

Sponsorship Proposal for 2018



Johnsonville Rugby Football Club

Sponsorship proposal to:

Potential Sponsor

15 January 2018

Dear Potential Sponsor

Re: Johnsonville Rugby Football Club – Sponsorship Proposal

Thank you for taking the time to read our rugby club's sponsorship proposal. I hope that you will read this document with enthusiasm. Club Committee members are available at your discretion to meet and further discuss any aspects of this proposal.

The Johnsonville Rugby Football Club looks forward to a favourable response to these documents and to a long and productive working relationship with you and your company.

Yours sincerely

A handwritten signature in black ink, appearing to read "Kerry Walsh".

Kerry Walsh
Chairman

Johnsonville Rugby Football Club Committee

Johnsonville Rugby Football Club



Proposal

That you or your organisation sponsor the Johnsonville Rugby Football Club for the 2018 season. This sponsorship would consist of driving a professional rugby club in terms of the way it appears, the development of players and coaching staff and assisting with the development of the club's equipment and infrastructure that supports the rugby club.

Background

Johnsonville as a suburb has a rich history, dating back to 1841 and despite a challenging period for the rugby club in recent times, we are dedicated to turning this around with a vision of success over the next 3-5 years on the back of a vastly improved 2017 season. This is a significant challenge and we are seeking sponsors who want to assist with becoming part of a success story!

The Club has recently re-appointed the Executive Committee from 2017 and this Committee are extremely determined to build on the 2017 success and also to drive higher player and non-player membership numbers up. We are extremely excited about the 2018 season and ensuring it is a further stepping stone to becoming a Wellington club powerhouse like it has been in the past.

Rationale

We are extremely keen to partner with local businesses and individuals that want to drive the greater good for the local community. We see that you or your organisation as being very suitable and we feel we would benefit from a mutual working relationship.

Sponsor Benefits

Positive brand association is a key benefit for this sponsorship and there are various tiered sponsorship options which are outlined on the next page. We are happy to talk to you around various sponsor benefits that may suit your organisation's needs and other initiatives will be looked into other than those listed.

Cost of Sponsorship

The total cost of sponsorship for 2018 varies depends on which tier you decide to choose and this ranges from \$500 to \$10,000 as a main sponsor. We are negotiable on values outside of our tier structure!

Payment Terms

For tiers 1-3 we offer payment terms over 3 monthly instalments and for tiers 4 and 5 we require a one off payment.

Contacts

Please contact either Kerry Walsh (Chairman of the JRFC Committee on 027 454 8522), Wally Smith (member of the Sponsorship Sub-Committee for the Club on 027 449 3024) or Blair Hannah (Head of Business and Sponsorship on 021 902 865).

Sponsorship Options & Benefits – Tiers 1 & 2

Tiers	Amount (excl GST)	Benefits
1	\$10,000	<ul style="list-style-type: none"> • Invitation to our Sponsors event in February 2018 • Premier team naming right • Name on Premier's jersey • Signage in clubrooms and on the park • Signage in newsletters, website and social media • 4 tickets to selected All Black's test match in June or September • 4 tickets to a pre-test function prior to All Black's test match in June • 4 tickets to a pre-test dinner held at the Club in June or September • Option for free multi-functional printer set up valued at \$5,000 with additional automation through Ricoh * • Invitation to breakfast with the Premier's • Club membership offering discounted food and beverage • First drink free at home matches
2	\$5,000	<ul style="list-style-type: none"> • Invitation to our Sponsors event in February 2018 • Premier Reserve team naming right • Name on Premier's Reserves jersey • Signage in clubrooms and on the park • Signage in newsletters, website and social media • 4 tickets to selected All Black's test match in June or September • 4 tickets to a pre-test function prior to All Black's test match in June • 4 tickets to a pre-test function held at the Club in June or September • Option for free multi-functional printer set up valued at \$3,500 with additional automation through Ricoh * • Invitation to breakfast with the Premier's • Club membership offering discounted food and beverage • First drink free at home matches

Note: with respect to the test tickets, there will be the option of purchasing further tickets on top of the above at an agreed cost

**Note: the one off cost will be covered only and ongoing maintenance costs will still need to be paid for by the sponsor themselves. Delivery and installation costs are additional also at \$88.*

Sponsorship Options & Benefits – Tiers 3 – 5

Tiers	Amount (excl GST)	Benefits
3	\$1,500	<ul style="list-style-type: none"> • Invitation to our Sponsors event in February 2018 • Signage in clubrooms and on the park • Signage in newsletters, website and social media • 2 tickets to selected All Black's test match in June or September • 2 tickets to a pre-test function prior to All Black's test match in June • 2 tickets to a pre-test function held at the Club in June or September • Option for free multi-functional printer set up valued at \$1,500 through Ricoh * • Invitation to breakfast with the Premier's • Club membership offering discounted food and beverage • First drink free at home matches
4	\$750	<ul style="list-style-type: none"> • Invitation to our Sponsors event in February 2018 • Advertising on bar leaner surface at the clubrooms • Option for free basic printer set up valued at \$500 through Ricoh * • Club membership offering discounted food and beverage • First drink free at home matches
5	\$500	<ul style="list-style-type: none"> • Invitation to our Sponsors event in February 2018 • Signage in clubrooms • Option for free basic printer set up valued at \$500 through Ricoh * • Club membership offering discounted food and beverage • First drink free at home matches

Note: with respect to the test tickets, there will be the option of purchasing further tickets on top of the above at an agreed cost

**Note: the one off cost will be covered only and ongoing maintenance costs will still need to be paid for by the sponsor themselves. Delivery and installation costs are additional also at \$88.*