for-profit community group located in the main sporting precinct in the heart of town.
- Additional benefits and exposure given the fact that this precinct is a multi-use venue.
- Opportunity to develop relationships and broaden networks with a range of key groups, potential clients/customers and stakeholders.
- Opportunity to reward your valued customers/clients with the involvement in various club events including Sponsor's Day, Ladies Day, Jelly Baby Day, Old Boys Day, Junior Closing Carnival, Downs Rugby Super Saturday Finals, Presentation Evening.
- Value for money in advertising your business in our local community.
- Opportunities for communication, implementation of advertising strategies and dissemination of information by utilising the club database and extended networks which includes an active website, e-newsletter and Facebook page.
- The prospect of having your business showcased to the Western Downs, Toowoomba, South Burnett, Southern Downs and Maranoa, Balonne, Goondiwindi and Lockyer Valley regions when we host teams from Condamine, Chinchilla, Roma, Goondiwindi, St George, Warwick, Toowoomba, Kingaroy, Highfields and Gatton.
- The opportunity to develop your brand and a real connection with your clients and the community. Connections create opportunities.

1ST club on the Downs to establish an App

C Grade Champions **2018**

1519 Facebook Page Followers

2016 & 2017
Risdon Cup & Downs Rugby Club Champions

e-newsletter subscribers = **824**

263 registered players

Team Sponsor Packages

The Dalby Rugby Union Club is seeking a two year agreement as a part of our sponsorship packages which will cover the 2020 and 2021 Downs Rugby seasons.

Team Sponsor packages include:

- Exclusive naming rights on the front of the team/grade jersey.
- Logo on the front of every jersey in the chosen grade/division.
- Logo in all home game booklets (around 9 home games) and presentation night programs.
- Logo put onto the side of clubhouse, alongside other sponsors.
- One jersey for you to keep at the end of the sponsorship term.
- 2 tickets to our annual Players Presentation Night event with the opportunity to present awards ($120 value per year).
- Complimentary Clubhouse Hire for two separate events (one per year - $400 value per year).
- Invitation to sponsors day event each year with hospitality package including your own tent, complimentary drink tickets and savoury platters.
- Name announced at every home game over loud speaker.
- Use of six senior players for a promotional event for your company (A, B & C Grade and Womens team sponsors only).
- 5 Free Entry Cards for all home games including one free beer or softdrink at each home game (valued at over $400.00).
- Logo & Company Spiel on our website.
- Invitation to all our functions and fundraising events.
- Advertising opportunity in one e-newsletter per year.
- E-newsletters throughout the season to keep you up-to-date.
- Opportunity to display extra advertising (banners, flags etc.) at all home games.

A Grade Team Sponsor (One business only)
$20,000 plus gst per year
Not seeking additional sponsorship at this time.

B Grade Team Sponsor (One business only)
$12,000 plus gst per year
Not seeking additional sponsorship at this time.

C Grade Team Sponsor (One business only)
$5,000 plus gst per year
Not seeking additional sponsorship at this time.

Juniors Sponsor - Covers all Under 6-12s (Two businesses only)
$15,000 plus gst per year
Not seeking additional sponsorship at this time.

Teenagers Sponsor - Covers all Under 13-17 and Girls under 15s (One business only) $5,000 plus gst per year
Not seeking additional sponsorship at this time.

Womens 7s Team Sponsor
$3,000 plus gst per year (two year commitment)
Not seeking additional sponsorship at this time.

Club Sponsor Packages

Club sponsor packages include:

- Logo on your corresponding sponsored piece of merchandise.
- Logo in all home game booklets (around 9 home games) and presentation night programs.
- Logo put onto the side of clubhouse, alongside other sponsors.
- 1 ticket to our annual Players Presentation Night event ($60 value per year).
- Invitation to sponsors day event each year with the opportunity to have your own tent, esky with beverages and savouries.
- Name announced at every home game over loud speaker.
- 2 Free Entry Cards for all home games including one free beer or softdrink at each home game ($160.00).
- Logo & Company Spiel on our website.
- Invitation to all our functions and fundraising events.
- Advertising opportunity in one e-newsletter per year.
- E-newsletters throughout the season to keep you up-to-date.
- Opportunity to display extra advertising (banners, flags etc.) at all home games.

Junior Shorts Sponsor (One business only)
Logo will appear on the back of all playing shorts for
all junior players (under 6-12)
$5,000 plus gst per year
Not seeking additional sponsorship at this time.

Training Shirt Sponsor (Max 10 businesses)
Training shirts will be given to every player from Under 6 through to
A Grade upon payment of their registration.
Sponsor logo will appear on the back of the shirt,
$2,000 plus gst per year
CURRENTLY AVAILABLE

Senior, Womens & Teenage Shorts Sponsor (One position available)
Logo will appear on one side of all playing shorts for
A, B, C Grade, Women's 7s and all Teenagers
$5,000 plus gst per year
Not seeking additional sponsorship at this time.

Minor Club Sponsor & Club Affiliate Packages

Minor club sponsor and club affiliate packages include:

- Logo on your corresponding piece of merchandise (Minor club sponsor only).
- Logo in all home game booklets (around 9 home games) and presentation night programs.
- Logo put onto the side of clubhouse, alongside other sponsors.
- Name announced at every home game over loud speaker.
- Logo & Company Spiel on our website.
- Invitation to all our functions and fundraising events.

Minor Club Sponsor
Optional naming on small merchandise items. This sponsorship level is on a case-by-case basis as negotiated with the club board.
$2,000 plus gst per year

Affiliate Sponsor (Max 10 businesses)
$500 plus gst per year
CURRENTLY AVAILABLE

We thank you for taking the time to consider this proposal and we look forward to receiving your response and feedback. Without sponsors our club would cease to exist and our community would not have the opportunity to play the great sport of rugby. We would greatly appreciate your support and anticipate a healthy working relationship with you and your business in future years.

Any queries in relation to this proposal, please email Treasurer Joe Robinson via treasurer@dalbyrugbyunion.com.au or 0428 157 985.

Sponsorship Participation & Agreement Form

In completing this form you are agreeing to become a sponsor of the Dalby & District Rugby Football Club Inc. for the 2020 and 2021 seasons at the level and amount you indicate below.

Business Name: _____

Contact Person: _____

Contact Person Email Address: _____

Contact Person Phone Number: _____

Postal Address: _____

_____

Signature: _____

Date: _____

Please indicate your 1ST & 2ND preference of sponsorship:

_____

We ask if you could please complete and return this form to Club Treasurer Joe Robinson via treasurer@dalbyrugbyunion.com.au by Friday 31January 2020.

Harvesting Success Since 1964
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DALBY & DISTRICT
RUGBY FOOTBALL CLUB