



Building community leaders through athletics and academics.



July 3, 2018

Dear Potential Sponsor,

On behalf of the Woodlands Youth Rugby Club ("Woodlands Rugby") Board, thank you for your willingness to partner to serve the needs of our families. I have attached our 2018/2019 Sponsorship Program Packet for your consideration. The goal of our Sponsorship Program is to keep registration costs low for all families and continue to offer deferred payment plans, as well as, need-based partial and full scholarships to disadvantaged families and your sponsorship will allow us to do that.

Woodlands Rugby is recognized by Rugby Texas as being the largest youth Rugby program in the State of Texas and is viewed by our peers as the premier youth Rugby program in the State having received the prestigious Club of the Year award for the 2018 Season at the recent Rugby Texas Annual General Meeting. We are fortunate to have strong Board leadership, dedicated parents and volunteers, great coaches and committed players coupled with outstanding facilities at the Alden Bridge Sports Complex that allow us to compete at the highest level-having reached the Varsity Boys State Rugby Tournament each of the past 10 years.

As background, Woodlands Rugby is a Club made up of children from grades Kindergarten through High School. This past season saw almost 80 players registered playing Touch Rugby and another 200 players registered playing Contact Rugby. Several highlights from the 2018 season include:

- ***Woodlands Rugby Varsity Boys team finished the season ranked 2nd in Texas and 10th in the United States narrowly losing in the State Championship game 15-13 to the Dallas Quin Colts.***
- ***Over Spring Break, Woodlands Rugby held our first ever Come and Take It Rugby Tournament for grade levels Kindergarten through High School. The tournament was recognized by Rugby Texas as the largest youth rugby tournament in Texas history with over 600 players representing 37 teams participating in the two day event. In mid-April we hosted our first Girls Rugby Tournament and followed that up the first weekend in May hosting the Varsity Boys State Rugby Tournament.***
- ***Woodlands Rugby's younger players (K-8th Grade) had games almost every weekend and participated in five tournaments throughout the state along the way. At our final tournament in College Station, our 3rd/4th finished second, 5th/6th finished first and third and our 7th/8th finished first and second.***

Thank you once again for your consideration in supporting Woodlands Rugby. If you have questions regarding the 2018/2019 Sponsorship Program, please do not hesitate to contact our Director of Sponsorships, Wayne Herndon, by email sponsorship@woodlandsrugby.org or by phone at 713.703.1119.

Regards,

Charlie Hopkins
President

Wayne Herndon
Director of Sponsorships and Recruiting

*Woodlands Youth Rugby Club is a 501(c)(3) non-profit organization.
All donations are tax deductible.*



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Background:

The Woodlands Youth Rugby Club ("Woodlands Rugby") is a non-profit youth sports organization with the mission and vision to expose, encourage and facilitate access to rugby to young members of our community from Kindergarten to 12th grade. While many of our players come from north Harris and south Montgomery counties, players from any and all school districts are accepted allowing players to bond with a diverse group of teammates from all over the Greater Houston area. Our practices and home games are played at the Alden Bridge Sports Park on two lighted regulation size turf rugby fields conveniently located to players attending schools in seven different school districts and more than 10 high schools.

Growing Popularity:

Rugby is an international sport and the fastest growing sport in the United States. Our players have the opportunity to meet other players throughout the United States as well as internationally. We have hosted teams from Mexico, Wales, Argentina, New York, New Mexico, Illinois, Missouri, Louisiana, as well as, many teams from here in Texas. Rugby is a unique sport that accommodates players of different abilities and body types. Male, female, tall, short, slight of build, heavily muscled they all have a place on our rugby teams. Since its inception in 2008, our club has sponsored players with financial needs providing either deferred, reduced and in some cases free registration, as well as, assisting those players with travel expenses so they could attend away matches, tournaments and playoffs.

Community Impact and Successes:

Woodlands Rugby impacts the community by providing its players the opportunity to interact with a very diverse group of teammates and competitors. It fosters a love of the game and deep sense of camaraderie which lasts well into adulthood. The Club teaches good sportsmanship and emphasizes the highest level of conduct in the players who represent it. We have an elite class of coaches who all serve on a volunteer basis.

Our High School Varsity Boys team has qualified for the State Tournament every season since 2009 having won the State Championship in 2012 and again in 2017; with that team finishing the season ranked 7th in the nation with a perfect record of 15-0. The 2018 team just finished their season with a record of 13-2 losing to the Kansas City Jr. Blues (#9 in the nation) 19-17 in late February and to the Dallas Quinn Colts (#3 in the nation) in the State Championship game 15-13 ending the season ranked 10th in the nation. Many of our players have gone on to play at the Texas Elite and U.S. Junior Eagle levels, while quite a few of our players have been, or are currently active on college teams around the country including Lindenwood University, Life University, Texas A&M, Arkansas State, Louisville, Penn State, LSU, Texas Tech, Arizona University, and University of Texas. Additionally, we have a member of our 2017 team, Keiran Farmer, who is playing professionally for the Houston SaberCats in Major League Rugby.

What your sponsorship means:

Woodlands Rugby works hard to keep registration costs at the lowest level possible and will continue to provide deferred payment plans for all families. Additionally, we provide need-based partial and full scholarships for children from disadvantaged families. This is especially beneficial as we continue to expand our Club to include players from schools in areas outside of The Woodlands. Due to increased costs for reserving fields, player insurance and securing referees, we are unable to continue funding scholarships at the same level as in prior years if we want to keep registration costs low and continue to offer deferred payment plans. Scholarships are funded one of two ways, either through your typical fundraising efforts or through corporate sponsorships. Therefore, your help in regard to this mission is greatly appreciated.

Woodlands Youth Rugby Club Board, along with our Coaches, Players and Families thank you for your time and consideration. We look forward to having you as a Partner for the 2019 Season.

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Woodlands Youth Rugby Club **Sponsorship Program**

Presenting Level Sponsor (1)

\$15,000

- *Varsity Game Uniform Logo* Front Center Torso Sponsor Logo on all new Varsity team jerseys and Rear Middle Sponsor Logo on all new Varsity team shorts
- *Youth Game Uniform Logo* Front Center Torso Sponsor Logo on each grade level Woodlands Youth Rugby Club Game Jersey
- *Youth Practice Uniform Logo* Front Center Torso Sponsor Logo on each grade level Woodlands Youth Rugby Club Practice Kit
- *Field Equipment Logo* Sponsor Logo on the four Game Day Goal Post Pads
- Special Presenting Sponsor Match Day Banner identifying Sponsor as the Presenting Sponsor
- Sponsor Logo on Match Day Banners prioritized by Sponsor Level
- Sponsor Logo with website hyperlink on top banner of WOODLANDS YOUTH RUGBY CLUB home page and WOODLANDS YOUTH RUGBY CLUB Social Media sites
- Sponsor Logo with website hyperlink on WOODLANDS YOUTH RUGBY CLUB Sponsors page
- Sponsor Section with pop-up page and up to 1,000 word description on bottom of WOODLANDS YOUTH RUGBY CLUB home page
- Sponsor Logo included with WOODLANDS YOUTH RUGBY CLUB Logo on all WOODLANDS YOUTH RUGBY CLUB website generated updates to Club members
- Special Presenting Sponsor Match Day Banner identifying Sponsor as the Presenting Sponsor
- Sponsor Logo on Match Day Banners prioritized by Sponsor Level
- Sponsor Logo on all recruiting and marketing materials
- Media mentions as appropriate (“Thanks to all or sponsors including...”) in monthly club newsletter, weekly news updates, etc.
- Match tickets and paid parking for Boys Varsity State Championship

Plus Presenting Level Sponsor will receive at the end of the season:

Framed Varsity Jersey and Varsity Short

Varsity Team Signed Woodlands Rugby Ball in Acrylic Display Case

Sponsor Appreciation Cup

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Woodlands Youth Rugby Club **Sponsorship Program**

Diamond Level Sponsor (1)

\$10,000

- *Varsity Game Uniform Logo* Front Lower Torso Sponsor Logo on all new Varsity team jerseys and Rear Left Leg Sponsor Logo on all new Varsity team shorts
- *Youth Game Uniform Logo* Rear Upper Back above Number Sponsor Logo on each grade level Woodlands Youth Rugby Club Game Jersey
- *Field Equipment Logo* Sponsor Logo on the eight Game Day Try Zone Markers
- Sponsor Logo on Match Day Banners prioritized by Sponsor Level
- Sponsor Logo with website hyperlink on top banner of WOODLANDS YOUTH RUGBY CLUB home page and WOODLANDS YOUTH RUGBY CLUB Social Media sites
- Sponsor Logo with website hyperlink on WOODLANDS YOUTH RUGBY CLUB Sponsors page
- Sponsor Section with pop-up page and up to 750 word description on bottom of WOODLANDS YOUTH RUGBY CLUB home page
- Sponsor Logo included with WOODLANDS YOUTH RUGBY CLUB Logo on all WOODLANDS YOUTH RUGBY CLUB website generated updates to Club members
- Sponsor Logo on all recruiting and marketing materials
- Media mentions as appropriate (“Thanks to all or sponsors including...”) in monthly club newsletter, weekly news updates, etc.
- Match tickets and paid parking for Boys Varsity State Championship

Plus Diamond Level Sponsor will receive at the end of the season:

Framed Varsity Jersey and Varsity Short

Varsity Team Signed Woodlands Rugby Ball in Acrylic Display Case

Sponsor Appreciation Plate

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Woodlands Youth Rugby Club **Sponsorship Program**

Platinum Level Sponsor (1)

\$8,000

- *Varsity Game Uniform Logo* Front Right Chest Sponsor Logo on all new Varsity team jerseys and Front Right Leg Sponsor Logo on all new Varsity team shorts
- *Youth Game Uniform Logo* Rear Middle Back below Number Sponsor Logo on each grade level Woodlands Youth Rugby Club Game Jersey
- *Field Equipment Logo* Sponsor Logo on the six Game Day Field Marker Flags
- Sponsor Logo on Match Day Banners prioritized by Sponsor Level
- Sponsor Logo with website hyperlink on bottom banner of WOODLANDS YOUTH RUGBY CLUB home page
- Sponsor Logo with website hyperlink on WOODLANDS YOUTH RUGBY CLUB Sponsors page
- Sponsor Section with pop-up page and up to 750 word description on bottom of WOODLANDS YOUTH RUGBY CLUB home page
- Sponsor Logo with website hyperlink on all WOODLANDS YOUTH RUGBY CLUB social media accounts
- Sponsor Logo on all recruiting and marketing materials
- Media mentions as appropriate (“Thanks to all or sponsors including...”) in monthly club newsletter, weekly news updates, etc.
- Match tickets and paid parking for Boys Varsity State Championship

Plus Platinum Level Sponsor will receive at the end of the season:

Framed Varsity Jersey and Varsity Short

Varsity Team Signed Woodlands Rugby Ball in Acrylic Display Case

Sponsor Appreciation Bowl

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Woodlands Youth Rugby Club **Sponsorship Program**

Gold Level Sponsor (1)

\$6,000

- *Varsity Game Uniform Logo* Rear Upper Back above Number Sponsor Logo on all new Varsity team jerseys.
- *Youth Game Uniform Logo* Rear Lower Back below Number Sponsor Logo on each grade level Woodlands Youth Rugby Club Game Jersey
- *Field Equipment Logo* Sponsor Logo on Varsity Game Day Balls
- Sponsor Logo on Match Day Banners prioritized by Sponsor Level
- Sponsor Logo with website hyperlink on bottom banner of WOODLANDS YOUTH RUGBY CLUB home page
- Sponsor Logo with website hyperlink on WOODLANDS YOUTH RUGBY CLUB Sponsors page
- Sponsor Section with pop-up page and up to 500 word description on bottom of WOODLANDS YOUTH RUGBY CLUB home page
- Sponsor Logo with website hyperlink on all WOODLANDS YOUTH RUGBY CLUB social media accounts
- Sponsor Logo on all recruiting and marketing materials
- Media mentions as appropriate (“Thanks to all or sponsors including...”) in monthly club newsletter, weekly news updates, etc.
- Match tickets and paid parking for Boys Varsity State Championship

Plus Gold Level Sponsor will receive at the end of the season:

Framed Varsity Jersey
Woodlands Rugby Ball in Acrylic Display Case
Sponsor Appreciation Shield

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Woodlands Youth Rugby Club **Sponsorship Program**

Silver Level Sponsor (2)

\$5,000

- *Varsity Uniform Logo* Rear Middle Back below Number Sponsor Logo or Rear Lower Back below Number Sponsor Logo on all new Varsity team jerseys.
- *Youth Game Uniform Logo* Either Left or Right Side Arm Sleeve Sponsor Logo on each grade level Woodlands Youth Rugby Club Game Jersey
- *Field Equipment Logo* Sponsor Logo on Practice Balls
- Sponsor Logo on Match Day Banners prioritized by Sponsor Level
- Sponsor Logo with website hyperlink on bottom banner of WOODLANDS YOUTH RUGBY CLUB home page
- Sponsor Logo with website hyperlink on WOODLANDS YOUTH RUGBY CLUB Sponsors page
- Sponsor Section with pop-up page and up to 500 word description on bottom of WOODLANDS YOUTH RUGBY CLUB home page
- Sponsor Logo with website hyperlink on all WOODLANDS YOUTH RUGBY CLUB social media accounts
- Sponsor Logo on all recruiting and marketing materials
- Media mentions as appropriate (“Thanks to all or sponsors including...”) in monthly club newsletter, weekly news updates, etc.

Plus Silver Level Sponsors will receive at the end of the season:

Framed Varsity Jersey

Woodlands Rugby Ball in Acrylic Display Case

Sponsor Appreciation Acrylic Plaque

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Woodlands Youth Rugby Club **Sponsorship Program**

Bronze Level Sponsor (3)

\$2,500

- *Varsity Uniform Logo* Either Left or Right Side Arm Sleeve Sponsor Logo on all new Varsity team jerseys or Right Rear Shorts Sponsor Logo on all new Varsity team shorts.
- *Field Equipment Logo* Sponsor Logo on Game Day Field Boundary Pennant Flag Banner
- Sponsor Logo on Match Day Banners prioritized by Sponsor Level
- Sponsor Logo with website hyperlink on bottom banner of WOODLANDS YOUTH RUGBY CLUB home page
- Logo on Woodlands Youth Rugby Club sponsorship page with link (prioritized by sponsor level).
- Broadcast email message to membership in conjunction with other Bronze Level sponsors on a weekly basis.

Plus Bronze Level Sponsors will receive at the end of the season:

Woodlands Rugby Ball in Acrylic Display Case
Sponsor Appreciation Wood Plaque

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Woodlands Youth Rugby Club **Sponsorship Program**

Green Level Sponsor (5)

\$1,000

- Individual Grade Level Team Sponsor-Either 1st/2nd; 3rd/4th; 5th/6th; 7th/8th or Junior Varsity
- Sponsor Name/Logo will be listed with the other Grade Level Team Sponsors on Match Day Individual Team Sponsor Banner
- Logo with link under Individual Grade Level Team tab on WOODLANDS YOUTH RUGBY CLUB sponsorship page
- Mention on WOODLANDS YOUTH RUGBY CLUB main page
- Broadcast email message to membership in conjunction with other Green Level sponsors

Plus Green Level Sponsors will receive at the end of the season:

Sponsor Appreciation Wood Plaque

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