

# WESTS RUGBY

## SPONSORSHIP PROPOSAL



2023

# What can Wests Rugby offer you?

In 2023 Wests will be engaging a dedicated communications and media professional who will be responsible for the delivery of the outcomes to achieve maximum value and exposure of your sponsorship. This role will ensure your partnership with Wests reaches maximum exposure.

This proposal offers a wide range of packages which can be tailored to suit your sponsorship needs.

On the field, the 2023 rugby program is already under way in what promises to be another big year for the Lions under head coach Marco Cecere.

Being a part of the Wests family will allow you to access:

- Social Media and Online coverage
- Game day and events signage and public announcements
- Teamwear and merchandise sponsorship
- Newsletter coverage
- Wests stakeholder's using your business
- Word of mouth and networking
- Access to our Old Boys Network
- Access to Wests Juniors Network
- Sponsor of the week messages

# WHO IS WESTS RUGBY?

The Western District Rugby Union Football Club started with humble beginnings when, on the 13th March 1962, the Lyneham Rugby Union Football Club was formed. The emphasis of the Lyneham Rugby Club was on junior Rugby and teams in all age divisions. The first senior Lyneham Rugby team was entered into the ACT competition in reserve grade in 1963 and by 1966 Lyneham was represented in all three senior grades.

The opening of the Western District Rugby Club in Jamison on the 10th August 1970 signaled the formal change from Lyneham to Wests. This change in no way diminished the club's historical affiliation with Lyneham High School and this was reflected in the retention of the Maroon and Blue for the club colours and the rampant Lion emblem.

In the 2000's Wests continue to sweat, grunt and toil towards greater achievements in an atmosphere of respect, encouragement and professionalism. There is no better example of this than the unprecedented 2005 season in which Wests became the first ACT Rugby club to achieve Grand Final victories in all five senior grades.

As the current players continue to grow the Wests Rugby tradition through their on-field feats, it is important that we understand where we have come from. We all have a role to be a part of the future of our great club, as Wests continues to play a huge part in enhancing the Canberra community, whilst maintaining its position as the premier Rugby club in the ACT. Be a part of the Wests family.

# 2023 SPONSORSHIP DRAW

## THE CONCEPT

- Each Lion Sponsor will receive a number, allocated alphabetically.
- Every Lion Sponsor is drawn out of a barrel at the Sponsors Draw Dinner (Fri 3 March)
- Ten (10) prizes will be awarded.
- The last number drawn will win the Wests 2023 Major Sponsorship Package

## LION SPONSORSHIP

**Cost - \$1200.00 (Inc GST)**

- One (1) ticket in the Wests Rugby 2023 Sponsors Draw
- Two (2) tickets to the Wests Rugby 2023 Sponsors Draw (Friday 3 March)
- Two (2) Season Passes to all Wests Rugby home games
- Two (2) tickets to the Wests Rugby Gala Ball on 29 April 2023
- Two (2) tickets to the Wests Sponsors Day
- Opportunity to promote your business in the ACT Senior Rugby Program (online – over 2000 followers)
- Company recognition and links to the sponsor's website on the WDRFC website
- Opportunity to promote your business and your association with WDRFC at Wests home games
- Opportunity to promote your business and your association with WDRFC in the Wests seniors E-newsletter and social media (Facebook and Instagram)
- Access to Wests Alumni of 1000+ and growing
- Opportunity to promote your business and your association with WDRFC at the Wests Rugby Gala Ball – 400 plus attendees
- Opportunity to promote your business and your association with WDRFC at the Wests Presentation Night – 200 plus attendees

# PRIZES

- ♦ 1st - The Wests 2023 Major Sponsorship Package
- ♦ 2nd - The Jamison Oval Facility Sponsorship Package – entry signage at Jamison Oval
- ♦ 3rd - Jamison Oval ground signage
- ♦ 4th – 10<sup>th</sup> \$125 dinner voucher

## WESTS RUGBY 2023 MAJOR SPONSORSHIP PACKAGE

### All the benefits of the Lion Sponsorship PLUS

- ♦ Sponsors logo positioned mid chest on the 1st Grade team jersey
- ♦ Four (4) seats to the Lounge at the 4 Brumbies home games (Reds, Waratahs, Chiefs and Rebels) (valued at \$3040)
- ♦ Corporate signage at Jamison Oval for all home games
- ♦ Two (2) car passes to all Wests home games
- ♦ Acknowledgement as the sponsor draw winner via social media and e-newsletter
- ♦ Two (2) tickets to the Wests 2023 Presentation Night





# THANK YOU FOR YOUR CONSIDERATION

If you have any questions, would like more information, or want to express your interest as a corporate partner of the Wests Rugby in 2023, please use the following contact information:

Craig Robberds

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“2023 is promising to be big year for the Lions. We sincerely appreciate your commitment for supporting and being a part of our great club, thank you.”

Richard Wyche, President

We look forward to hearing from you!

