



INTRODUCTION • WHO ARE THE GRIMSBY GENTLEMEN?

Thank you for taking the time to read the 2005 Grimsby Gentlemen Rugby Football Club Sponsorship Kit.

The Grimsby Gentlemen Rugby Football Club is a group of local rugby enthusiasts' dedicated to the playing and development of the game of rugby within Grimsby and neighbouring communities. We play in the Niagara Rugby Union 1st division, competing against teams from all across Southern Ontario.

The GENTS are males aged 16 – 65; white and blue collar workers from various ethnic groups with a wide variety of family situations.

Currently, the GENTS, partnered with the Grimsby Lions Club, are renovating Away Public School into a community centre that will eventually be our home. Early in 2003 we received a \$23,100 grant from the Ontario Trillium Foundation to be used towards the restoration of the building. It is our goal to have the clubhouse finished in 2005 so we can host various community sporting and social events.



JUST WHAT IS RUGBY?

Rugby football is a competitive and extremely physical team sport. A truly international pastime, it is played in over 100 countries and is regarded as the 4th largest participant sport in the world today.

The distinctive features of a rugby game are the egg-shaped ball and the fact that it is only allowed to pass the ball laterally or backwards, so that only running with the ball or kicking it can gain ground. Set pieces of the game include the *scrum*, where packs of opposing players push against each other for possession and the *line out* where lines of players attempt to catch the ball thrown from the sidelines. Scoring is by either grounding the ball at the opponents' end of the field, or kicking it between upright posts.

The legendary origin of Rugby football, whereby a young man named William Webb Ellis "*picked up the ball and ran*", while playing soccer at the Rugby School (in Rugby, England) is often considered to be a myth. There were no standard rules for football during Webb Ellis's time at Rugby (1816-1825) and most varieties involved carrying the ball and the story first appeared in 1876 some four years after his death. However, the trophy for the Rugby Union World Cup is named the Webb Ellis Trophy in his honour and a plaque at the school commemorates his achievement.



WHERE YOUR SPONSORSHIP CONTRIBUTIONS GO

The Grimsby Gentlemen Rugby Football Club is a not for profit organization. No player, official or associate of the club is paid for his or her involvement. Indeed, quite the opposite is true, as all parties pay for the privilege of being involved. Senior playing members have dues of \$225 per year while playing students and non-playing social members pay \$125 and \$75, respectively.

While the Trillium Foundation grant has helped us immensely with the building renovations, there are still many areas that require additional funds to operate effectively. All sponsorship funding goes to help run and equip the club.

Areas requiring sponsorship funds include:

- New equipment
- Uniforms (shirts, socks, shorts)
- Club player registration fees
- Insurance
- Competition and Tournament Fees
- Rugby Canada dues
- Rugby Ontario dues
- Niagara Rugby Union dues
- Development clinics for junior players



WHAT DO YOU GET FOR YOUR SPONSORSHIP CONTRIBUTION?

The Grimsby Gentlemen Rugby Football Club offers several levels of sponsorship for industry, corporation and small business.

KIT SPONSORSHIP

A) Main Kit Sponsor

Company Logo prominently displayed on the front of Mens game jerseys.

1 Available – Cost \$1600

B) Minor Kit Sponsor

Company Logo displayed on back or side sleeves of Mens game jerseys or on front legs of game shorts.

6 Available – Cost \$800

As a Kit Sponsor, you will receive, in addition to your above selection:

- Advertising on the GENTS website <http://www.gentsrugby.com>
- Link from the GENTS website to your business website
- Company logo on club t-shirts
- Free supporters non-playing membership to the Rugby Clubhouse for 1 year
- Display of company banner at all home games at side of field
- Honourable mention in press releases to local media outlets
- Invitations to special events
- Certificate of appreciation supplied for display on your business premises



CLUB SPONSORSHIPS

As a Club Sponsor you will receive:

- Advertising on the GENTS website <http://www.gentsrugby.com>
- Company logo on club t-shirts
- Display of company banner at all home games on side of field
- Invitation to special events
- Certificate of appreciation supplied for display on your business premises

Unlimited Available – Cost \$500

PLAYER SPONSORSHIP

As a Player Sponsor you will receive:

- Certificate of appreciation supplied for display on your business premises
- Player photo with “Sponsored By” displayed in the Club Room.

This package allows the sponsorship of an individual player, perhaps one of your staff or associates.

Limited Availability - Cost \$175

BUY A BRICK SPONSORSHIP

As a BUY A BRICK sponsor you will have your company or family name engraved on a gold plaque and attached to your BRICK permanently inside the Club Room.

Limited Availability – Cost 1 Brick \$250 or 2 Bricks \$500



As a final possibility, if one of the previous options does not suit your situation, you may wish to sponsor the Grimsby Gentlemen Rugby Football Club with a flat monetary donation or a gift-in-kind.

Rugby is a fast-paced, contact sport with a strong emphasis on teamwork, fair play and camaraderie. A tremendous marketing opportunity with the Grimsby Gentlemen is available for those who seek to combine the sporting and social environments.

Please contact our Social Director, Dylan Kinch at 905-961-4587, if you have any further question or would like to begin your partnership with the Grimsby Gentlemen Rugby Football Club.

Kind regards,

Grimsby Gentlemen Rugby Football Club