



DEVELOPING YOUTH THROUGH RUGBY

Play Rugby USA NYC Rugby Cup 2011

Sponsor & Donor Pack





The 4th Annual NYC Rugby Cup - June 11, 2011

Executive Summary:

The NYC Rugby Cup is the annual culminating event for flag rugby teams that have come through Play Rugby USA’s “Give Rugby A Try” curriculum-based youth development program. This year’s tournament will be taking place from 8am - 5pm on Randall’s Island and is expected to include 60 youth rugby teams from Play Rugby USA’s NYC program.

Play Rugby USA has received national recognition and awards for its program. Last year’s NYC Rugby Cup saw the introduction of high school 7’s tackle rugby (through our co partnering with PSAL) in addition to our highly successful flag rugby in the elementary and middle schools. Due to growth in Play Rugby USA’s youth and high

school programs, this year’s events will be hosted separately.



The NYC Rugby Cup will include Rookies (5-8 yrs), Elementary (3rd - 5th grade) and Middle School (6th - 8th grade) brackets.

WE NEED YOUR HELP TO MAKE THIS YEAR’S TOURNAMENT THE BEST YOUTH SPORTS TOURNAMENT IN NEW YORK CITY!

PS344 (Australia) evade the tackle from PS296 (South Africa) in the Middle School Championship.

Please review the program and sponsorship materials below to see how you, your company, colleagues and friends may be able to get involved.

Character, Conditioning & Community Focus:

Play Rugby USA is an extraordinary wellness and prevention resource: *Tackling* the challenges facing America’s youth. We are dedicated to our mission of “**developing youth through rugby**” and vision of creating “**a better world through rugby**”. Through the delivery of innovative rugby, fitness and academic-themed programs we provide otherwise excluded urban boys and girls with a place to be and belong. We spark transformational and positive social change in their communities, as evidenced by improving attendance during and after school and ultimately through improved graduation rates and student health and wellness. As a result, we significantly reduce the public costs associated with these risk factors and provide an estimated Social Return on Investment to donors and sponsors of over 600%.

More than 10,000 young people and 700 teachers from over 150 after school sites throughout NYC have already participated in the program with overwhelmingly positive feedback.

- *Over 84% of students said they felt more “athletic” and healthier after completing a 10-week Play Rugby USA program.*
- *100% of our partner’s administrators strongly agreed or agreed that the students in the PRUSA program cooperated better and there are less disagreements between them, as a result of their participation.*

4th Annual NYC Rugby Cup Theme - Celebrating the 2011 Rugby World Cup:

Every year we adopt an educational theme to our tournament to further the participants’ learning experience. This year we celebrate the Rugby World Cup that is being hosted in New Zealand in September & October 2011. All schools that enter the tournament will represent a nation that has competed in a Rugby World Cup. The school will be given a project to complete as part of their registration for the tournament - learning about the nation’s culture, history and sports. PRUSA’s ties with New Zealand actually continue to grow beyond the fields of the NYC Rugby Cup as this summer we are sending 2 high school students on scholarship to New Zealand through a partnership with Auckland University of Technology. The students will earn their scholarship through a rubric of: academics, attendance, attitude and athletics.

1) Sponsorship & Donations:

Play Rugby, Inc is a 501(c) 3 approved non-profit organization. Tax ID 20-0029252. All donations will be considered tax deductible to the fullest extent permissible by law. Online donations may be made at: <http://playrugbyusa.com/supporters/donate.html> (click on Network for Good link).

Title Sponsors: Please contact [Mark Griffin](#) to discuss this opportunity.

Webb Ellis Sponsors: \$5,000

- Company logo on all promotional material including one page Journal premium placement.
- Presentation to a winning team during awards ceremony.
- Co-branding as sponsor at NYC Rugby Cocktail Reception
- 5 tickets to the NYC Rugby Cocktail Reception.

Play Off Sponsors: \$2,500

- Company logo on all promotional material including one page Journal placement.
- Presentation of an individual player award including MVP and Olympic Spirit awards.
- Co-branding as sponsor at NYC Rugby Cup Cocktail Reception .



Students from multiple nations await NYC Rugby 2010 Kick Off amidst the background of the didgeridoo!

- 3 tickets to the NYC Rugby Cup Cocktail Reception.

General Sponsors: \$1,000

- Company logo on all promotional material including one page Journal placement.
- 2 tickets to the NYC Rugby Cup Cocktail Reception.

Team Sponsors: \$500 (Up to 60 available)

- Company logo on half page of Journal with information of sponsored nation / team.
- 1 ticket to the NYC Rugby Cup Cocktail Reception.

Journal Sponsors:

- Business Card: \$175
- Supporter Message: \$50
- Donor: >\$25

Please consider Play Rugby, Inc for your company matching program!



Henry Street's Club (Australia) advance the ball against local rivals PS20 (New Zealand).

2) Promotional Material & Media Includes:

- Announcements, media alerts and press releases to local and national press through PRweb.
- Targeted newsletter and event messages to Play Rugby USA database and USA Rugby database of over 85,000 combined members.
- Play Rugby USA event landing page (with hyperlink).
- Blogs, Tweets, Facebook messages to 4000 fans & followers.
- Promotion to Play Rugby USA's fans on the Rookie Rugby Club (rugby networking site) which generates over 35,000 page views / quarter.
- Event signage opportunities.
- Media coverage.

Play Rugby USA has been featured in over 154 countries through Setanta Sports, BBC Worldwide and the IRB's Total Rugby program. Nationally, in 2008 Play Rugby USA was featured on 200 national TV networks through Teen Kids TV, Fox 5 TV and the NYC Rugby Cup in 2010 was also featured on MSG Varsity Cable channel in NYC.

NYC Rugby Cup Journal:

Play Rugby USA's Year in Review Journal is an annual publication created around the NYC Rugby Cup and disseminated to all participants, parents, educators, politicians, volunteers, sponsors and coaches in attendance and throughout the year (>2500 copies in aggregate). In addition to printed publicity from the Journal, all Journal sponsors will

be referenced on the NYC Rugby Cup page of the Play Rugby USA website, in addition to on our online rugby education network - the Rookie Rugby Club.

Artwork specifications:



Our 6 year old Rookies' star player, evades PS107's determined defense.

- >\$1000 Sponsors - One Page (h 10.5" x w 7.75"):
- Team Sponsors- Half Page (h 5.25" x w 7.75"):
- Business Card Sponsor - standard business card size
- Supporter Sponsor - (200 character text including spaces)
- Individual Donor - (name listed on donor page)

For your sponsorship artwork and/or message please send high quality PDF or JPEG format to Bryan.Vale@playrugbyusa.com no later than Friday, May 27, 2011.

3) NYC Rugby Cup Cocktail Reception, June 17th. VIP Reception 6pm - 7pm, Main Reception 7pm - 11pm, SSpace, Saatchi & Saatchi

VIP Ticket \$150 / Regular Ticket: \$100 per person: Includes exclusive venue, hors d'oeuvres, top shelf open bar, silent auction, gift bag, prizes, DJ! Details &

Register here: <http://2011NYCRugbyCup.charityhappenings.org/>



Left: Our student presenters from IS392 in Brooklyn with teacher Ovi & Mark and Christian from PRUSA. Right: the party warms up as people get their moves on!