

# Birmingham Rugby Club Foundation

## 2018-19 Corporate Sponsorship Proposal (EIN: 63-1208835)



To make a tax deductible donation, go to  
<https://birminghamrugby.com/sponsorship-opportunities/>

Or e-mail [pres@birminghamrugby.org](mailto:pres@birminghamrugby.org)

3609 Montclair Road – Krebs Field at Ramsay Park  
(205) 933 - MAUL (6285)

## INTRODUCTION

Welcome to the Birmingham Rugby Football Club sponsorship kit for the 2018/2019 season. We hope that when you have read this package, you will find that, as a 501(c) (3) organization, the Birmingham Rugby Club is an attractive prospect for your local tax deductible sponsorship.

## WHAT'S RUGBY?

The game of rugby was first played in England in 1823. It is said that the sport was created at the town of Rugby's junior school, by William Webb-Ellis, when during a game of soccer, he picked up the ball and ran with it. It is a sport that combines teamwork, speed, skill, power and sportsmanship. Rugby is a truly international sport, played in over 100 countries; it is the world's second largest sport played by 7.3 million men, women, and children.

As rugby evolved into American Football, the sport became less well known to the American public. In the last 15 years that has been changing rapidly as the popularity of rugby in the US has surged. There are now more than 100,000 active rugby players in the US across professional, men's league, collegiate, high school, and youth teams. With rugby making a triumphant return to the Olympics in 2016, the sport's popularity will continue to grow in the years to come.

*"Over the last four years, rugby participation has **increased 40%** across America." – Fox Soccer Plus*  
*"According to figures, the estimated rate of participation growth in rugby between 2004 and 2011 was 350%."*



## WHO IS BIRMINGHAM RUGBY?

The BRFC, established in 1967, is a highly competitive, traveling Division II Men's Rugby team that competes in the True South Rugby Union. The team plays year round, frequently traveling all over the United States. We are a family-oriented club made up of more than 60 active players and an "Old Boys" network of more than 3,000 retired players from all walks of life and nationalities. We are a 501 (c) (3) non-profit organization that has a vision to promote rugby at the youth and amateur level, as well as to develop the best rugby playing facilities in the True South Rugby Union. The members of the Birmingham Vulcans have had tremendous success both on the field and off, as leaders in their communities.

In order to continue with the growth of our rugby program, we are currently seeking sponsorship to cover the increasing costs of operating a more successful organization. As the team increases its national recognition, the costs associated with operation of the club and travel for the team and coaches also increase.

### Recent Major Accomplishments Include:

- ✓ **2010** - Creation of our High School and Youth Programs
- ✓ **2011** - 15s Alabama State Champions
- ✓ **2011** - 7s Alabama State Champions
- ✓ **2012** - 15s Alabama State Champions
- ✓ **2012** - 7s Alabama State Champions
- ✓ **2012** - Undefeated 2012 Regular season
- ✓ **2012** - Third Round of the National Championships
- ✓ **2013** - 7s Alabama State Champions
- ✓ **2014** - 7s Alabama State Champions
- ✓ **2015** - True South Semifinalist
- ✓ **2016** - True South Semifinalist
- ✓ **2018** - True South Champions (32 in the County)



✓ 2017 - True South Runner Up

## WHERE DOES YOUR MONEY GO?

### Seasonal expenses:

- Medical Supplies
- Rugby Balls
- Cones
- Field Maintenance
- Travel
- Deep South Rugby Union Dues
- Youth Programs
- Socials

### Medium-Term expenses:

- Home and Away Game Jerseys/shorts/socks
- Scoreboard
- Scrum Machine
- Goal Post Pads
- Rucking Pads
- Tackling Dummies
- Tackle Suits

- Billboard
- Cameras for filming

### Long-term expenses:

- Audio / Visual hard/software
- New Field Lights
- Field Sign
- New Goal Posts
- Field Irrigation
- Field Improvements
- Storage Shed
- Club House
- Bathroom facility

### Labor:

- Coach Stipend (currently 100% volunteer)
- Athletic Trainers Stipend (currently 100% volunteer)

## OUR COMMUNITY INVOLVEMENT

For the Birmingham Vulcan Rugby Football Club, succeeding is far more than winning games and collecting trophies. We find success in building up our community and being net contributors off of the field as well. The following are a few of the charities that our club donates to as well as some other projects that we participate in for giving back to the Birmingham community:



[www.BirminghamRugby.com](http://www.BirminghamRugby.com)

### Our Donations:

- [Alex's Lemonade Stand Foundation](#) – “Curing childhood cancer, one cup at a time.”
- Cystic Fibrosis Research
- [Alabama Suicide Prevention and Resources Coalition](#) - Annual fundraiser by hosting a cornhole tournament

### Our Community Service Projects:

- [Exchange Club Child Abuse Prevention Center](#) – Annual “Santa Sunshine Special” for Jefferson County students with severe special needs.
- [Brookdale Senior Living Solutions](#) – Dancing with the residents
- [Youth Rugby Scholarship](#) (needs based)

Besides helping us be successful on and off the field, we provide brand visibility. The Birmingham Vulcan Rugby Football Club plays matches year round, all over the Southeast and is frequently featured in the media. During regular season home matches, three to four hundred spectators can be found at Ramsay Park cheering the Vulcans on to

victory. During rival match-ups, tournaments and National Championship matches, as many as 2,000 fans have physically attended matches. We also estimate that approximately 2,000 photos are taken and posted to Facebook. Each photo is viewed an estimated 10x, for a reach of 20,000 people.



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## WHY SHOULD YOU SPONSOR BIRMINGHAM RUGBY?

Tax deductible advertisement! We continuously tag our sponsors via our numerous social media accounts, reaching 1,000's of viewers that now see that your company supports the Birmingham community.

If you become a Title Sponsor, your logo will be displayed on the teams game jerseys. All of our tiers will get your logo placed on team tee shirts however which greatly heightens your company name exposure in the market. For example, 25 social jerseys were worn by players throughout the year and we estimate that the average player wears one 24 times a year in a public settings. Hard to estimate the number of eyes that see it but we say 100 people. Therefore,  $25 \times 24 \times 100 = 60,000$  people will see your logo by this method alone!

Collectively, >80,000 people will see your logo per season, proving that with the exposure of our rugby organization, the value of your sponsorship can quickly pay dividends for your business.

As you can see, Birmingham Rugby remains committed to the Birmingham community. We strive to provide an opportunity for men, women, and children alike to play a great game and become active in an international community of rugby enthusiasts. The sport of rugby helps people be physically active and learn important lessons about teamwork, leadership, discipline, and skill development. Our club is responsible for starting the UAB Blazers Rugby Club, the Birmingham Youth Rugby League, and the Birmingham High School Rugby League. Birmingham Rugby

Club is currently working to start the Birmingham Women's Rugby Club as well as looking for additional ways to continue to add value to the Birmingham community.

Sponsoring the Birmingham Rugby Football Club is good for Birmingham and is good for your business. As a corporate sponsor, you will be helping to make possible an opportunity to showcase Birmingham in a positive light to hundreds of young people from across the southeast.



[www.BirminghamRugby.com](http://www.BirminghamRugby.com)

## CORPORATE SPONSORSHIP TIERS

Birmingham Rugby is seeking contributions from local corporations who wish to make a positive contribution to the Birmingham community. Thank you for your support!

**Title Sponsor** - Tax Deductible Contribution: \$10,000

- Logo on Scoreboard (pending city approval of logo)
- Two Team appearances for event or charity work in your sponsorship's name
- Premium logo space with link on all pages of website
- Regular shoutouts on social media
- Logo on the chest of jerseys



- Logo on player T-shirts (tournaments)
- Sponsorship banner at home matches and home tournaments
- Framed team picture and signed rugby ball
- 2 Gold Player Gear Packages (Jersey, Polo, Pennant, T-shirt)
- Title Sponsor of Banquet (Optional Keynote Speaker)
- Table at yearly banquet
- Marketing material at banquet
- Hospitality tent space at all home matches
- Preferred Food or Beverage Vendor at all home matches



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### **Platinum** - Tax Deductible Contribution: \$5,000

- One team appearance for event or charity work
- Logo and link on website
- Shoutouts on social media
- Logo on player T-shirts (tournaments)
- Sponsorship banner at home matches and home tournaments
- Framed team picture and signed ball
- Gold Player Gear Package
- Jersey, Polo, Pennant, T-shirt
- Table at yearly banquet





- Marketing material at banquet
- Hospitality tent space at all home matches

**Gold** - Tax Deductible Contribution: \$2,500

- Logo and link on website
- Shoutouts on social media
- Logo on player T-shirts (tournaments)
- Sponsorship banner at home matches and home tournaments
- Framed team picture and signed ball
- Gold Player Gear Package of Jersey, Polo, Pennant, T-shirt



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**Silver** - Tax Deductible Contribution: \$1,500

- Logo and link on website
- Shoutouts on social media
- Logo on player T-shirts (tournaments)
- Sponsorship banner at home matches and home tournaments
- Framed team picture or signed ball

**Bronze** - Tax Deductible Contribution: \$500

- Logo and link on website
- Shoutouts on social media
- Logo on player T-shirts (tournaments)
- Sponsorship banner at home matches and home tournaments

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#WRUGBY  
#RIO2016



Women's Eagles news dominated 15 of the top 25 spots on USARugby.org with 140.5K total unique page views.

2016  
**USA RUGBY**  
BY THE NUMBERS

**1,012** new REFEREES  
**61** new S & C COACHES  
**1,535** new COACHES

**MEMBERS 2015-16 SEASON**

SENIOR	29,073
COLLEGE	34,004
CLUBS/TEAMS	2,673
HIGH SCHOOL	30,862
YOUTH	11,519
ROOKIE RUGBY	3,501
COACH	4,428
ADMIN   EXEC   VOLUNTEER	2,144
REFEREES	1,520
LEGACY	88
<b>TOTAL MEMBERS</b>	<b>119,812</b>

NDS 2015 HOSTED OVER **400** ATTENDEES  
10TH ANNUAL USA RUGBY NATIONAL DEVELOPMENT SUMMIT



LAUNCHED in 2016

OVER **80K** FANS WATCHED RUGBY IN CHICAGO



HOSTED ON U.S. SOIL



BINGHAM CUP  
Nashville 2016

USA RUGBY TRUST raised more than **\$1 MILLION**

Facebook likes increased nearly 5x in 2016

RUGBY SEVENS OLYMPIC DEBUT



**NEW LEAGUES**

ROOKIE RUGBY (65)  
GIRLS MIDDLE SCHOOL (16)



**81** TOTAL

**NATIONAL CHAMPIONS**

CLUB

- MEN'S DI** Mystic River
- MEN'S DII** Tempe Old Devils
- MEN'S DIII** Fairfield Yankees
- MEN'S 7S** Rugby Utah
- WOMEN'S PREMIER LEAGUE** San Diego Surfers
- WOMEN'S 7S** Scion Sirens
- WOMEN'S DI** Seattle Saracens
- WOMEN'S DII** Life West Gladiatrix

COLLEGE

- MEN'S DI-A** Life University
- MEN'S DI-AA** UC Davis
- MEN'S DII** University of WI Whitewater
- MEN'S DI 7S** Saint Mary's College
- MEN'S DII 7S** Minnesota-Duluth
- WOMEN'S DI ELITE** Penn State
- WOMEN'S DI SPRING** UC Davis
- WOMEN'S DI 7S** Life University
- WOMEN'S DII 7S** Davenport University
- WOMEN'S DI FALL** United States Air Force Academy
- WOMEN'S DII FALL** Davenport University
- WOMEN'S DII SPRING** Tulane University