



Bleed the Blue,
Barrie the True

Barrie Rugby Football Club

2023 Sponsorship Program

Barrie RFC

Tel: 705-627-6151 Email: barrierugbyclub@gmail.com
www.barrierugby.com



Become a Barrie RFC sponsor!

Barrie Rugby Football Club was founded in 1967 and is a full member of Rugby Ontario and the Canadian Rugby Union. We are a proud club with a storied history that continues to grow and support the game of rugby in the broader Simcoe County region. We are volunteer run, with a passion for providing an inclusive and positive rugby experience for all participants from ages u6 through to our Senior teams.

The club runs co-ed minor teams from u12 age down to u6, competitive boys and girls junior travel teams from u14 to u18 and senior mens and womens teams in the provincial premier divisions. We offer rugby throughout the spring, summer and fall with off-season training during the winter.

We are the second largest club in Ontario covering an area north of Orillia, West of Collingwood and Alliston, and South to Bradford. Our strength and success has produced numerous athletes who have gone on to play for Ontario and Canada at junior to full senior level. In 2019 (pre-covid), we had three u18 girls selected for the Canadian national team and two u18 boys. This is an incredible achievement for a club of our size and reflects the dedicated coaching and volunteer resources we put into our youth teams.

After two extremely challenging years for the club and our sport we are focused on rebuilding the club to pre-pandemic levels and taking it forward from there. As part of this rebuild we are seeking civic minded partners and sponsors from local businesses to help support the growth, development, and success of our club and all of its players.

Organization Information:

Registered Not-For-Profit

“Barrie Rugby Football Club Inc.”

Registration # - 1114765

What does your contribution go towards?

All sponsorship funds the club receives goes towards the following broad categories;

- Assistance with registration fees for players with limited financial means;
- Ongoing maintenance and use of our home fields which are best-in-class in the Province;
- Coverage of our annual operation costs such as playing kit (jerseys, shorts, socks), referees, physiotherapy, training equipment, etc.

Value proposition for corporate support of our club

- Showcase companies community & social responsibility
- Create Brand & Company awareness
- Increased local visibility
- Supporting a worthwhile cause

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Current Opportunities

Team Sponsorship

(Multiple Spots Available)

Title Sponsor : \$5,000 +

- Company Logo centre chest on a new set of 25 to 30 Jerseys for 1 team [available when team jerseys are in renewal year] – Jerseys remain in use for minimum 3 years.
- Company Logo on all additional “Player Kit” produced this year (Typically Game Shorts & Training Shirts) - handed out to all Junior & Adult players
- Company Logo on website [with link] for 3 years.
- Title Space at Home Field to display any banner or company display
- Opportunity to hand out coupons/product at select club events
- Spot in the “Barrie RFC Loyalty Program”
- Signage to display in business promoting partnership
- Additional Benefits that may be agreed upon

Platinum Team Sponsor : \$3,000 - \$5,000

- 1. Company Logo centre chest on a new set of 25 to 30 Jerseys for 1 team [available when team jerseys are in renewal year] – Jerseys remain in use for minimum 3 years.
- OR**
- 2. Company Logo on all additional “Player Kit” produced this year (Typically Game Shorts & Training Shirts) - handed out to all Junior & Adult players
 - Company Logo on website [with link] for 1 year.
 - Prime Space at Home Field to display any banner or company display
 - Opportunity to hand out coupons/product at select club events
 - Spot in the “Barrie RFC Loyalty Program”
 - Signage to display in business promoting partnership
 - Additional Benefits that may be agreed upon

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Gold Team Sponsor : \$1,500 - \$3,000

- Company Logo below numbers on a new set of 25 to 30 Jerseys for 1 team [available when team jerseys are in renewal year] – Jerseys remain in use for minimum 3 years.
- Company Logo on website [with link] for 1 year.
- Central Space at Home Field to display any banner or company display
- Opportunity to hand out coupons/product at select club events
- Spot in the “Barrie RFC Loyalty Program”
- Signage to display in business promoting partnership

Silver Team Sponsor : \$750

- Company Logo on sleeves of a new set of 25 to 30 Jerseys for 1 team [available when team jerseys are in renewal year] – Jerseys remain in use for minimum 3 years.
- Company Logo on website [with link] for 1 year.
- Space at Home Field to display a company banner
- Opportunity to hand out coupons/product at select club events
- Spot in the “Barrie RFC Loyalty Program”
- Signage to display in business promoting partnership

RUK Program Player Sponsor : \$500

- Donation to the club “RUK” [Rugby Unites Kids] program that exists to allow youth who are underprivileged or in need of financial assistance to fully register and compete in the 2023 season.
- Company Logo on website [with link] for 1 year.

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Club Sponsorships

Gold Club Sponsor – \$1,500

- Company Logo on website [with link] for 1 year.
- Logo displayed on 2 sides of Custom 10 x 10 Shade Canopy used at all games
- Opportunity to hand out coupons/product at select club events
- Spot in the “Barrie RFC Loyalty Program”
- Signage to display in business promoting partnership

Silver Club Sponsor – \$1,000

- Company Logo on website [with link] for 1 year.
- Logo displayed on 1 side of Custom 10 x 10 Shade Canopy used at all games
- Opportunity to hand out coupons/product at select club events
- Spot in the “Barrie RFC Loyalty Program”
- Signage to display in business promoting partnership

Bronze Club Sponsor – \$500

- Company Logo on website [with link] for 1 year.
- Opportunity to hand out coupons/product at select club events
- Spot in the “Barrie RFC Loyalty Program”
- Signage to display in business promoting partnership

Barrie RFC

Barre Rugby – By the numbers

From the 2022 Season:

After a two year hiatus due to the pandemic our club began operations again in the spring of 2022. With limited preparation time our club reacted quickly to the full reopening of sport and ran full teams at every single age grade and level.

We had approximately 400 registered players from across Simcoe County with the broader community reach to their extended families and friends. This represented an 82% return rate by overall registration numbers after 2 years of inactivity due to the pandemic. We expect to surpass pre-covid registration numbers for the 2023 season.

- 105+ In our Adult Program
- 175+ In our Junior Program
- 120+ In our Youth Program

‘Barrierugby.com’ website STATS for 2022:

- 13,638 unique visitors
- 23,502 total visits
- Average visit time is 5 minutes

Field Banner Specifications

Sponsors who qualify will have the opportunity to provide our club with a collapsible or storable Company Banner that we will display at all home club games.

- * Sponsor Display Boards will be placed at the Jim Hamilton Field, on the player’s bench side, facing the fans side, during all club home games *

Barrie RFC Loyalty Program

Barrie Rugby Club Registrants will be notified digitally, through their registration welcome package, of club partnerships, and any associated offers extended to club members

This Program will create additional brand/company awareness and make it easier for companies to provide the offered discounts and benefits to a large group of registrants and their families.

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Barrie Rugby 2023 Sponsorship Program Application

Thank you for your interest in supporting Barrie Rugby, your sponsorship investment will help support our current programs and develop future programs (youth and adult) for Barrie and the surrounding region of Simcoe County.

Our goal is to drive as much awareness as possible towards your business; via social media, news releases, club website, and coupons/loyalty programs

Please email the following information to : barrierugbyclub@gmail.com [You can fill in this page and attach]

Company Name :	
Chosen Package :	
Chosen Package Value :	
Contact Person :	
Phone # :	
Email Address :	
Company Address :	
Website Link :	
Other Details (Team/Gender/Age Preferences) (Loyalty Discount Offering) etc.	

Please also attach a High Res Vector File of your preferred Company Logo

**Any further questions or clarification can be answered through
the listed email address.**

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