



SPONSORSHIP PROPOSAL

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HUDSON VALLEY RUGBY CLUB SPONSORSHIP PROPOSAL

Prepared for
General Audience

Proposal Contact
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The Hudson Valley Rugby Club is an **inclusive family** that is representative of the greater Hudson Valley. I've had the pleasure of playing for this club for the better part of a decade and the **camaraderie has been the same from the first day to the last practice**; everyone was welcoming to the new member looking to learn and grow, making them feel comfortable.

Rush, Long Standing Club Member





ABOUT US

The Hudson Valley Rugby Football club was established in 2001 to promote and support the sport of rugby for both women and men in the Hudson Valley region.

We welcome experienced and new players from all over New York, Connecticut, Massachusetts, and the North East. The Women's and Men's teams, also known as "The Rebels", are comprised of Hudson Valley players who practice regularly and play matches socially and in the Empire GU Division 3, respectively. The women's and men's teams are registered with USA Rugby which manages over 50,000 men's, women's, university and under-19 clubs. The Hudson Valley Rugby Club is also a registered tax exempt non-profit organization, 501(c)(3). The team travels and hosts competing rugby teams throughout the Northeast, primarily from Connecticut, New York City, Long Island and New Jersey.



"I've been associated with this team for nearly its entire 20+ year history. It has been the source of camaraderie, great times and lasting bonds."

- John, Long Standing Member

Rugby is about community support. Our women's and men's teams foster safe and equal spaces for members to flourish.

COVER LETTER

Supporter of the
Hudson Valley Rugby Club

Dear Supporter of the Club

The Hudson Valley Rugby Club is looking for fiscal sponsorship to grow the club's positive social impact among our local community and members. With a men's and women's team, the club fosters personal and community betterment through the training and playing of rugby in the Hudson Valley and greater Northeast. I would like to offer you the opportunity to sponsor our club, a registered 501 (c) 3 non-profit, and join us in creating a positive social impact in the Hudson Valley.

We have designed three levels of fiscal sponsorship ranging from \$2,500 to \$10,000. We also welcome sponsorship donations in smaller amounts too! This much-needed funding will support club operations, equipment and kit procurement, recruitment activities, field preparation, and our social programming for both the women's and men's teams.

In return for your sponsorship, the club offers various venues and mediums, both digital and analog, for your business's promotion. Our new kit and balls can feature your logos. Our website, newsletters, and social accounts will prominently display you as a club sponsor. And we can even arrange a rugby day out for your staff. Ultimately we have designed a promotional and marketing opportunity in return for your sponsorship that drives mutual value for both your business and the Hudson Valley Rugby Club.

I would very much like to meet with you to discuss further and invite you out to a practice session! Please let me know if you are available for either.

Sincerely

Jonathan Tae
Club Treasurer

info@hudsonvalleyrugbyclub.com
+1 (316) 789-5039

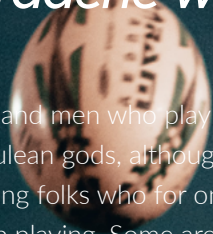




MEET SOME HUDSON VALLEY REBELS

Talent wins games, but teamwork and camaraderie win championships.

The women and men who play for the Hudson Valley Rugby Football Club aren't special herculean gods, although they'd like you to think otherwise. They are just simple working folks who for one reason or another fell in love with rugby and want to keep playing. Some are old, some are young, some have families, some have been playing for years, others only months. While their experience levels, motivations and everyday lives are very different, they come together as one team with a united vision - to play rugby, to win, to support their communities and to have some fun doing it.



THE TEAM

These club members are leaders both in the team and their communities. They play rugby because they love the game. But they spend more time organizing, leading and supporting both the club and it's charitable endeavors. The club has over 50 active members. Here's a few of these incredible individuals.



Our team is a family, embedded in local community. We play rugby together, but more than that we support and serve the people and environment of the Hudson Valley.



Team leadership and organization comes from long standing members of the club and the Hudson Valley. This keeps us tied to our mission of serving our local community.



The club is dedicated to equality and transparency. Read our Statement of Equality to learn how we ensure our open values are represented every day in what we do.



The not for profit club is 100% funded by donations, fundraising and sponsorship. Without this support, we couldn't run our 501 (c) (3) organization.



TJ

Women's Coach

TJ is a driving force of the women's team development. She coaches, organizes and leads a growing women's team.



GINO

Long Standing Member

Gino has served the club and its communities for several years now, always turning up to support club activities with a great attitude.



MATT

Youngster with Drive

Matt's a great example of someone the club supports, who goes on to excel. He's used the club to help grow his career, community and athleticism.



ALEXIS

New Women's Member

Alexis joined the women's team club only recently, but has made a massive impact. She's now leading club activities and joining community events.



Statement of Equality

The Hudson Valley Rugby Football Club, Inc, 501 (c) 3, is dedicated to growing the sport of rugby in the Hudson Valley. We work to create opportunities to play, participate in, support, enjoy and learn rugby. We create this access to the sport for everyone and anyone interested in participating. We do not discriminate on the basis of race, religion, sexuality, politics, gender, fitness, or experience in the sport. We work to create an environment of acceptance, respect, equality, equal-access, equal-rights, and social support.

The Hudson Valley Rugby Club has zero-tolerance for discrimination of any type, including any activities of hate, hate-speech, prejudice, bigotry, sexism, racism, gender discrimination, ageism, ableism, classism, misogyny, xenophobia, inequity, intolerance or anti-semitism. Any member participating in discrimination will be removed as a member of the club and will not be permitted to attend any club events, including practices, socials, and matches. We believe that rugby can and should be enjoyed by everyone, and that it takes a community of supporting, open-minded and accepting players to build a safe, happy, competitive and beneficial club. We are constantly working to improve our club in the realms of openness, acceptance and safety.

OUR SPONSORSHIP GOAL

The club is aiming to raise \$20,000 to support the next 3 years of club charitable activities. With over two decades of community work and support, on a shoestring budget, we have proven that the club can endure while supporting communities in the Hudson Valley on very little. This new fundraising would revolutionize the club's ability to run community programming and capitalize on the club's recent growth in members and activities.



Supporting Community and the Environment

The club is involved in several charitable activities that support Hudson Valley communities and environment. We have achieved this programming on very little funding. Your sponsorship will unlock a new evolution of these programs and expand our reach to new people and places.

A Health and Wellness

The club is dedicated to improving the health and wellness of members and our communities. Playing rugby in a team setting brings mental and physical wellness to all our members.

B Community Strength

Our members, their friends, families and colleagues, are all supported by the club. We are building a network of support in these communities through events and camaraderie.

C Environmental Programs

The club, its members and community followers regularly run environmental programs, like highway clean ups and nature excursion days. Everyone is encouraged to join.

D Inclusiveness

A core value of the club is inclusiveness. We are welcoming to all new members, supporting personal and athletic growth whoever you are. This is a core tenant of our community programming

WHAT YOUR SUPPORT ENABLES

Make a huge impact to a passionate club

Your sponsorship will make a lasting impact on this club and those that it serves for years to come. In over two decades of successful charitable history we have never had the opportunities that your sponsorship would provide. You would be changing lives, both for club members and those we serve.

Kit

New Gear

Your sponsorship will enable the club to purchase new clothing and equipment for both men's and women's team.

1

New game day kit for both men's and women's teams, including your logo in recognition of your sponsorship.

2

New rugby game day and training equipment, like balls, pads, cones, flags, field equipment and more.

3

A new field for both practice and games, including field lighting for late night practice. This includes insurance.

Programs

Club Support

Sponsorship will go towards running and growing the club in the following ways

4

Administrative and game day support, including USA Rugby fees, club insurance, referee and union dues, etc.

5

Player sponsorship to enable members to join in club activities who are economically unable to do so.

6

Community and environmental program continuation and growth. We will expand the events and programs we run.

7

Funding will support a large scale spring tournament hosted by the club, welcoming upwards of 300 people.

TIMELINE & SCHEDULE

Our goal is to fully fund a fundraising goal of \$20,000. The fundraiser is rolling until we complete the campaign.



Fundraising Phase

Sponsorship Generation

While the teams finish up their fall seasons against competitive teams, the club's officers for both the women's and men's team are working on raising the sponsorship round for yearly club activities.

First Purchase Phase

Purchase New Equipment

With funding in, the club will organize and negotiate the purchase of new equipment and gear for the club. This needs to be done well in time for the club's season. The equipment will be used by over 50 members of the club.

Yearly Costs Covered

Club and Field Set Up

The new funding will enable a new field and club administrative and marketing setup unparalleled to what we currently have. We'll spend February setting up our new field, admin and marketing arrangements to set the foundation for massive growth.

Supporting Club
Activities

Club Activities & Games Commence

The club kick's off its spring training and match schedule, including the hosting of a local tournament. We also schedule regular community and environment support days between training and match days.

SPONSORSHIP OPTIONS

In return for your sponsorship the Hudson Valley Rugby club will feature you across digital, print and merchandising promotional space, including the website, rugby jerseys, merch, and social. Get in front of our audience who are Hudson Valley loyal and love companies that support charities.

	Newbie \$2,500	Experienced \$5,000	The Captain \$10,000
Website and Social Media We'll feature you prominently on our website and social channels	✓	✓	✓
Rugby Jersey Feature Get your logo on our rugby jerseys, worn at all our official rugby events	✓	✓	✓
All Merchandising Feature Get featured on all of our merchandise, including clothes and balls.	✗	✓	✓
Private Rugby Day We'll host a rugby day for you and your staff to learn to play!	✗	✓	✓
Best Largest Positioning Pole position on our rugby jerseys and all merchandise and digital channels	✗	✗	✓

As the levels of sponsorship increase, so does the prominence and frequency of your logo and wordmark appearances.

BUDGET-BREAKDOWN

The Hudson Valley Rugby Club is a not for profit 501 (c) (3) organization that is 100% funded by donations, fundraising and sponsorships. We operate an incredibly lean budget, ensuring all funding is spent on club and community activities. We currently spend less than 2% of our budget on administrative fees.

DESCRIPTION	TOTAL
CLUB COSTS PER YEAR AFTER FULL SPONSORSHIP	
New Kit and Equipment	\$8,000
Practice and Match Field Costs, including insurance	\$5,000
Marketing and Website Costs for recruitment	\$750
Match and Tournament Costs	\$5,000
USA Rugby, GU Registration and Referee Association Costs	\$1,000
Club Insurance	\$500
General Administration Costs	\$750
Officer and Member Payments for Operating the Club	\$0
Charitable Programs and Activities	\$5,000
Player Sponsorship Program for Economically Disadvantaged Members	\$1,000
Total	\$27,000

CLUB INCOME PER YEAR

Sponsorship Program	\$20,000
Member Donations	\$5,000
Non-Member Donations	\$1,000
Other Fundraising Activities	\$3,000
Total	\$29,000

AGREEMENT

Agreed to by _____

Email:
Title:
Company Name:

Proposal Date

Sponsorship Amount

Agreement

By signing this document the sponsor agrees to donate the above Sponsorship Amount to the Hudson Valley Rugby Club, Inc. 501 (c) (3) to support the charitable activities of the club. The sponsorship amount will be paid in one sum, and is non-returnable or refundable. The club will issue a receipt for the donation that can be used on the sponsors tax return.

Upon signing of this agreement, the club will e-mail you a donation link for you to send sponsorship funds to the club.

Sponsor Name

Name: _____

Signature

Date: _____

Received By

Name: Jonathan Tae / Treasurer

Signature

Date: _____

TERMS & CONDITIONS

1

No refunds or returns of sponsorship funds

All donations and sponsorships to the club are final and are not available for refund or return. We do provide a receipt for all donations so you can claim the tax deduction for your charitable donation on tax returns.

2

Payment Terms

Sponsorship payments are to be made in full at the time of sponsorship agreement being signed. We do not offer any installment or pay over time options.

3

Usage of Logos

Upon signing this agreement you permit the Hudson Valley Rugby Club to use and promote your logo and/or wordmark across all promotional activities, both digital and analogue. We will request and use your official club logo packet.

4

No Liability

The Hudson Valley Rugby Club accepts no liability on the part of a sponsor, in any way. This includes when using the sponsor's logo or wordmark.

5

Non-Guarantee of Placements

At this time, the Club can offer no firm guarantee of exact placements and usage of the logo. The club will endeavor to uphold the placements mentioned in this proposal, but can not be held liable or responsible if the logo fails to appear in certain locations.

6

Disputes and Claims

Should any disputes or claims be made against the club, the sponsor and the club agrees to seek mediation before taking any type of legal action.



CLUB OFFICERS

Here are just some of the club executive officers. We hold yearly votes for these positions and institute democratic best practices for good governance. Equal opportunity is provided for all members to step forward and lead. Current officers include newcomers and seasoned veterans of the club.



Ray Williams
Men's Club President



Joe Miller
Match Secretary



TJ
Women's Club Coach and President



Jonathan Tae
Club Treasurer

CURRENT SPONSORS

We are honored by and thankful to our incredible sponsors, supporting our community work!





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