

Sponsorship Proposal



Valley Bulldogs RFC
2011 Season

Valley Bulldogs Rugby Football Club

Annapolis Valley, Nova Scotia

Field: Coldbrook Lions Club

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About the Bulldogs

Founded in 1987, the Valley Bulldogs Rugby Football Club (VBRFC) has seen great success both on and off the field. Recently the Bulldogs have seen some great accomplishments that are worth noting; in 2008 the Bulldogs captured both the Nova Scotia and Maritime 1st Division Men's Championships.

In 2010 the Bulldogs were given the opportunity to turn the Hunting Hayes Park at the Coldbrook Lions Hall, into our very own pitch, something that the Bulldogs have always wanted; a place to call home. Also, in 2010 the Bulldogs welcomed a new member to our club, the formally known, Valley Tide Womens team. The ladies have shown great dedication and great skills and the future looks promising for the lady Bulldogs and the Bulldogs as a club in general.

The Valley Bulldogs draw players from all over the valley, the province, and the country. Once a member you'll see why our club maintains close contact with all members, should they have to move away from the Annapolis Valley. Past players frequently rejoin us at tournaments, Dinners, Sporting events, and Community projects throughout the year. Our club holds regular social gatherings as well as an annual banquet where both current, past, and future players get together for an evening of great proportions.

The Valley Bulldogs compete in the Nova Scotia Rugby League. Run by Rugby Nova Scotia, RNS is a branch of Sport Nova Scotia. The Bulldogs represent a Men's 1st, Men's 2nd, Womens, and a Junior team, competing for Nova Scotia championships in each of their respective divisions.



About the Rugby Community

Rugby has never been as popular as it is today. It was announced, that the summer Olympics in 2016, Rugby Sevens will make its Olympic Debut. Rugby sevens is one of the modified version of the game which features 7 players a side instead of the traditionally 15. The Valley Bulldogs have had players compete for Canada, internationally, at the 7's level. Recently a member attended the Eastern Canadian Selection Camp for the National 7's team. In the Future the bulldogs hope to add a 7's team to our club and compete in the RNS 7's series.

2011 is also a big year for rugby as a global sport. The 2011 Rugby World Cup (RWC) is being held in New Zealand, home to the All Blacks, the current number one ranked country in world rankings. Canada currently sits in fourteenth. This will in no doubt be the largest RWC to date and will only increase the interest in rugby around the world. The Bulldogs hope that this, will in turn, generate a much larger fan base in the Valley, and across Nova Scotia.



The rugby community is a very close knit community. Across Canada the rugby community is approximately 250,000 strong with 42,000 of those being active members (coach, player, official). This can only be expected to be a number that will get larger with time. Major factors in contributing to the growth of rugby in Canada is the debut of 7's at the Olympic games, the 2011 RWC, and a push from Rugby Canada to develop and strengthen the provincial unions.

About the Rugby Community Continued

Rugby in Nova Scotia starts at the High School level, which is a vital point in a rugby player's career. This is the starting age for players in Nova Scotia and helps lay the ground work to develop the players to compete at a high level. This is an area in which the Valley Bulldogs have recognized. The Bulldogs have been instrumental in the development of the Valley High School Rugby League. Numerous members of the Bulldogs continue coaching various teams, and other members becoming IRB certified match officials. The bulldogs also organize, host, and operate an annual All-Star game for both boys and girls High School athletes. The bulldogs are also closely linked with the Acadia University men's team. A side from the Acadia coaching staff being comprised of Senior Bulldog players, the Bulldog program also acts as a feeder system to those athletes pursuing post-secondary educations. Subsequently the Acadia program helps develop the Bulldog program by providing athletes with a range of skills looking to further their rugby careers.



Facts on Rugby

Facts and Information on Rugby and the VBRFC

The Rugby Community in Canada – A Demographic Profile

- “Young, upwardly mobile, well educated with expendable income”
- Size of rugby community in Canada: 250,000 (including regular spectators, followers of the game, supporters, etc.)
- Total active participation base in Canada: 42,000 (athlete competitors, coaches, officials)
- 62 % male, 38 % female
- 82 % with University/College degrees
- \$ 65,000 average annual household income
- 60 % own stocks, bonds and/or mutual funds



Our Goals as a Club for Sponsorship in 2011

The Valley Bulldogs have some major goals that we have set for the upcoming years, some of which cannot be completed by the Bulldogs alone.

Our new home pitch at the Coldbrook Lions Hall requires some major work if the Bulldogs want to be able to play on our home field this year. RNS has stated that some work needs to be completed to some sections of the field in order to be safe to play on for this upcoming season. Without the work completed the Bulldogs will not have a place to call home this year. With the reestablishment of the Junior League and the womens and mens team finding a field for practices and games will be difficult. The bulldogs are hoping to start work on the field in as soon as possible so that the pitch can be ready for kickoff. Once the work is done to the field, it will be home to the Bulldogs and other major sporting events, as well as Provincial Championships, High School Tournaments, and Summer Camps in seasons to come.

When running 3 teams there is also a demand for training equipment. In order to achieve the best results the Bulldogs also need the right training gear. Equipment such as rugby balls, cones, rucking shields, and tackling bags are required. This is a cost that the Bulldogs are tasked with year in and year out as equipment only lasts so long, especially when being used several times a week by multiple teams.





How You Can Help

It all starts in our local communities; we need support and encouragement to ensure that the Bulldogs have the success both on and off the field. The Bulldogs are looking for new sponsorship for the 2011 season and beyond. This is a great opportunity for you to contribute to a great community club, help develop a community sporting venue, and also a chance to get extra advertising in a very positive way by helping amateur sports in your community.

The Bulldogs are not just about gathering money, any type of donation would be greatly appreciated by the Bulldogs. As part of the return you would receive a great club at your service for anything that you may need help with.

What You Should Expect

We offer firms and individuals the opportunity to partner with the Bulldogs in the way that puts your company into the center of the action in with one of the fastest growing amateur sports in Canada. Major objectives include the growth of amateur sport, the development quality playing fields in the local community and the production of Valley teams that can win. The benefits of an associated partnership with the Bulldogs can include:

- Positive impact on the community in which you work and live
 - Exposure to consumers with healthy life styles and love of their community
 - Strong corporate image by associating with amateur sport
 - Access to high profile players, coaches and events for promotion and media opportunities
 - The Bulldogs are always willing to help in any way that it is needed; the Bulldogs will be ready to assist
 - As part of the sponsorship the Bulldogs will also donate time to your causes and other work you may require
 - Advertising at our home pitch
 - Possible ads on kit (Jersey, Shorts, Socks, Bags, etc.)
 - Ads on our website www.valleybulldogsrfc.com
 - Ads at our new annual 7's tournament (field and brochure)
 - A thank you after every home match when both teams gathered
 - Social Membership with the club
- *All listed possibilities along with others can be negotiated in the sponsorship agreement.



Sponsorship Levels

Currently the Bulldogs are open to any and all types of sponsorship. For your convenience we have broke down four levels of sponsorship:

BRONZE \$100+

- Social Membership
- Recognition at home games
- Logo in Pamphlet
- Picture of team to be put up at business
- Advertising on www.valleybulldogsrfc.com

SILVER \$300+

- Social Membership.
- Recognition at home games
- Logo in Pamphlet
- Picture of team to be put up at business
- 4 foot x 3 foot Advertising sign with company logo at Coldbrook pitch
- Advertising on www.valleybulldogsrfc.com
- Plaque with company name and sponsorship level to be put up in clubhouse



GOLD \$1000+

- Social Membership
- Recognition at home games
- Logo in Pamphlet
- Picture of team to be put up at business
- 4 foot x 3 foot Advertising sign with company logo at Coldbrook pitch
- Advertising on www.valleybulldogsrfc.com
- Company logo on training T-shirts and Apparel
- Company logo on training balls
- Company logo on 1 team set of Jerseys and 1 team set of shorts
- Plaque with company name and sponsorship level to be put up in clubhouse

PLATNIUM \$3000+

- Social Membership
- Recognition at home games
- Logo in Pamphlet
- Picture of team to be put up at business
- 4 foot x 3 foot Advertising sign with company logo at Coldbrook pitch
- Advertising on www.valleybulldogsrfc.com
- Company logo on training T-shirts and Apparel
- Company logo on training balls
- Company logo on all 3 sets of team Jerseys and shorts
- Company logo on Corner flags and Post pads
- Company name associated with Coldbrook pitch. All Rugby Nova Scotia contacts to view. Name placed on RNS schedule and on sign entering Coldbrook Huntington Hayes Park. Ex. McDonalds Field, home to the Valley Bulldogs RFC (\$3,000 or more)



Thank You

Without the support from our community and its members VBRFC would not and could not exist. We would like to thank you for your time in considering our proposal. VBRFC looks forward to building a great relationship with you and our community. Together we can make the community a better place. If you would like to discuss further do not hesitate to contact anyone of our executive or by sending an email to valleybulldogs@hotmail.com

Contact Information

Club Executive

President: Darren Brown

Vice President Mens: Ryan Alguire

Vice President Womens: Kyla Gillis

Treasurer: Bernie Conway

Sponsorship and Media: Mike Schroder and Amanda Jardine

Fixtures: Chad Mahoney

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