


2012 SPONSORSHIP OVERVIEW

NOVEMBER 2011

“Norths were an impressive young side in 1st grade this year and the club appears to be on the up. I believe Norths will be the club to watch in 2012.”

 **Bruce Worboys, CEO NSW Rugby**

INTRODUCTION

Northern Suburbs Rugby Football Club was formed in 1900 and is the only premiership club on the lower north shore of Sydney. The club competes in the Shute Shield competition run by the Sydney Rugby Union and one which is recognised as the premier club competition in Australia.

The club premises are located in St Leonards, which is close to the CBD and tertiary education facilities. Since 1900 the club has produced 42 Wallaby representatives. We are the home of Al Baxter, Cameron Shepherd and Adam Ashley Cooper.

Home games are played at the historic North Sydney Oval, one of the most recognisable grounds in Australia and just a drop kick away from the famous Sydney Harbour.

2011 has marked the resurgence of the Club following the introduction of a new 3 year strategic plan which has adopted the vision of 'To Better The Person, To Better The Player, To Better the Community'.

INTRODUCTION

Our vision is to “better the person, better the player, better the community”

- 📌 The Norths Rugby brand continues to grow profile in Sydney and NSW rugby**
- 📌 Strategic partnership formed with Melbourne Rebels**
- 📌 Juniors are supportive of our rugby program and performing well (U15 NSW State champions for 3rd consecutive year)**
- 📌 We own The Cabana Bar and more than 100,000 patrons attended this leading entertainment venue during 2011**

CURRENT SITUATION

- **Major sponsor is ISIS Group – a national building company who have been with Norths Rugby for 5 years and increased their 2012 commitment**
- **Looking for sponsors to become engaged in the Norths Rugby community**
- **Alumni program is gaining momentum and so our supporters are actively engaged**
- **2012 Recruitment plans are well advanced – with a number of Aussie Schoolboys already committed**
- **Forming stronger relationships with charities and Samoa**

OPPORTUNITY FOR SPONSORS

- ☰ **Norths Rugby owns “crown jewels” in The Cabana Bar when others are struggling financially**
- ☰ **Sydney Rugby competition is being aligned with Super Rugby calendar to create a more even playing field**
- ☰ **Player retention and 2012 player recruitment is looking strong**
- ☰ **New board and engaged alumni are committed to Norths becoming a leader in Sydney rugby competition by 2015**

SPONSORSHIP BENEFITS

- **Increased brand awareness across all key media:**
 - TV – ABC covers weekly match of the round**
 - Print – National and local newspapers, match day programs**
 - Digital – Norths rugby website and weekly newsletter**
- **Access to unique events**
 - The Cabana Bar “sponsor” events**
 - Norths Rugby annual “Bon Andrews” lunch in July 2012**
 - Melbourne Rebels networking lunches**
 - New product launches at our function room (200 people)**
 - Boardroom sessions in rugby room (20-80 people)**
- **Access to rugby games**
 - Norths home games – Sponsors marquee**
 - Waratah home games – Corporate box**

EVENTS SCHEDULE

Month	Event	Key purpose
Dec 2011	Crusader Club Launch	Key sponsors, players and alumni get together
April 2012	Al Baxter lunch	2012 Season launch
May 2012	Norths Golf Day	Key sponsors, players and alumni get together
June 2012	Business networking lunch	Key sponsors and alumni get together with Melbourne Rebels
July 2012	Bon Andrews lunch	300+ alumni, sponsors and players get together
Oct 2012	Business networking lunch	Key sponsors and alumni get together with Melbourne Rebels
Nov 2012	Melbourne Cup Day	450+ people at Cabana Bar

SPONSORSHIP OPTIONS

Category	Annual Investment	Key benefits
Platinum	\$60,000	<ul style="list-style-type: none">☛ Logo on back of jersey for all 150+ players☛ Tickets to corporate box for 8 at Waratah home game☛ Table for 10 at Bon Andrews Lunch in July 2012☛ Invite to all business networking lunches with Melbourne Rebels and Norths Alumni☛ Tickets to sponsors marquee at Norths home games☛ Framed and signed Norths Rugby jersey☛ Cabana Bar corporate membership for 60 people
Gold	\$30,000	<ul style="list-style-type: none">☛ Logo on rear of shorts for all 22 Crusader Club players (1st grade)☛ Tickets to corporate box for 8 at Waratah home game☛ Table for 10 at Bon Andrews Lunch in July 2012☛ Invite to all business networking lunches with Melbourne Rebels and Norths Alumni☛ Framed and signed Norths Rugby jersey☛ Tickets to sponsors marquee at Norths home games☛ Cabana Bar corporate membership for 30 people

SPONSORSHIP OPTIONS

Category	Annual Investment	Key benefits
Silver	\$15,000	<ul style="list-style-type: none">Logo on front of shorts for all 22 Crusader Club players (1st grade)Table for 10 at Bon Andrews Lunch in July 2012Invite to all business networking lunches with Melbourne Rebels and Norths AlumniTickets to sponsors marquee at Norths home gamesFramed and signed Norths Rugby jerseyCabana Bar corporate membership for 20 people
Bronze	\$7,500	<ul style="list-style-type: none">Logo below player number on a 1st grade jersey4 tickets to Bon Andrews Lunch in July 2012Invite to all business networking lunches with Melbourne Rebels and Norths AlumniTickets to sponsors marquee at Norths home gamesFramed and signed Norths Rugby jerseyCabana Bar membership for 10 people

NEXT STEPS

- Finalise a proposal
 - Which option best suits your marketing plans?
 - Any customisation required?
- Secure written commitment by 30 Nov 2011
 - Internal approvals process
 - Logos for jersey/shorts required
- Initial payment to be made by 15 Dec 2011