



WASPS RUGBY

2016 Sponsorship Proposal

Company: _____

Prepared for: _____

Presented by: _____

Date: _____



Dear Prospective Sponsor and Partner,

Hello and welcome on behalf of Winnipeg Wasps Rugby Club. Firstly, I would like to thank you personally for allowing us the opportunity to present you with our sponsorship proposal. All sponsors and supporters that join the Wasps Rugby community becomes a part of this success and an important part of the broader Manitoba rugby community.

The Winnipeg Wasps Rugby Club has designed a number of tiered packages which will give businesses the opportunity to support the club at all levels. Our sponsorship packages have been developed to provide businesses with an excellent return on investment. Our packages offer our sponsors brand exposure through a variety of media including our webpage, signage, team attire, communications, membership, event naming rights and much more.

In return for your investment, the Winnipeg Wasps Rugby Club can help your business increase your brand awareness and image, gain new customers and strengthen relationships with existing customers. In doing this, you showcase your devoted involvement in supporting the local community and amateur rugby at all levels in the Province of Manitoba.

I am confident in our dedicated members, backed with our desire to see “The Gentleman’s Game” continue to grow in Manitoba; your business will enhance brand and customer awareness. With a support base of over 250 members, we would relish the opportunity to work with your business to reach this audience.

If you have any queries regarding any of our sponsorship packages, please don’t hesitate to contact myself or Mark Fynn, Sponsorship Coordinator, for further discussion on how we can best tailor our proposal to suit your company.

I would like to extend my sincere thanks for taking the time to read our sponsorship proposal. We believe our sponsorship proposal will provide an exciting marketing opportunity for your business and we would relish the opportunity of working in partnership with you. The Winnipeg Wasps Rugby Club looks forward to welcoming you to our family.

Caleb Stick
Club President



Summary of Sponsorship Opportunities

Applicable May 2016 – April 2017

Type of Sponsor	Investment	Advertising Benefits	Other Benefits
Title Sponsor	\$2,500+	<ul style="list-style-type: none"> - Company logo fixed on waspsrugby.com landing page (1/3 width of page) - Company logo, info, and contact info at top of sponsor-dedicated page - Logo in primary advertising spot on Wasps Rugby gear produced during season - Logo on Wasps Rugby sponsors banner - Right to offer products/ services to members - Right to advertise Wasps Rugby on pre-approved advertising. 	<ul style="list-style-type: none"> - Free entry for 2 in the Wasps Rugby Annual Golf Tournament - Two (2) tickets to the Annual Rugby Manitoba Hall of Fame Dinner - Open invitation to all Wasps Rugby social events - Two (2) tickets to the Wasps Rugby Year End Banquet - Other benefits (e.g. priority patronage) as agreed upon
Premium Sponsor	\$1,000+	<ul style="list-style-type: none"> - Company logo fixed on waspsrugby.com landing page (1/3 width of page) - Company logo, info, and contact info near top of sponsor-dedicated page - Logo on Wasps Rugby sponsors banner - Right to offer products/ services to members - Right to advertise Wasps Rugby on pre-approved advertising. 	<ul style="list-style-type: none"> - Open invitation to all Wasps Rugby social events - Two (2) tickets to the Wasps Rugby Year End Banquet - Other benefits as agreed upon
Sustaining Sponsor	\$500+	<ul style="list-style-type: none"> - Company logo in rotation with other sustaining sponsors on waspsrugby.com landing page (1/3 width of page) - Company logo, info, and contact info on sponsor-dedicated page - Logo on Wasps Rugby sponsors banner - Right to offer products/ services to members - Right to advertise Wasps Rugby on pre-approved advertising 	<ul style="list-style-type: none"> - Open invitation to all Wasps Rugby social events - One (1) ticket to the Wasps Rugby Year End Banquet - Other benefits as agreed upon
Patron Sponsor	\$250+	<ul style="list-style-type: none"> - Company logo, info, and contact info on sponsor-dedicated page - Logo on Wasps Rugby sponsors banner - Right to offer products/ services to members - Right to advertise Wasps Rugby on pre-approved advertising 	<ul style="list-style-type: none"> - Open invitation to all Wasps Rugby social events - One (1) ticket to the Wasps Rugby Year End Banquet - Other benefits as agreed upon
Event Sponsor	<i>Varies</i>	<ul style="list-style-type: none"> - Naming rights to the specific event, - Advertising on event-specific attire, signage and communications, and/or - Recognition in club communications that reference the specific event. 	<ul style="list-style-type: none"> - Open invitation to all Wasps Rugby social events - Other benefits as agreed upon

Caleb Stick, *President*

Email: cpstick@gmail.com

Mark Fynn, *Sponsorship Coordinator*

Email: mark.fynn@live.ca



Club History

In the past 50 years, the Winnipeg Wasps have been innovators and leaders in rugby in the Prairie Province of Manitoba. Founded in 1965, the Club has produced many high-calibre players who have played for us at home and abroad in a variety of competitions.

Our club has a rich history in the rugby community, both at home and abroad, whether it is coaching rugby players at the high school level or forging new bonds with clubs around the world. Through player contacts and international tours, the Winnipeg Wasps truly embrace the “club mentality” that sets the sport apart from all others.

Over the years, the Winnipeg Wasps have produced many rugby players whose passion for the sport has gone far beyond the lines of the pitch. Scott Harland is a Regional Development Officer for Rugby Americas North, an active member of the International Rugby Board (IRB) and a long-time member of the Winnipeg Wasps. Scott was appointed to the position of Match Officiator in the recent exhibition match (2014) between the New Zealand All Blacks and the USA Eagles in Chicago, Illinois.

Our head coach, Guy (Mac) McKim, has been involved in rugby, on and off the pitch, for over 45 years and is an active member of the international rugby community. Mac holds many titles including IRB Educator, Master Learning Facilitator and curriculum writer with Rugby Canada and Learning Facilitator in the National Coaching Certification Program (NCCP).

After retirement from the game, our club alumni, or “Legends,” are still proud to call themselves Wasps. With alumni in every major Canadian city and many more around the world, it is easy to see that the Wasps’ extended family is a strong community which will only continue to grow with time.



The Winnipeg Wasps Rugby Club has established itself as a community-based organization. We endeavour to provide pathways and opportunities for players to participate in competitions at local, provincial and national levels. Wasps Rugby encourages adolescents and young adults to stay physically active and learn important life skills about teamwork, leadership, discipline, and skills development.

All sponsorship funding is directly invested into the sport and is used to manage and improve rugby in Manitoba. Areas of expenditure include:

- i) Player Development
- ii) Equipment Renewal
- iii) Training Facilities
- iv) Player Registration Subsidies
- v) Club Events and Fundraisers
- vi) Community Outreach Programs

Club Members:	250
Supporters:	150
Teams:	1st XV Men's
	2nd XV Men's
	1st XV Women's
	Varsity XV Kelvin High School
	Varsity XV Vincent Massey Collegiate
	Varsity XV St. Maurice High School
	Varsity XV Sir John's Ravenscourt
	Varsity 7's Kelvin High School
	Varsity 7's Collège Béliveau
Associate Clubs:	Regina Condors
	Edmonton Pirates
	Winnipeg Tropics



The Winnipeg Wasps Rugby Club has designed a number of tiered packages that will give individuals and businesses the opportunity to support the Club at all levels. On the next few pages, you will find an overview of these packages and their benefits:

- i) Title Sponsorship**
- ii) Premium Sponsorship**
- iii) Sustaining Sponsorship**
- iv) Patron Sponsorship**
- v) Event Sponsorship**

In addition to these sponsorship packages, our Sponsors can choose to direct their funding directly towards one or more of several groups, including but not limited to:

- i) The Club (as a whole)**
- ii) A Specific Wasps Team (Wasp Women / Wasp Men)**
through Player Registration Subsidies
- iii) Student Rugby Players**
through Player Registration Subsidies



Title Sponsor

Investment: \$2,500 and up

You will be recognized as our Title Sponsor and play a strategic role in the development of the Wasps Rugby Club. In return for your investment, you will get to promote your business through various marketing activities and you will be invited to all rugby functions and games. Your company will be respected by the Club and we will promote your business to the best of our ability. The Club will strive to bring you additional customers by encouraging preferred patronage through your association with the Winnipeg Wasps Rugby Club.

In return for your investment, during the 2016 season (May 2016 – April 2017) you will receive:

Advertising Benefits

- Your company logo will be fixed and prominent on the landing page of the Wasps Rugby website, with the logo dedicated to one-third (1/3) of the width of the page.
- Your company's logo, description and contact information will be fixed at the top of a sponsor-dedicated webpage on the Wasps Rugby website with recognition as our "Title Sponsor."
- Your company logo will appear in a primary promotion location on official Wasps Rugby gear that is produced during the season (e.g., jerseys, collared shirts and training tops).
- Your company logo will be featured prominently on the Wasps Rugby banner, which will be displayed at most games and social events (including charitable events).
- You will have access to offer products and services to Club members throughout the season.
- You will have the right to use the Wasps Rugby logo on pre-approved advertising material.

Hospitality Benefits

- Free entry for 2 people in the Wasps Annual Golf Tournament.
- 2 Tickets to the Annual Rugby Manitoba Hall of Fame Dinner.
- Open invitation to all Wasp social events free of charge.
- 2 Tickets to the Wasps Year End Banquet.

General Benefits

- Other arrangements/benefits as agreed upon prior to sponsorship.



Premium Sponsors

Investment: \$1,000 and up

As a Premium Sponsor you will be a vital member of the Wasps Rugby Club. In return for your investment you will get to promote your business through various marketing activities and you will be invited to all rugby functions and games. Your company will be respected by the Club and we will promote your business to the best of our ability.

In return for your investment, during the 2016 season (May 2016 – April 2017) you will receive:

Advertising Benefits

- Your company logo will be fixed and prominent on the landing page of the Wasps Rugby website, with the logo dedicated to one-third (1/3) of the width of the page.
- Your company's logo, description and contact information will be fixed near the top of a sponsor-dedicated webpage of the Wasps Rugby website with recognition as a "Premium Sponsor."
- Your company logo will appear in a secondary promotion location on official Wasps Rugby gear that is produced during the season (e.g., jerseys, collared shirts and training tops).
- Your company logo will be featured prominently on the Wasps Rugby banner, which will be displayed at most games and social events (including charitable events).
- You will have access to offer products and services to Club members throughout the season.
- You will have the right to use the Wasps Rugby logo on pre-approved advertising material.

Hospitality Benefits

- Open invitation to all Wasp social events free of charge.
- 2 Tickets to the Wasps Year End Banquet.

General Benefits

- Other arrangements/benefits as agreed upon prior to sponsorship.



Sustaining Sponsors

Investment: \$500 and up

As a Sustaining Sponsor, you will be a vital member of the Wasps Rugby Club. In return for your investment you will get to promote your business through various marketing activities and you will be invited to all rugby functions and games. Your company will be respected by the Club and we will promote your business to the best of our ability.

In return for your investment, during the 2016 season (May 2016 – April 2017) you will receive:

Advertising Benefits

- Your company logo will be in rotation with other Sustaining Sponsors' logos on the landing page of the Wasps Rugby website, with the rotating logos dedicated to one-third (1/3) of the width of the page.
- Your company's logo, description and contact information will be fixed on a sponsor-dedicated webpage of the Wasps Rugby website with recognition as a "Sustaining Sponsor."
- Your company logo will be featured prominently on the Wasps Rugby banner, which will be displayed at most games and social events (including charitable events).
- You will have access to offer products and services to Club members throughout the season.
- You will have the right to use the Wasps Rugby logo on pre-approved advertising material.

Hospitality Benefits

- Open invitation to all Wasp social events free of charge.
- 1 ticket to the Wasps Year End Banquet.

General Benefits

- Other arrangements/benefits as agreed upon prior to sponsorship.



Patron Sponsors

Investment: \$250 and up

As a Patron Sponsor, you will be a vital member of the Wasps Rugby Club. In return for your investment you will get to promote your business through various marketing activities and you will be invited to all rugby functions and games. Your company will be respected by the Club and we will promote your business to the best of our ability.

In return for your investment, during the 2016 season (May 2016 – April 2017) you will receive:

Advertising Benefits

- Your company's logo, description and contact information will be fixed on a sponsor-dedicated webpage of the Wasps Rugby website with recognition as a "Patron Sponsor."
- Your company logo will be featured prominently on the Wasps Rugby banner, which will be displayed at most games and social events (including charitable events).
- You will have access to offer products and services to Club members throughout the season.
- You will have the right to use the Wasps Rugby logo on pre-approved advertising material.

Hospitality Benefits

- Open invitation to all Wasp social events free of charge.
- 1 ticket to the Wasps Year End Banquet.

General Benefits

- Other arrangements/benefits as agreed upon prior to sponsorship.

Event Sponsors

Investment: Event specific. Please contact for further discussion.

As an Event Sponsor, you will be a vital member of the Wasps Rugby Club and the greater rugby community. In return for your investment, you will receive a variety of opportunities to promote and network your business and being part of a great community culture are just some of the added benefits.

You will be investing in:

- A specific event designed to build a stronger rugby community.

In return for your investment for an event, you will receive one or more of the following benefits (depending on desired level of sponsorship) for the specified event:

Potential Advertising Benefits

- Your company logo could appear on promotional attire for the event, including jerseys, training tops, t-shirts and more.
- Advertising in all communications, printed and digital media and signage related to the event.
- Your Company will be invited to Club programs to network with the extended rugby community.
- Your contribution will be officially recognized in all Wasps Rugby communications related to the specific event.

****Please note that recognition will only be given during the event and not as a season sponsor.***

Potential Hospitality Benefits

- Open invitation to all Wasps Rugby social events, free of charge.

Potential General Benefits

- You could receive photos and other items from the program for use in publicity material.
- You could receive a framed Club photo and an official certificate of appreciation.
- You could have the right to use the Wasps logo on pre-approved advertising material.



Thank you for taking the time to review our sponsorship proposal. The Winnipeg Wasps Rugby Club is dedicated to marketing their sponsors to ensure optimal benefits for both parties. Our Executive Committee members will assist in realizing your sponsorship in new and creative ways. All packages can be tailored to your specific needs.

We look forwards to forming a great business partnership with you. Please contact us if you want to know how you can become involved and what we can do for you.

CONTACT DETAILS

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