



Manly Roos
Junior Rugby Union Club

Sponsorship Invitation Seasons
2023 - 2025



Help us continue to build the great spirit and values of rugby in our communities.

CLUB

Manly Roos Junior Rugby Union Club is a great pathway for our young people to learn and put into practice important attributes, skills and attitudes to take into all their life experiences. Over the past 55 years the Manly Roos have built a great local sports club brand. The club has helped paved the way for many great leaders and role models on and off the rugby field, including two recent world-class Wallabies in George Smith and Michael Hooper.

We are a grass-roots, volunteer-run club

with

no paid employees, in contrast to most other sporting clubs in the region. Our ethos for players and volunteers alike is that you only get out of something what you put into it.

Our values are to have fun, be safe, and show courage, respect, teamwork and inclusiveness on and off the field. We believe that teaching, promoting and living these values benefits both our families and the wider community.

The rugby spirit

Rugby union enjoys a great international reputation, but what makes it distinctive should perhaps be talked about more clearly in Australia. Rugby is the most inclusive of sports, with a role for all body shapes, sizes and skill levels. They all play together, appreciate their differences, find new talents, and discover that the best guy to have next you isn't always the glamour athlete after all.

Rugby is also the one which goes well beyond the one-on-one contest of ball-runner and tackler. It embraces the team efforts of scrums, line outs and the breakdown – all without equivalents in the other codes. Soccer and rowing in one. Players also gain the self-belief and resilience to take on bigger personal and team challenges than they thought possible. Small blokes tackle big blokes, and love it.

Most importantly, young players learn to accept the referee's ruling without quarrel, because the game is bigger than them. They learn to get up and get on with it if you get a hard knock or a bad decision, rather than feign pain to milk a free kick, or round upon a referee to complain.

Sponsoring our future

Business owners who share these values and spirit have the opportunity to help us invest in a range of activities to ensure they continue to attract children and parents.

Our strategy is for the Club to attract players and families by:

- 1.keeping registration fees for our volunteer-run club lower than other sports and activities
- 2.giving our existing players a great club and rugby playing experience
- 3.continuing to underwrite joint Roos-ARU introduction to rugby programs in our local schools,
4. in partnerships with local clubs and on our own, extending our activities to a range of related sports for boys and girls, men and women that can be played with the same values and community spirit, and
- 5.giving back to the community ourselves, in particular by partnering Royal Far West in providing sporting and play opportunities for its families.

The Manly Roos enjoy good visibility and popularity, and never more so with the additional reach and exposure the digital and online world offers. These additional activities will better leverage that brand in the community, and it easier for Manly families to take part in the sport(s) they love.

Our sponsors will be vital in helping us achieve this.

Benefits to sponsors

We understand that your sponsorship of the Manly Roos will be driven mostly by your desire to involve your business in the community that supports it. We believe that the Roos will be a good choice for your sponsorship efforts in our community. The benefits include:

- Direct exposure of your business to:
 - the Roos’ 400 current and 2400 past families,
 - district rugby opposing teams (weekly exposure to 1,500 families)
 - Sydney-wide rugby opposing teams (weekly exposure to 3,500 families)
 - all Roos stakeholders through our website & Facebook pages and email signatures
 - all district families through Roos gear worn in the Manly and Warringah districts
- Association with a respected international sport and a local club with a healthy reach locally and through our Sydney-wide competitions
- Promotion of the values and spirit of the sport and the club, and
- Making possible priority club investments that would not be possible without your sponsorship.

We will work with you throughout our partnership to make sure it is working for you in these ways.

Our funding priorities

While the expenses of a junior rugby club are modest and are covered by our low registration fees, there are investments that would benefit the club and the community that would rely on sponsorship and other fundraising. Our priorities for 2023-25 are:

1. Keirle Park development – in particular contributions to field enhancement and maintenance so Keirle Park is confirmed as our proud rugby home and we have better control over its use, particularly when the weather threatens play.
2. Rugby development – in particular funds to help pay for local school rugby and try-rugby coaching and gala days, for eligible players to attend rugby camps, to host our own training camps, and to secure professional clinics.
3. Training kit – including training shirts and jackets that help build the club’s identity, support players feeling pride in their club, and generate greater brand recognition in our communities.



Sponsorship opportunities

We are seeking sponsorships at the following levels, the benefits of which are set out in the table below:

- Playing Jersey Sponsor – \$5,000 per year for 3 year
- Training Jersey Sponsor - \$5,000 per year for 3 years
- Kit Sponsor – \$5,000 per year for 3 years
- Supporter – \$2,000 per year for 3 years

Levels	Playing Jersey	Training Jersey	Kit Sponsor	Supporters
Sponsorship	\$5,000 a year	\$5,000 a year	\$5,000 a year	\$2000 a year
Collateral	Back or Sleeve	Back or Sleeve	Kit Bags or Field Posts	
	Exposure across Sydney at all Gala Days, tournaments and regular season games			
Digital	Website and Facebook presence			
Correspondence	Signature block on all correspondence including emails from our Club and Club officials. Continual exposure across NSW's strong rugby community and those dealing with it.			
Special	Field naming rights (subject to Council negotiation)	Naming rights for all rugby development activity	Dominant logo on Roos non-playing gear	
Special	Dominant logo on Roos playing gear	Dominant logo on Roos training gear bags	Dominant logo on Roos kit or field posts	
Club dinner Level	4 seats 2 seats 2 seats 2 seats			
	Corporate banners, presentation slides, menu, marketing material			
Gala 7s Day (new initiative)	Sponsor's Trophy at Roos Gala 7s Day. (A 7s day when all boys divide into 4 groups of teams, each group under a Sponsor's banner, playing in club championship style for an annual Sponsor's trophy.)			
Waratahs Game	Sponsor's night in Corporate Box for Waratahs game with Manly and NSWRU guests			
Marlin's Club	Use of Marlin's Club for a special Roos day Marlins game.			

Next steps

Thank you for considering joining the Roos family and supporting community sport in this way.

If you would like to discuss these options further, please contact Benjamin Garcia on 0455451037 or email benjamin@nomade.com.au at any time. We are sure we can work together to confirm a sponsorship package that meets your needs.