



Partnership Package Proposal





How Rugby Union Club partnerships can help grow your business.

Reasons why supporting a local Rugby Union team can build community, brand and a great reputation.

- **Community building**: Supporting a local Rugby Union team is a great way to bring people in your community together. Rugby has a long history of uniting communities and bringing them together to celebrate and support their local team.
- **Brand building**: By sponsoring a local Rugby Union team, you are aligning your brand with a positive and popular sport that is loved by many. This can help build brand awareness and loyalty within your local community.
- **Reputation building**: Supporting a local Rugby Union team can also help to build a positive reputation for your business. By showing that you are invested in your local community and supporting local initiatives, you can help to establish your business as a trusted and respected member of the community.

About Rugby Union



Our Rugby Union partnership packages offer three tiers - Bronze, Silver, and Gold - each including unique benefits and exposure opportunities.



Rugby Union has long been a staple of the Ballina community for many years.

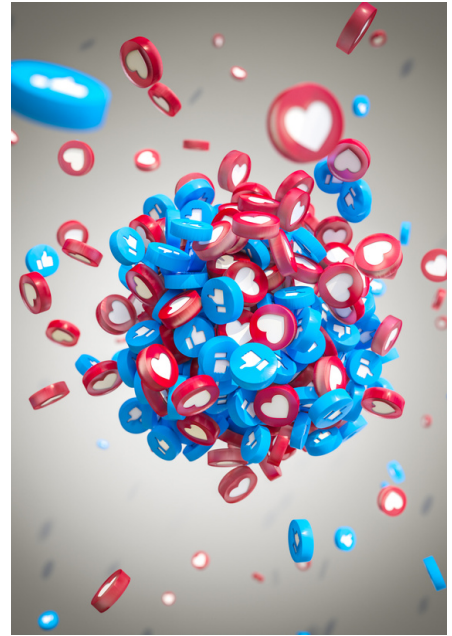
With plenty of trophies in the cabinets from season's past, the Ballina Seahorses Rugby Union Club is seeking commitment from our local businesses to build on the momentum that is shaping up at Quays Reserve.

With a modernisation of amenities and the introduction of Women's Rugby, the growth locally is encouraging.

While there are challenges with many community clubs, the Ballina Seahorses are looking to tackle our future head-on with engaged community members including partnership to help build a strong and successful playing group from Under 8's to 1st Grade.



Benefits of Partnership.



High visibility of your brand to rugby fans locally.

Increase brand awareness and recognition through exposure in a variety of media including: web, social and community based publications.

Opportunity to engage with players and supporters and create lasting relationships. The real value of local community partnerships is magnified when you engage and meet the community members.

Tier 1: Gold Partnership



The Gold partnership package is the ultimate choice for those seeking exclusive branding opportunities, match-day experiences, and community networking with players, coaches and supporters.



- **Large (double) signage on Eastern side of fencing.**
- **Business name and Logo on club shirts and training tees**
- **Club partnership shirt with individual logo for your business.**
- **Invitation to all BRU Special Events - including partnership, ladies and old boys days.**
- **Sponsor name announcement at every home game.**
- **Business name and logo promoted on social media.**

**Total Investment:
\$2500.00 p.a. with a 3
year commitment.**

Tier 2: Silver partnership



As a Silver Sponsor, you'll enjoy maximum brand exposure and high visibility. Your logo will be prominently displayed on club shirts. You'll also receive event invitations.



- **Signage on Southern or Northern of Seahorse Stadium.**
- **Business name and Logo on club shirts and training tees**
- **Club partnership shirt with individual logo for your business.**
- **Invitation to all BRU Special Events - including partnership, ladies and old boys days.**
- **Sponsor name announcement at every home game.**
- **Business name and logo promoted on social media.**

Total Investment: \$1000.00

**p.a. with a 3 year
commitment.**



Tier 3: Bronze partnership and Thank You

Get your brand exposure through our website, social media, and email marketing.



- **Club partnership shirt with individual logo for your business.**
- **Invitation to all BRU Special Events - including partnership, ladies and old boys days.**
- **Sponsor name announcement at every home game.**
- **Business name and logo promoted on social media.**

**Total Investment:
\$500.00p.a. with a 3 year
commitment.**



**If you are keen to support
your community club, and
would like to grow your
business with local clients
and customers, please reach
out to discuss how we might
support your business and
you can benefit from being a
member of the Seahorse
Nation.**

[View the form below.](#)

**I am interested in sponsoring Ballina
Seahorses Rugby Union Club. Please tick your
selection.**

**I would like to be contacted
for more information.**

I would like to be a Gold Sponsor

I would like to be a Silver Sponsor.

I would like to be a Bronze sponsor.

Name:

Address:

Email:

Mobile Number:

.....
Signature

.....
Date.