



WAVERLEY RUGBY CLUB

2012 Sponsorship Pack

Waverley Rugby Club is one of the most successful Rugby Clubs in the history of the NSW Suburban Rugby Competition with 36 Premierships & 6 Club Championships...



HISTORY

Waverley Rugby Club was formed in 1971 by a number of former members of Waverley College, and was originally known as Old Waverlians Rugby Club.

Waverley Rugby Club has always been an open and inclusive club, which saw it develop from a one team club in 1971 to become one of the dominant clubs of NSW Suburban Rugby, and is only one of three clubs to have ever won three Kentwell Cups (1st Grade, Division One) in a row.

Waverley Rugby Club remains part of the New South Wales Suburban Rugby Union, the largest rugby union competition in Australia. Waverley Rugby Club was also a founding member of the Sydney Women's Rugby Union in 2001, and is only one of six clubs within Sydney, and the only Rugby Union Club in the Eastern Suburbs to field a women's team.

TAKI TOA

Waverley Rugby Club was also a founding member of the Taki Toa Cultural Festival, an annual invitation only rugby and netball tournament for Maori teams. The Taki Toa tournament first started in 1983 with the help of a former Waverley Rugby Club

player, Manu Sutherland, who helped create the format and ensured that the competition got off the ground. Manu's father, Henare Sutherland, carved the distinctive and very impressive shield which stands over a metre high and requires two people to move it. Waverley have won the Taki Toa tournament 14 times since it began, including an unbeaten run from 1989 to 2004. Most recently, the Taki Toa tournament was hosted by Waverley in Waverley Park in March 2010, drawing large crowds.



Today

As a sporting club (with rugby as the focus), Waverley has formally been involved in numerous sports over its life, the most recent being a Women's netball team that competed in the 2010 Maroubra A Grade Competition.

Waverley celebrated its 40th anniversary in 2011. Celebrations included a "Back to Waverley" Day for old boys, which was held in Waverley Park, and a gala night in the Coogee Palace.

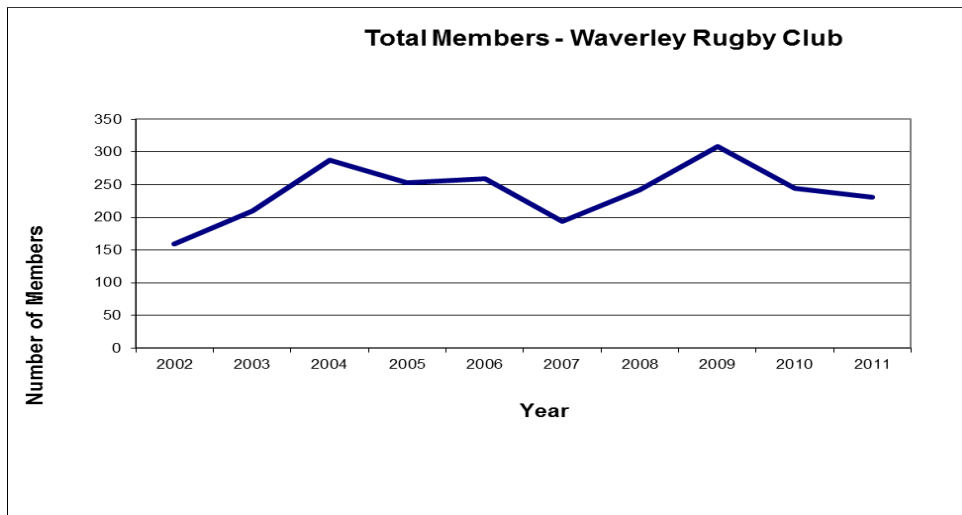
2012 will see the start of a new era at Waverley Rugby with the new Grandstand and playing facilities to be completed at Waverley Park by the beginning of the 2012 season. These facilities will be the envy of the Suburban Rugby Competition and some of the best in Subbies Rugby. We estimate a rise in player numbers in 2012 due to both the new facilities and a rise in interest in Rugby driven by the 2011 Rugby World Cup.



The Re-developed Waverley Park Pavilion will be ready by April 2012

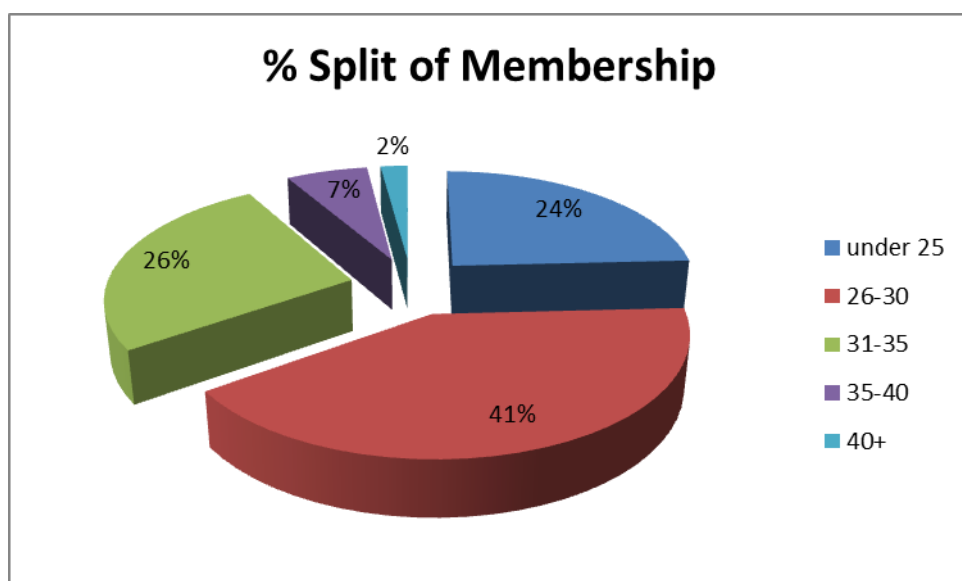
WHAT CAN WE OFFER YOU?

- We field 6 Senior Men's teams, a Colts grade and the **ONLY** women's Rugby Union team in the Eastern Suburbs.



In 2011 Waverley Rugby Club had 194 registered Male players, 24 registered Female & 13 Registered social members. Of the total of 231 registered members in 2011, 92% live within a 5km Radius of Bondi Junction.

The Club Demographic consists of 89% Male & 11% Female members & of socio-economic groups A-B with an age range split as below:



71% of the club members (164) fall into the 26-40 age bracket. This age bracket, particularly in the male contingent are the main decision makers regarding purchases for their households. They regularly go out to restaurants and have a keen interest in entertaining, sports/fitness, property, cars & investments.

In addition to the membership demographic there are numerous other supporters, ex-players & 'WAGS' that also attend and support the club on match days. As a club sponsor you would have access to the entire community.



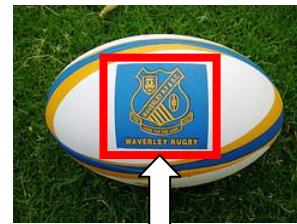


WHAT DO WE WANT?

There are a number of Sponsorship packages available to suit all budgets and commitment levels:

- **Match Ball Sponsor:**

No Balls? No Game! - This package will help pay for the Match & Training balls for 2012. In return your company Logo will appear on all balls and a 'deal of the month offer' sent via email, Facebook and SMS to our entire membership database. Your company will also be listed in the club handbook which is distributed to all members. **\$2,000**



Your Company Logo Here!

- **Match Day Pitch Sponsor**

On Match days there are a number of sponsorship opportunities both around the ground and on the pitch. The Match Day Pitch Sponsor has the opportunity to have their company logo branded onto the match-day corner flags & Post Protectors. A 'deal of the month offer' sent via email, Facebook and SMS to our entire membership database.

Your company will also be listed in the club handbook which is distributed to all members. **\$5,000**



- **Match Day Ground Sponsor**

Waverley Rugby's new home will be one of the best facilities in the Suburban Rugby Competition. Align you company with a brand new, cutting edge sporting facility. A (Limited to 6) Match Day Ground Sponsor will see a vinyl banner displayed in front of the new Pavilion for all Match days. Your company will also be listed in the club handbook which is distributed to all members. **\$1,500 per banner.**



Your Company Logo Here!

- **Away Day Travel Sponsor**

This sponsorship package will help the club to fund away match travel by Bus to away games throughout the season. The Away Day Travel Sponsor will have their company logo included on all away day travel kit such as kit bags, water bottles, Club Polo Shirts & A 'deal of the month offer' sent via email, Facebook and SMS to our entire membership database. Your company will also be listed in the club handbook which is distributed to all members. **\$6,000**



Your Company Logo Here!

- **Physio Sponsor**

The Physio Sponsorship Package will help to fund the cost of the Team Physio and materials such as tape, band aids, strapping etc. As Physio Sponsor your company Logo will be displayed onto the Gazebo roof in which the Physio carries out their assessments, first aid, strapping and general treatments. **\$2,500**



- **Team Sponsor**

Each of our 5 senior mens, womens and Colts teams will need sponsorship to provide playing Jerseys & training equipment. The package includes 20 sublimated team Jerseys in the Waverley Team Colours with your company logo on the front of the jersey. 1 Team Jersey will be supplied to the sponsor for their own use. A 'deal of the month offer' sent via email, Facebook and SMS to our entire membership database. Your company will also be listed in the club handbook which is distributed to all members. Grade to be sponsored will be on a first come, first serve basis so get in quick if you want to sponsor the 1st XV - **\$2,500 per team**



- **Shorts Sponsor**

The Short Sponsor will have their company logo displayed onto the shorts of every team within the club giving maximum exposure on every player within the club. **\$5,000**



- **Polo Sponsor**

The Club Polo is worn to the games and after at the post match speeches. The Polo is worn for much longer (i.e. In the pub) than any other club item. The Club Polo sponsor will have their Company logo embroidered onto the front of the jersey. **\$2,000**



- **Player Sponsor**

If there is a certain individual you'd like to sponsor this is also possible. Individual player sponsorship will help the club to cover player subs, ARU registration and Insurance as well as providing playing shorts and socks. - **\$500 per individual.**

If you are interested in any of the above sponsorship packages or would like to know more please don't hesitate to contact a club representative:

Sponsorship Managers:

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Neil Mirtle: 0413 814436

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President: Rob Willoughby 0411 149637

Club Captain: Kenny Brown 0433 133244