

San Miguel Rugby Club

Sponsorship Proposal Package





Angels Rugby Club San Miguel de Allende



Greetings Potential Sponsor:

San Miguel Rugby Club is entering their Second season as a competitive & social club in the Federación Mexicana de Rugby Union (FMRU) this fall. After completing their first successful year, San Miguel Rugby Club is looking forward to building on their well respected reputation in the upcoming year. 2012 was an exciting year for the San Miguel Rugby Club. Last year, the club competed in Division II of the FMRU and managed to have five girls and one young man selected for the Guanajuato state rugby team. The girl's state team placed third in the National Olympics held in Guadalajara. San Miguel Rugby Club hosted two tournaments and three training clinics. In addition, the San Miguel Rugby Club has implemented a youth rugby program free of charge for participation for any child in San Miguel and a Social Service Program where the Angels give back to the community of San Miguel.

Our success has allowed us to gain an extremely positive reputation in the rugby community, as well as in our local communities. The Men's club works together with the Youth and Women's programs in order to develop the sport of rugby in our community. We plan to continue to grow and become the premier rugby club for Guanajuato by developing players from the youth program all the way to the adult program.

We are a self-funded organization, and unfortunately do not receive any funding from the state or local government. Each member is responsible for his or her own dues, which assist in covering the costs to prepare the fields, purchase equipment, pay the officials, and pay the league dues. Our goal is to raise the necessary funds and endow the San Miguel Rugby Club with finances, equipment, and resources for the future. Combined with our positive influence and increased exposure within the community we believe that supporting our club provides an opportunity for both parties. Your support will assist us to gain further exposure, and help us in our goal to becoming the best rugby club in the Bajío-Occidente area.

With certain levels of sponsorship we can offer Company logos on game jerseys, banners to be displayed at our Home and Away games. We will place Company logos on the Team Website, Team Emails, and T-Shirts. As our success continues and our fan base widens, more teams will visit our home field and website making your advertising increasingly visible and valuable with our supporters and sponsors.

If you are interested in additional information regarding sponsorships, please contact Jeff Pendergraft at 415-112-3266 or you may also send an email to: info@sanmiguelrugby.com. Also check out The SMA Rugby Club website at www.sanmiguelrugby.com.

Sincerely,

San Miguel Rugby Club



Angels Rugby Club

San Miguel de Allende



SAN MIGUEL RUGBY CLUB SPONSORSHIP PACKAGES

(All sponsorship packages are represented in US dollars)

Angels Men's 15s Sponsorship – \$1,700.00 (in place for 2 years and option to carry on per year thereafter)

- Company Logo on Center Front of 15's Team Jerseys (22 jerseys)
- Company Logo on Center Back of Team Shirts (50 - 75 per season)
- Company Travel/Home pitch Banner (1m x 3m) at all San Miguel Rugby Events (12-14 games)
- Company Logo and Link on Team website and in Team Emails (+/- 52 emails to 200+ members)
- Name announced at all Home Tournaments over the loud speaker
- San Miguel Rugby Club T-shirt & Custom Jersey

Angels Men's 7s Sponsorship – \$850.00 (in place for 2 years and option to carry on per year thereafter)

- Company Logo on Center Front of 7's Team Jerseys (12 jerseys)
- Company Logo on Center Back of Team Shirts (50 - 75 per season)
- Company Travel/Home pitch Banner (1m x 3m) at all San Miguel Rugby Events (12-14 games)
- Company Logo and Link on Team website and in Team Emails (+/- 52 emails to 200+ members)
- Name announced at all Home Tournaments over the loud speaker
- San Miguel Rugby Club T-shirt & Custom Jersey

Angels Women's 7s Sponsorship – \$850.00 (in place for 2 years and option to carry on per year thereafter)

- Company Logo on Center Front of Woman's Team Jerseys (12 jerseys)
- Company Logo on Center Back of Team Shirts (50 - 75 per season)
- Company Travel/Home Pitch Banner (1m x 3m) at all San Miguel Rugby Events (12-14 games)
- Company Logo and Link on Team website and in Team Emails (+/- 52 emails to 200+ members)
- Name announced at all Home Tournaments over the loud speaker
- San Miguel Rugby Club T-shirt & Custom Jersey

Angels Pitch Sponsorship – \$750.00 (in place for 2 years and option to carry on per year thereafter)

- Company Logo on all pitch flags (18 flags)
- Company Logo on all post guards (4 guards)
- Company Logo on Center Back of Team Shirts (50 - 75 per season)
- Company Logo and Link on Team website and in Team Emails (+/- 52 emails to 200+ members)
- Name announced at all Home Tournaments over the loud speaker
- San Miguel Rugby Club T-Shirt and Custom Team Signed Pitch Post Flag

Angels Custom Match Ball Sponsorship – \$550.00 (in place for 2 years and option to carry on per year thereafter)

- Company Logo on Match balls (30 balls)
- Company Pitch Banner (1m x 3m) at all San Miguel Rugby Home Events
- Company Logo and Link on Team website and on Tournament Website
- Name announced at all Home Tournaments over the loud speaker
- San Miguel Rugby Club T-Shirt and Custom Team Signed Ball



Angels Rugby Club San Miguel de Allende



Angels Trophy Match Sponsorship – \$350.00

- Company Pitch Banner (1m x 3m) on the 50 m line at tournament
- Photo taken with the three winning team places (Cup, Shield & Plate)
- Company Logo and Link on Team website and in Team Emails (+/- 20 emails to 200+ members)
- Name announced at all Home Tournaments over the loud speaker
- San Miguel Rugby Tournament T-Shirt and Custom Tournament Photo

Angels Tournament Sponsorship – \$250.00

- Company Logo on Center Back of Tournament Team Shirts (150-300 per Tournament)
- Company Pitch Banner (1m x 3m) at San Miguel Rugby Tournament Events
- Company Logo and Link on Tournament Website and in Tournament Emails (+/- 20 emails to 200+ members)
- Name announced at all Home Tournaments over the loud speaker
- San Miguel Rugby Tournament T-Shirt

Angels Equipment Sponsorship – \$500.00

- Company Pitch Banner (1m x 3m) at all San Miguel Rugby Events
- Company Logo on selected practice equipment
- Company Logo and Link on Team website
- Name announced at all Home Tournaments over the loud speaker
- San Miguel Rugby Club T-Shirt

Angels Player Sponsorship – \$100.00

- Company/Personal name besides player's profile on the Team Website throughout the year
- Player signed photo of individual sponsored and team
- Picture with sponsored player

Angels Fan Sponsorship – \$50.00

- Signed Picture with player of choice
- Photo of the fan with the player of choice will appear on Team Gallery Website throughout the year

Angels Custom Sponsorships

- In addition to the various packages listed, there are many other items that could be allocated to your own name or business
- We would be happy to discuss any ideas you may have and tailor a specific package to suit your own requirements

Your support will be gratefully received.

San Miguel Rugby Club

SAN MIGUEL RUGBY CLUB SPONSORSHIP PACKAGE DETAILS

The San Miguel Rugby Angles are a member of the Federación Mexicana de Rugby Union (FMRU) which is a member of the International Rugby Board (IRB), the governing body of the sport globally, and NACRA, North America and Caribbean Rugby Association. At the regional level, the Angels compete in 15-a-side Division II, 10-a-side and 7-a-side for men of the Bajío-Occidente zone and 7-a-side for women. The Angels typically travel to Guanajuato, Guadalajara, México City, Querétaro, Aguascalientes, Monterrey, Playa del Carmen, León, Cancún, Tlaquepaque, Saltillo, Morelia, Celaya and San Luis Potosí. The men’s and women’s team compete in approximately 6-8 home games and 10-12 away games, as well as host several friendly games and training clinics. The Angels host 2-3 large National tournaments that attract 250-300 players from all over México and 500+ viewers. To finance the events at the facilities and provide the travel and equipment to play at this competitive level we need to raise around \$30,000 USD which is a large part raised through sponsorship.

Sponsorship can help raise your business profile throughout a large portion of Mexico and the Bajío-Occidente area and can provide you with an ideal opportunity to entertain customers on match day. Along with the knowledge you are assisting with providing excellent playing facilities for the community.

FMRU Rugby Regions

Regional 1ª Fuerza	BAJÍO – OCCIDENTE							CENTRO				NOR-ESTE			NOR-OESTE		SUR-ESTE															
Regional 2ª Fuerza	BAJIO				OCCIDENTE			METROPOLITANO		ORIENTE		NOR-ESTE 1	NOR-ESTE 2		NOR-OESTE 1	NOR-OESTE 2	SUR-ESTE 1	SUR-ESTE 2														
Estatal	Aguascalientes	Guanajuato	Querétaro	San Luis Potosí	Zacatecas	Michoacán	Hidalgo	Colima	Nayarit	Jalisco	Distrito Federal	Estado de México	Guerrero	Morelos	Oaxaca	Puebla	Tlaxcala	Veracruz	Chihuahua	Durango	Coahuila	Nuevo León	Tamaulipas	Baja California Sur	Baja California	Sinaloa	Sonora	Chiapas	Tabasco	Campeche	Yucatán	Quintana Roo



Angels 15s Jersey



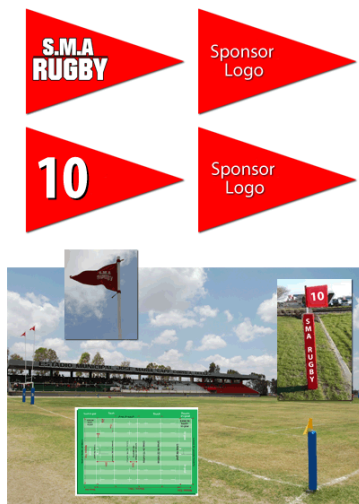
Angels Men's 7s Jersey



Angels Woman's 7s Jersey



Angels Pitch Flags



Angels Post Guards



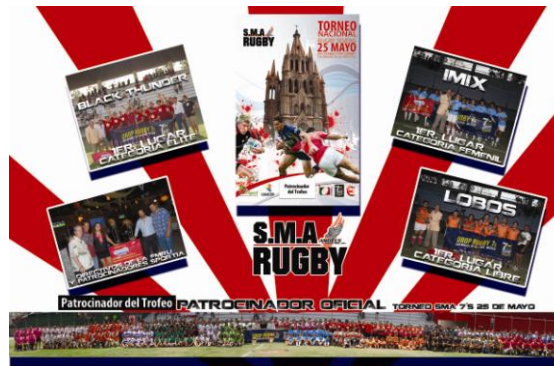
Player Bench Sponsor



Angels Match Balls



Angels Trophy Photo Example



Angels Pitch Banners



SAN MIGUEL RUGBY CLUB INDIVIDUAL SPONSORSHIPS



Item	number	Sponsorship
15s Men's Jerseys Home	22	\$ 1,100.00
15s Men's Jerseys Away	22	\$ 1,100.00
7s Men's Jerseys Home	12	\$ 600.00
7s Men's Jerseys Away	12	\$ 600.00
Women's Jersey Home	12	\$ 600.00
Women's Jersey Away	12	\$ 600.00



Team T-shirt	75	\$ 600.00
Team Travel Polo	50	\$ 720.00
Team Practice Jerseys	30	\$ 720.00
Travel sweat suit	50	\$ 1,200.00

Fence Banner (1.5 x 6) – 4	1	\$ 120.00
Front Pitch Banner (1x3) – 23	1	\$ 100.00
Player side Pitch Banner (1x3) - 20	1	\$ 50.00
Player banner (1x6) - 2	1	\$ 100.00



Pitch flags - 14	14	\$ 100.00
Goal post flags - 4	4	\$ 25.00
Goal post flags - 8	8	\$ 50.00
Goal post guards - 4	4	\$ 400.00
Flag post guards - 14	14	\$ 300.00

Match balls logo (30)	30	\$ 550.00
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Match trophies	3	\$ 350.00
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Scrum Machine	1	\$ 550.00
Practice Balls	10	\$ 300.00
Practice Shields	4	\$ 200.00



The SMA Rugby Youth Program reaches out to children and teenagers in inner-city estates and seeks to raise sporting participation for young people. Various age groups have been developed for the SMA Rugby Youth Program along with modified forms of the game, including a non-contact version of Rugby League promoting healthy living and respect. It aims to help reduce crime levels and anti-social behavior. Following the program, participants are invited to join their Local Community sports club to develop their sporting practice further. The

SMA Rugby Youth Program offers a progressive way of introducing the game to young players and developing coaches. At the same time it aims to capture the magic of the game and deliver a game that is fun to play, enjoyable and stimulating to coach and promotes open running rugby.

SMA Rugby Community Service Program

The SMA Rugby Club understands the importance of team work and the role it plays in developing a successful team on the field. They also know how important that role is for creating a city that the community can take pride in. That is why members of the SMA Rugby Club commit themselves to giving weekly service back to San Miguel de Allende. Club members have created summer programs for kids, provide physical training and educational opportunities for local schools, provide labor for enhancing various sport facilities in San Miguel and are planning more activities in the future. With your financial support and the SMA Rugby Club's Community Service program we can work together to provide the youth of San Miguel more opportunities to be more successful on the field and off.

