

PASCO RUGBY CLUB



Pasco Rugby Club Sponsorship Proposal

2009 Florida, Division III – State Champions

Matthew Sayers, President

2010/2011

This document contains information concerning sponsorship opportunities with the Pasco Rugby Club. All information pertains to matches, social functions and opportunities the club can offer the community and/or local businesses.

Dear Sir or Madam:

My name is Matthew Sayers and I am the President of the Pasco Rugby Club, affectionately referred to as the *Myrmidons*. I would like to take this opportunity to introduce you to the game of rugby, the great group of men who play and promote this sport in Pasco County and its surrounding areas, and how together we can support each other and the community.

In rugby two teams of fifteen players take to a pitch slightly larger than a football field for 80 minutes of non-stop play with little to no protective gear. Rugby is a fast paced and vigorous game steeped in history and tradition.

The *Myrmidons* believe in and foster the best of these traditions. Brotherhood, honor on and off the pitch, teamwork and supporting each other, each other's families and our community. A group comprised of local firefighters, lawyers, salesmen, college students, military personnel and everything in between we are Pasco County. We enjoy great support from our families and friends making a true family atmosphere.

Since its inception the team has survived solely on dues from its members. This has allowed us to function, but has hindered our ability to grow. This is where we can help each other.

The Pasco Rugby Club belongs to the Florida Rugby Union a 5041(c)4 non-profit organization, with all donations being a tax deduction. Rugby has grown significantly the last few years with many teams popping up throughout the state. The Bay area alone has five men's teams, three high school aged teams and USF has both a men's and a women's team. The Pasco Rugby Club play's against, supports and/or socializes with all of these local clubs on a regular basis increasing the local exposure for sponsors dramatically. This along with the state and region wide travel of the club throughout the season can bring the grass roots advertising you're looking for in a tax free method. The best part is this is not merely an opportunity to be a sponsor but to be part of a dynamic and diverse family trying to grow and interact with the Pasco community in a positive way. With your support I am confident that not only will the *Myrmidons* grow and bring more to our community, we will flourish.

Respectfully,

Matthew Sayers
President, Pasco Rugby Club

Team Brand

The *Myrmidons* were elite warriors commanded by Achilles in the Trojan War. Noted for their tenaciousness in battle and loyalty to each other and their cause. The Pasco Rugby Club *Myrmidons* bring this mentality to rugby. Draped in the colors Black and Blue we bring new meaning to the term “Weekend Warriors”.



The Vision

“To provide a fun, sociable sporting atmosphere and promote the sport of Rugby in Pasco County”



Core Values

Sportsmanship – Play clean, respect each other and our opponent

Teamwork – Win as a team or lose as individuals

Brotherhood – Support each other on and off the pitch

Family – Without their support we don't exist



Sponsorship Benefits

On-Site Business Related Benefits

- Opportunity for Employee Participation
- On-Site Sampling/Coupons
- On-Site Promotions
- Opportunity for Data Collection

On-Site Brand Related Benefits

- Category Exclusivity
- Environment Signage (Uniforms/Staff Clothing)
- ID in all On-Site Collateral Material
- Ad Space in Event Program/Catalogue
- On-Site Display Rights
- On-Site Booth or Kiosk
- On-Site Signage

Rugby teams from USF, LOL run hard, win big

By Steve Lee
Sports Editor

LAND O' LAKES — Some were high school wrestlers while others displayed their athletic prowess as football or hockey players. Now, they're rugby players.

Regardless of which sport they excelled in before, many have joined forces on the University of South Florida Rugby team and the Pasco Rugby Club. Those rosters consist primarily of players from North Hillsborough and Central Pasco.

The Pasco Rugby Club, which also goes by the nickname Myrmidons, won a Division III Men's Club State Championship in their first season. That team is based in Land O' Lakes and practices at the recreation center off US 41.

"It's unbelievable to come out your first year and do well," said Todd Rametta, a 29-year-old Myrmidons player from Land O' Lakes. "It was a good year and we look forward to another good year next season."

The USF team went even further by finishing fourth in the nation at the



New Tampa's Travis Miller

Travis Miller, a New Tampa resident from Hudson, braces for a tackle while playing for the University of South Florida Rugby team. Photo by Dan McDuffie.

Division II Collegiate Men's level. The Bulls breezed through state and regional tournaments to reach the national semifinals.

In USF's four seasons, the team has

See RUGBY, page 30

State Champs



Photo courtesy of Fraser Rowe

Pasco Myrmidon ruggers Michael Rametta, 25, Francois Opperman, 24, and Louis Pena, 23, grapple with a Treasure Coast Pirate's player during the Division III Rugby state championship game on Saturday in Land O' Lakes. The Myrmidons - named after an ancient tribe of Greek Warriors - won the match 23 - 10 and advanced to the South Region Quarterfinals against the Savannah Shamrocks on April 11, in Land O' Lakes.

Off-Site Business Related Benefits

- Internet Promotions
- Access to Mailing Lists

Off-Site Brand Related Benefits

- Inclusion in Pre/Post Event Media - Internet
- Inclusion in Pre/Post Event Media - Other
- Inclusion in Press Releases
- Opportunity to Provide Inserts
- Presence on Club Website
- Use of Marks and Logos
- Use of Images/Photography/Footage

Myrmidon Social Packages

\$100+ “Black” Sponsor

Opportunities: Unlimited

- Recognition or company link/logo on the Myrmidon website sponsor page ¼ page spread
- Invitation to one hosted post match social
Guest included₁

\$250+ “Blue” Sponsor

Opportunities: Unlimited

- Recognition or company link/logo on the Myrmidon website sponsor page ¼ page spread
- Logo on marketing material including: Recruitment flyers/posters, game notifications, social gathers and fundraising events
- Invitation to two hosted post match socials
Guest included₁

Myrmidon Supporter Packages

\$500+ “Shield” Sponsor

Opportunities: 4

- Recognition or company link/logo on the Myrmidon website sponsor page ½ page spread
- Logo on marketing material including: Recruitment flyers/posters, game notifications, social gathers and fundraising events
- Logo/Brand name on team T –shirts (Tier 2 or 3)₂
- Invitation to three hosted post match socials
Guest included₁

\$750+ “Spear” Sponsor

Opportunities: 4

- Recognition or company link/logo on the Myrmidon website sponsor page ½ page spread
- Logo on marketing material including: Recruitment flyers/posters, game notifications, social gathers and fundraising events
- Logo/Brand name on team T –shirts (Tier 2 or 3)₂
- Logo/Brand name on team jerseys (Tier 2 or 3)₂
- Invitation to three hosted post match socials
Guest included₁

Myrmidon Corporate Packages

\$1,000+ “Bronze” Sponsor

Opportunities: 2

- Recognition or company link/logo on the Myrmidon website home page
- Logo on marketing material including: Recruitment flyers/posters, game notifications, social gathers and fundraising events
- Logo/Brand name on team T –shirts (Tier 2 or 3)₂
- Logo/Brand name on team jerseys (Tier 2 or 3)₂
- Man of the Match sponsor₃
- Opportunity to host two social events₄

\$2,500+ “Silver” Sponsor

Opportunities: 2

- Recognition or company link/logo on the Myrmidon website home page
- Logo on marketing material including: Recruitment flyers/posters, game notifications, social gathers and fundraising events
- Logo/Brand name on team T –shirts (Tier 1, 2 or 3)₂
- Logo/Brand name on team jerseys (Tier 1, 2 or 3)₂
- Logo/Brand Name on banner at home matches
- Man of the Match sponsor₃
- Opportunity to host three social events₄

\$5,000+ “Gold” Sponsor

Opportunities: 1

- Designated “Official Sponsor” of the PRC
- Full page advertisement on team website
- Recognition or company link/logo on the Myrmidon website home page
- Logo on marketing material including: Recruitment flyers/posters, game notifications, social gathers and fundraising events
- Logo/Brand name on team T –shirts (Tier 1, 2 or 3)₂
- Logo/Brand name on team jerseys (Tier 1, 2 or 3)₂
- Logo/Brand Name on banner at home matches
- Logo/Brand name on match shorts
- Framed Official team jersey for establishment
- Team participation/volunteers in corporate events
- Minimum 5 hosted socials per calendar year₄
- Team Night every two weeks during off season₅

1 Invitations to social events include admission to the establishment and refreshments as they are served

2 Tiers define areas that show brand logo and are limited by space: Tier 1 (Front Chest, Pocket), Tier 2 (Back, Sides) Tier 3 (Sleeves) Apparel designs will be presented to sponsor for coordination.

3 Sponsorship will include brand representation on Man of the match apparel

4 Businesses that host events are guaranteed attendance of both teams at establishment. (Approximately 30 to 50 players and supporters)

5 These are not after games so attendance is limited to Pasco Rugby Club and supporters

Pasco Rugby Club Sponsorship Proposal | 2011

Sponsor Information:

Name: _____

Company: _____

Address: _____

City: _____ Zip: _____

Phone: _____ E-Mail: _____

Sponsorship item(s) ordered PER SEASON: Check all that apply:



- _____ \$100+ "Black" Sponsor
- _____ \$250+ "Blue" Sponsor
- _____ \$500+ "Shield" Sponsor
- _____ \$750+ "Spear" Sponsor
- _____ \$1,000+ "Bronze" Sponsor
- _____ \$2,500+ "Silver" Sponsor
- _____ \$5,000+ "Gold" Sponsor

Total Amount of Sponsorships: \$ _____

Pasco Rugby Club Sponsorship Receipt

Date: _____ Amount Received \$ _____ Check No. _____

Sponsor: _____

Sponsorship levels: _____

Pasco Rugby Club Official: _____

Note: All orders must include payment and marketable artwork/logos. Artwork can be emailed in PDF format for final ads, or .jpeg for logos. All checks must be made out to Florida Rugby Union who holds the non-profit status and in turn they will transfer % 100 of the donation to Pasco Rugby Union.

The Florida Rugby Union Tax ID and EIN number is: FRU 59-3443520

Please email artwork/logo to TheFinja@yahoo.com

PASCO RUGBY CLUB



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