



Richmond Rugby Football Club (RRFC)

Sponsorship Package

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@richmondrugby_fc

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About the Richmond Rugby Football Club

Founded in 1957, the Richmond Rugby Football Club (RRFC) is the city's **only** rugby club, offering competitive opportunities for all ages and genders. Located at King George Park in East Richmond, our facilities include two grass fields, spectator seating, and changing rooms.

For over 60 years, RRFC has supported rugby at all levels, from youth programs to senior teams, through the dedication of volunteers in coaching, administration, and refereeing. We also provide financial support, including assistance with kit purchases, player registration, and travel costs.

RRFC is proud to contribute to representative rugby in the region, with many players advancing to provincial and national teams, including the Vancouver Wave, Fraser Valley Venom, British Columbia Bears, and Canadian National Rugby Team.

With over 100 active members ranging from 5 to 65 years old, we field senior and junior men's and women's squads. Our alumni network exceeds 300 members, and we maintain a strong presence on social media with 3,100+ followers across Facebook & Instagram. On game days, we attract around 100 spectators and enjoy high visibility in the East Richmond community.

Our Achievements

RRFC has a proud competitive history, including:

- 2nd Division Men's Provincial Champions: 1994, 2009
- 1st Division Men's Provincial Runners-up: 2011
- 2nd Division Men's Provincial Runners-up: 2014
- 3rd Division Men's Provincial Runners-up: 2019, 2023
- 2nd Division Women's Provincial Rankings: 7th (2021), 6th (2023)

For the 2024-2025 season, RRFC will run a co-ed Mini-Rugby program (ages 5-12), Senior Women's and Men's teams, and U-18 Junior Men's and Women's squads.

Why Sponsor RRFC?

Sponsoring RRFC offers your organization the opportunity to support rugby's growth at all levels, from youth to elite competition. We offer multiple sponsorship levels and the flexibility to create a custom package that aligns with your goals.

Thank you for considering a partnership with RRFC. We look forward to working together to keep rugby strong and vibrant in our community.

Sincerely,

Zandalee Uyeyama

Vice President, Richmond Rugby Football Club

Sponsorship Packages

1. Platinum Sponsor – \$3000

This tier offers maximum exposure and premium benefits. Ideal for high-profile businesses or brands that want long-term visibility and a close relationship with the club.

Core Benefits:

- **Field-Side Advertising:** 5' x 3' advertising sign at all RRFC events (Senior, Junior, and Mini home games).
- **Jersey Sponsorship:** Your company logo displayed on the front of a team's jerseys for multiple years.
- **Website & Social Media Exposure:**
 - Prominently featured logo and link on RRFC website, Facebook & Instagram.
 - Recognition in all major club announcements and event posts.
- **Club Merchandise:** 2 Richmond Rugby Club pullovers, plus an exclusive co-branded item.
- **Event Sponsorship:**
 - Primary sponsor for one major event (e.g., Year End Banquet, Christmas Party).
 - Opportunity to speak at major events or have a branded presence.

2. Gold Sponsor – \$2000

This tier is perfect for businesses seeking strong exposure at all RRFC events, but with fewer perks than the Platinum tier.

Core Benefits:

- **Field-Side Advertising:** 10' x 3' advertising sign at all RRFC events (Senior, Junior, and Mini home games).
- **Website & Social Media Exposure:**
 - Logo and link featured on RRFC website, Facebook & Instagram.
- **Custom Branded Content:** A sponsored blog or social media post shared across RRFC platforms.

Additional Exposure:

- **Exclusive Event Sponsor:** Opportunity to sponsor a smaller event (e.g., a post-game hosting or a youth rugby clinic).

3. Silver Sponsor – \$1500

This tier is suitable for businesses wanting visibility at RRFC events and some online exposure, without the commitment of higher-level sponsorship.

Core Benefits:

- **Field-Side Advertising:** 5' x 3' advertising sign at all RRFC events (Senior, Junior, and Mini home games).
- **Website & Social Media Exposure:**
 - Logo and link on RRFC website.
 - Recognition in selected social media posts.

Additional Exposure:

- **Custom Branded Content:** Mention in social media shout-outs.
- **Event Sponsor:** Recognition as a sponsor for one smaller event (e.g., post-game hosting or a club event).

4. Bronze Sponsor – \$500

This entry-level tier is designed for smaller businesses or those looking for budget-friendly options to gain some exposure at RRFC events.

Core Benefits:

- **Website & Social Media Exposure:**
 - Logo and link featured on the RRFC website.

Additional Exposure:

- **Social Media Shout-Out:** A post or thank-you note on RRFC's social media channels (Facebook, Instagram, etc.).
- **Involvement in Game Day:** Recognition during game days (e.g., your company's name announced during events).

5. Match Day Food Sponsor – \$250

An affordable option for businesses looking to get their name out there for a single game or event.

In rugby, a cherished tradition is for the home team to host the visiting team with a hot meal and beverages after the match. This post-game gathering fosters camaraderie, respect, and sportsmanship, allowing players and staff from both teams to bond over their shared love of the game.

For the **Home Game Hosting Sponsor**, this offers a unique opportunity to be part of this rugby tradition, supporting a welcoming and community-focused atmosphere. By sponsoring the meal or refreshments, your company aligns with the values of respect and teamwork that define the sport, leaving a lasting impression on players and spectators alike.

All signage will be displayed at all Senior, Junior and Mini home games. All packages are based on a 1-year commitment to the club (September to August) unless otherwise noted. Other sponsorship opportunities available include names on post-pads or scoreboard signage.

**If you have any questions, please contact me at:
(604) 727-0016 or zandaleeu@gmail.com**