



Barrie Rugby Football Club was formed in 1967, and belongs to the Ontario Rugby Union and Canadian Rugby Union. We exist as a Not-For-Profit providing rugby to all available age groups; Under 6 through to Under 18, with competitive Men's & Women's Teams.

# SPONSORSHIP

## BARRIE RUGBY FOOTBALL CLUB



# WHY BARRIE RUGBY?



### CONTRIBUTING TO?

All sponsorship funds received go towards the following items:

- Registration Cost & Financial Aid
- Ongoing Maintenance of our best-in-class Home Field
- Covering Operating costs such as Jerseys, Referees, Physiotherapy, and Training Equipment



### LEADING THE WAY

Barrie Rugby has been recognized as a leader in development, club growth and establishing programs that have become the standard such as our "Rugby Development Officer" and Youth Program.



### THE CLUB

We cover the entire geographical area of Simcoe County, and support all schools within the region. We have developed several Provincial and National level athletes. We currently sit as one of the largest clubs in Ontario based on registration, and offer extremely competitive teams in all age groups. We host national events and international rugby tours

**Bleed the Blue,  
Barrie the True**



## JUNIOR & ADULT TEAM SPONSORSHIP

### TEAM

#### TITLE

\$ **5000**<sup>+</sup>

Title team sponsors are our primary kit sponsor, offering the most value & exposure

you will get

Logo on **Centre Chest**  
[3 years]



Logo on all "Player Training Kit" [2 years]

Logo on Website  
**Tier 3** [3 years]

4' x 4' Signage on the Scoreboard [1 year]

**Additional Benefits** that may be agreed upon!

◆ **PLUS** all the benefits of the **PLATINUM TIER**

### TEAM

#### PLATINUM

\$ **3000**<sup>+</sup>

Platinum team sponsors are our core Team Sponsor, as the focal point

you will get

Logo on **Centre Chest**  
[3 years]

OR

Logo on all "Player Training Kit" [2 years]

Logo on Website  
**Tier 3** [3 years]

2' x 4' Signage on the Scoreboard [1 year]

◆ **PLUS** all the benefits of the **GOLD TIER**

### TEAM

#### GOLD

\$ **1500**<sup>+</sup>

Gold team sponsors are a key support sponsor, combining value and visibility

you will get

Logo on **Back**  
[3 years]

Logo on Website  
**Tier 2** [3 years]

◆ Opportunity for Game Day booth setup & Club Events

◆ Loyalty Program offers - details to be agreed upon

◆ Signage to display in business promoting partnership

◆ Social Media Tags & Collaborations

### TEAM

#### SILVER

\$ **750**<sup>+</sup>

Silver team sponsors add valuable support in offsetting jersey costs

you will get

Logo on **Sleeve**  
[3 years]

Logo on Website  
**Tier 1** [3 years]

◆ Opportunity for Game Day booth setup & Club Events

◆ Loyalty Program offers - details to be agreed upon

◆ Signage to display in business promoting partnership

◆ Social Media Tags & Collaborations

Jerseys go through 3 year guaranteed usage cycles

Jersey Sets consist of 23-30 Jerseys.







# YOUTH PROGRAM SPONSORSHIP



## YOUTH

### GOLD

\$ **1000** +

Gold youth sponsors  
get access to premium  
logo placement on kit

you will get

Logo on **Centre Chest**  
[1 years]

OR

Logo on all shorts  
[1 year]

Logo on Website  
**Tier 2** [1 years]

◆ **PLUS** all the benefits of  
the **SILVER TIER**

## YOUTH

### SILVER

\$ **750** +

Silver youth sponsors  
get prime access to  
high value logo  
placement on kit

you will get

Logo on **Back**  
[1 year]

Logo on Website  
**Tier 1** [1 year]

◆ **PLUS** all the benefits of  
the **BRONZE TIER**

## YOUTH

### BRONZE

\$ **500** +

Bronze youth sponsors  
receive secondary logo  
placement on kit

you will get

Logo on **Sleeve**  
[1 year]

Logo on Website  
**Tier 1** [1 year]

- ◆ Opportunity for Home Festival Booth Space
- ◆ Loyalty Program offers - details to be agreed upon
- ◆ Signage to display in business promoting partnership
- ◆ Social Media Tags & Collaborations

Youth Playing Kit goes  
through a 1 year cycle

Every player receives  
new kit every year



[WWW.BARRIERUGBY.COM](http://WWW.BARRIERUGBY.COM)



[INSTAGRAM.COM/BARRIERUGBY](https://www.instagram.com/barrierugby)



[FACEBOOK.COM/BARRIERUGBYCLUB](https://www.facebook.com/barrierugbyclub)

Advertise your  
company  
name and  
logo here!!



# BARRIE RUGBY



4x4 or 2x4 spots  
available

HOME

AWAY

## CLUB AND SCOREBOARD SPONSORSHIP

### PRIMARY

4' X 4'

# 1500

4ft x 4ft Magnetic  
Sponsor Logo Signage

### SECONDARY

2' X 4'

# 1000

2ft x 4ft Magnetic  
Sponsor Logo Signage

you will get

1 Year Assigned

Includes Cost of Sign

High Visibility at Home Field

Thousands of unique viewers across a wide  
range of demographics

Logo on Website **Tier 2** [1 year]

### DONATION

RUK FUND

\$ **1**+

Donation to the RUK Fund [Rugby Unites  
Kids] goes directly into offsetting the cost of  
registration costs & equipment for  
underprivileged kids and families in need of  
financial assistance



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[INSTAGRAM.COM/BARRIERUGBY](https://www.instagram.com/BARRIERUGBY)



[FACEBOOK.COM/BARRIERUGBYCLUB](https://www.facebook.com/BARRIERUGBYCLUB)



# THANK YOU FOR YOUR INTEREST IN SUPPORTING BARRIER RUGBY



## HOW TO APPLY

01

Email : [SPONSORSHIP@BARRIERUGBY.COM](mailto:SPONSORSHIP@BARRIERUGBY.COM)

### Provide the following details:

- Company Name
- Chosen Package + Amount
- Contact info (Name, #, Address)
- Company Website URL
- High Resolution Image of company Logo
- Any Preferences & Additional info  
[Team, Gender, Loyalty program, etc]

03

Provide a cheque or e-transfer for the sponsored amount. We will provide a receipt for tax purposes

## BY THE NUMBERS



### REGISTRATION

- 420 Registered Players across all age groups
- 35% Female / 65% Male Registration Distribution
- 85% "Return Rate" based on Pre-Pandemic numbers
- 100+ Registrants in our Adult Program
- 175+ Registrants in our Junior Program
- 110+ Registrants in our Youth Program



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