

URBAN RUGBY

Collaborative



Synergy, Energy, Opportunity – On the Rise!





About Us

The Urban Rugby Collaborative currently operates under the 501c3 charter of Play Rugby Inc.

Play Rugby Inc. operates programs as Play Rugby USA in New York City, Philadelphia and Los Angeles with Boston, the San Francisco Bay Area, New Orleans and Chicago in formation.

Throughout PRUSA's needs assessment and focus interviews with prospective communities the need for a formal, collegial over-arching identity and resource for urban youth rugby initiatives "bubbled up."

The URC launches in April of 2011 with the following formative or near-term objectives :

1. Establish steering committee from new membership.
2. Conduct member driven needs assessment regarding service promise and structure of URC.
3. Organize the ways and means to identify and cross utilize international and national relationships among membership.
4. Orchestrate an Urban Rugby Cup (2012)
5. Enhance influence, buying power and funding potential based on size.

- The Urban Rugby Collaborative exists to **benefit organizations and individuals** involved in the delivery of organized team rugby in urban America.
- The URC seeks to showcase and promote organized youth rugby as an uniquely feasible and positive community asset and provide its members with **resources and alternatives that enhance organizational and staff performance.**
- The purpose of URC is to serve those who promote youth rugby in urban America with and through the enhanced relationships , stature and dynamism that comes from **strategically pooling our knowledge capital, influence and talents.**
- **Membership in the URC is free** and the criteria for membership is straightforward. You must:
 - Represent a functioning or emerging youth rugby club or program in an **American community of 250,000 plus.**
 - Have or anticipate a player population of **25 or more youth.**
 - **Believe** that the game and collegiality of rugby benefits the healthy formation and growth of youth – and so our future.
 - **Be willing to serve the rise of rugby** by cooperating with URC staff and leadership with their respective information gathering needs.





Synergy

synergy

“ The interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects.”

By collaborating, urban rugby organizations instantly achieve a stature and status that commands more media attention, funding opportunities, market influence and buying power.

In addition, members will be able to access knowledge, experience and developmental tools and templates such as forms, press releases and coursework .

Rugby is on-the-rise in America

- Join URC to optimize the effect of rugby’s inclusion in the Olympics. This is a **once in a lifetime event** that can and will:
 - Send local media looking for local experts to interview.
 - Prompt local media to feature rugby related stories.
 - Justify interest in rugby by community school, recreation and social service entities.
- Join URC and **be ready** to respond and listened to:
 - Have the most current statistics and trends regarding rugby play and the benefits it provides an individual and community.
 - Have an association with national and international rugby and team sport advocacy groups like Up2Us and USA Rugby.
 - Have a role in taking rugby to the next level through things like the Urban Rugby Cup and urban invitational tournaments.
- Join URC and **take advantage** of pass-through pricing.
 - Have a cost effective source for uniforms and equipment.
 - Have proven and effective courses for developing staff.
 - Have model forms and articles for use in promotion and organization.





Energy

energy

“Measure of the ability of a body or system to do work or produce a change...”

Membership in the Urban Rugby Collaborative helps you and your organization move the needles that matter most to you.

Knowledgeable peers share success stories as well as pitfalls in regard to establishing and operating team rugby in an urban venue.

Focus your energy and efforts and make short work of “administrivia” that is neither valuable nor beneficial to your mission.

Rugby is on-the-rise in America

- Join URC and **access resources to help you:**
 - Plan
 - Organize
 - Develop and Fund
 - Staff and Train
 - Promote
 - Equip and procure resources
 - Manage
- Join URC and enjoy **the support of peers** who can empathize:
 - Have a circle of professionals who want you to succeed.
 - Expand your network to include leaders in a diversity of regional , social and sport related enterprises.
- Join URC ; **gain energy** by contributing to the rise.
 - Be part of gaining mind share for rugby in America.
 - Be part of gaining a fit and productive generation of Americans.
 - Be part of gaining a collegial network for urban rugby devotees.





Opportunity

Opportunity

“A possibility due to a favorable combination of circumstances.”

The Urban Rugby Collaborative will be an incubator of opportunities for urban rugby teams and personnel.

An Urban Rugby Cup, featuring URC teams and players is already being planned for 2012.

Traveling tournaments, celebrity visits, coaching workshops, e-based learning, facilitator retreats, joint promotions, player exchange and enrichment e.g.camps, scholarships and assistance with college placement ... the list is only limited by our membership's imagination and desire.

Rugby is on-the-rise in America

- Join URC before May 1, 2011 and enjoy **Charter Member status:**
 - Eligible for steering committee
 - Involvement in Strategic Planning focus interviews
 - Waiver of any subsequent joining fees
- Join URC and be eligible for **the inaugural Urban Rugby Cup in 2012.**
 - Join URC and participate in **power buying options for future program needs.**



BECOME A MEMBER

To register and join the Urban Rugby Collaborative please follow the link above and fill in the membership form.

Contact Us

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