BOSTON STRONG
SINCE 1960

2014–2015
CORPORATE
PARTNERSHIP
PACKET
ONE CITY
ONE TEAM

The Boston Rugby Football Club is the premier Men’s rugby club in the Northeastern United States. Founded in 1960, the club has contributed many national team players (23) and is set on sending representatives to the Olympics in 2016!

- **32-time** Champions of New England
- **2013** Northeastern Champions
- **6 active teams** (Men’s Division 1 & 3, Old Boys, two 7-a-side, and U-19/High School)
- **150+** active members
- International tours (most recent to England in 2011)
RUGBY IN AMERICA 101

“Rugby union, or simply rugby, is a full contact team sport which originated in England in the early 19th century. One of the two codes of rugby football, rugby union is based on running with the ball in hand. In its most common form, a game is between two teams of 15 players using an oval-shaped ball on a rectangular field with H-shaped goalposts on each goal line.”

1,200,000+
active rugby players in the U.S

Over 60% of all rugby players have a college degree or higher

USA Rugby brings in over $10 million in revenue annually

43% of players have an annual household income of $75,000

Fun Facts:
Rugby will make its return to the Olympics in Rio 2016 (USA is the defending Gold Medalist)

The U.S is a strong contender for hosting the Rugby World Cup in 2023 (4 billion viewers in 2007)

Rugby has been incorporated in countless modern featured films (Invictus, “The Departed”, Forever Strong)

3 Rugby players have become Presidents (JFK, George W. Bush, and Bill Clinton)

Boston is home to 8 collegiate rugby teams.

Rugby is expected to increase in participation and revenue over the next couple of years. Some of the current trends leading to a promising future are:

Partnerships with professional franchises in the UK, Australia, and New Zealand.

NBC, NBC Sports, ESPNU, FOX Sports, and BEINSPORT broadcasting championship series, international matches, and collegiate invitationals.

USA vs. New Zealand test match at Soldier Field in Chicago November 1st, 2014.

Varsity status for college rugby clubs.
WHAT WE DO

- We play in USA Rugby’s Men’s Division 1 Competition (highest in the U.S)

- We currently participate in the inaugural Atlantic Rugby Premiership, comprised of the best 5 teams in the Eastern part of the country.

- We field a competitive side in USA Rugby Men’s Division 3 competition

- During the summer months we also field a Rugby Sevens and a High School side.

- Boston has appeared in over 30 national championship series
Several of our coaches and players have volunteered to coach youth and collegiate teams. In 2014, two teams coached by Boston Rugby players met in the High School State Championship final.

We work closely with the youth by holding summer training camps, where experienced international players come in and conduct coaching clinics.

Players visit local schools and community centers to implement USA Rugby’s Rookie Rugby programming into P.E curriculums on an ongoing basis.
LONG TERM GOALS

Become the best rugby club in the United States.

Increase membership to compete in USA Rugby’s Division 1, 2, and 3 competition.

Become the first rugby club in the U.S with a fully functional club house (gym, player locker rooms, common area, strategy room, and full size field).

SHORT TERM GOALS

Win the inaugural ARP and the Division 3 competition

Field a Seven’s team in the Men’s National Championship

Develop and support Boston athletes to play for the USA at the Olympics in Rio 2016
How we can Help

Boston RFC stays true to the core values that make rugby such a respectable sport. We believe in teamwork, respect, hard work, and always giving back to the community. By offering exposure and brand association with the BRFC, your business can benefit from a positive social image that comes with associating with the club. For the 2014-2015 season we offer countless ways to create brand awareness. Some of these include;

- Match kit branding (jersey and shorts)
- Warm-up shirt branding
- Team apparel and merchandise branding
- Website advertising
- Social media exposure
- Naming rights to team events
- Field and practice equipment branding
- Field branding (banners, flags, goal post pads)
- Match day program branding
- Summer camp exposure
- Individual Player Sponsorships
- Team sponsor (D1, D3, Sevens, U19)
WHERE DOES YOUR SUPPORT GO?

• Because the Boston RFC is a non-profit organization, we do not pay our players and all the donations go exclusively to paying for required expenses to keep the club running. Because of our non-profit status, all donations are also tax deductible.

• Some of the expenses covered by donations include:
  • Field Rental Fees
  • Equipment
  • Travel costs
  • Marketing efforts
  • Tournament entree fees
# Partnership Packages

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<th>Skybox Partnership</th>
<th>Try Partnership</th>
<th>Scrum Partnership</th>
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<td>Match shorts branding</td>
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<td>Individual Player sponsorships</td>
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<td>Team sponsor (ARP, D3, Seven’s)</td>
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PICKING YOUR PACKAGE

Although we have partnership packages already arranged, you can create your own package by talking to one of our team representatives!

Contact information:

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2)

3)