



Blue Tongue Rugby
BLUE MOUNTAINS
JUNIOR RUGBY CLUB

2016 INFORMATION PACK & SPONSORSHIP PACKAGES

BLUE MOUNTAINS JUNIOR RUGBY UNION – THE BLUE TONGUES

WHY SPONSOR US?

- Two of the greatest challenges local businesses face today are: attracting and retaining customers, and engendering customer loyalty. Customer loyalty is built in many ways but one of the strongest is involvement in the local community.
- Becoming involved with local sporting teams can build your profile among the players, families, friends and members of the club. Beyond this is recognition in the broader community.
- Sponsorship of a local sporting club is also a clear display that your business puts back into the community and gives your business a commercial benefit. If you have your own special requirements for sponsorship, and the regular packages do not suit your needs, a member of the Club Sponsorship Committee will be only too happy to discuss the matter with you.
- Contained in this Sponsorship and Information Package you will find the various Sponsorship Packages available for the 2015 season. We would like you to consider this proposal and the benefits that this investment brings to the development of the youth in our district.
- As well as the advertising benefits mentioned in the sponsorship packages, please keep in mind that:
 - Advertising the Blue Tongue Rugby Sponsorship is directed at a sizeable audience.
 - The Committee, coaches, managers and trainers enthusiastically encourage support of our sponsors.
 - We will gladly distribute any promotional/advertising material aimed at reaching the homes of our players and supporters.
 - A sponsorship investment is normally tax deductible as an advertising expense.



BLUE MOUNTAINS JUNIOR RUGBY UNION – THE BLUE TONGUES BACKGROUND INFORMATION

- Established in 2007 by current and former Blue Mountains Senior Players, filling 2 teams in the initial season.
- The ‘Rugby in the Park’ initiative in 2009 saw an influx of players, many of whom still play for the club today.
- In 2012 ‘Rugby in the Park’ program ran across 4 weeks and saw over 40 children attend weekly. A lot of these children moved into our Mini Rugby for ages 6-9.
- The Minis competition is a weekly program through the season with a strong emphasis on fun, skills and competition.
- In 2014 Blue Tongues had a very strong showing of representative level with over 50 players across all age groups selected and playing in the Penrith District teams.
- In 2014, our UI Is secured the B Grade Premiership after winning the C Grade in 2013.
- The club has over 200 players that participate in the minis competition and the Sydney Junior Rugby Union competition on Sundays across Metropolitan Sydney.
- The Blue Tongues are a not for profit club with all monies raised going towards the maintenance of the clubhouse and grounds, as well as supporting the players with training equipment and playing gear.



BLUE MOUNTAINS JUNIOR RUGBY UNION – THE BLUE TONGUES SPONSORSHIP BENEFITS

- The Blue Tongue Rugby supporter base includes not only parents but grandparents, extended family and friends. The majority of the players and families live between Springwood and Penrith.
- 200 Players with your logo on our game shorts - (Full club sponsorship)
- Coverage across the Sydney Metro area –from Lapstone to DeeWhy , Hawkesbury to Randwick
- A committee that will ensure your business is supported with tailored and agreed marketing initiatives.
- Our players get to keep their jerseys because of your contribution. (Team sponsorship)
- The Blue Mountains has over 84,000 Residents in 37,000 dwellings with future growth assured, our club will also grow with your help and your company along with it
- Access to 350+ Twitter followers
- Access to over 850 Facebook followers and their friends



BLUE MOUNTAINS JUNIOR RUGBY UNION – THE BLUE TONGUES SPONSORSHIP OPTIONS

Blue Tongue Rugby Major Sponsor

- The club sponsor is the major sponsor and only one package will be made available
- Your business logo on game day shirts – 200 Game day shirts
- Naming rights on all team shorts some 200 pairs
- Use of the Blue Tongue logo in your business for 12 months
- Networking lunch held exclusively for sponsors.
- We will provide signage with your branding. This will be prominently displayed at all home games.
- Your business profile and logo on the Blue Tongue Rugby website. A hyperlink to your website from Blue Tongue Rugby site
- Regular promotion of your business through Blue Tongue Social Media (Facebook & Twitter) either by posting, sharing of your Facebook messages or retweeting
- Opportunity to display products or services at home games
- Exclusive purchase of company products by the club (where possible)
- You are most welcome to utilize the Club's mailing system to distribute Flyers to all players within the Club

\$5000



BLUE MOUNTAINS JUNIOR RUGBY UNION – THE BLUETONGUES

SPONSORSHIP OPTIONS

JERSEY FRONT SPONSORS PACKAGE

- Sponsors name/logo on the more prominent Jersey Front
- Club Supporters Shirt – with Club Crest
- Team Photo with your company name mentioned as team sponsor
- Networking lunch at held exclusively for sponsors
- A Beautifully Engraved Wall Plaque with Club Crest acknowledging the support of your business in 2015
- A link on the Club Website to your company website or if you do not have a website your company will be given its own page on the Club Website
- For an extra \$400, you can present the players with their hard earned jerseys at the end of the season at our presentation day

Minis: \$800 per team
Juniors \$1600 per team

JERSEY BACK SPONSORS PACKAGE

- Sponsors name/logo on the back of the Jersey
- Club Supporters Shirt – with Club Crest
- Team Photo with your company name mentioned as team sponsor
- Networking lunch at held exclusively for sponsors
- A Beautifully Engraved Wall Plaque with Club Crest acknowledging the support of your business in 2015
- A link on the Club Website to your company website or if you do not have a website your company will be given its own page on the Club Website

Minis: \$500 per team
Juniors \$1200 per team

BLUE MOUNTAINS JUNIOR RUGBY UNION – THE BLUETONGUES

SPONSORSHIP OPTIONS

JERSEY SLEEVE SPONSORS PACKAGE

- Sponsors name/logo on the Jersey Sleeve
- Club Supporters Shirt – with Club Crest
- Team Photo with your company name mentioned as team sponsor
- Networking lunch at held exclusively for sponsors
- A Beautifully Engraved Wall Plaque with Club Crest acknowledging the support of your business in 2015
- A link on the Club Website to your company website

\$700 per team

GROUND SIGNAGE

- In 2015 ground signage is an optional extra or sold on their own. There will be 2 Sizes available:
 - 2040mm x 600mm
 - 1020mm x 600mm

2040mm x 600mm: \$600

1020mm x 600mm: \$300

BLUE MOUNTAINS JUNIOR RUGBY UNION – THE BLUE TONGUES THANK YOU

The sponsorship packages are designed to support your business. We are keen to work with you to maximise your exposure and return. If your business needs alterations to the packages we will endeavour to tailor a solution where we can. We will do everything in our power to individualize a package that is tailor-made to suit your business.

Blue Mountains Junior Rugby Club Incorporated is a community based Junior Rugby Union Club formed to provide infrastructure for the playing of rugby.

Our aims are:

- to provide a safe and friendly environment for our players
- to develop the skills of rugby union and develop teamwork, discipline, confidence and good sportsmanship
- to provide a path for individuals to reach their potential and for our players to have fun
- to set coaching guidelines and monitoring systems to ensure our Club objectives are met

Thank you for taking the time to get to know Blue Mountains Junior Rugby Club. We ask you to consider this proposal and we welcome the opportunity of establishing a mutually beneficial long term relationship.

Sponsorship Enquiries: Amanda Sargeant 0430 485 500, TBA on 9999 999 999 or any committee member

Check out the website: <http://www.bluemountainsrugby.net>

Or find us on Facebook: www.facebook.com/BlueTongueRugby

