

GP RUGBY

GRANDE PRAIRIE RUGBY CLUB 2024 SPONSORSHIP PACKAGE



Table of Contents

Grande Prairie Rugby: Overview and History3
Community Involvement4
Athletic Pathways4
Sponsorship Opportunities5
Sponsorship Levels.....6
Sponsorship Agreement.....8
Contact Information9



Grande Prairie Rugby: Overview and History

The members of the Grande Prairie Rugby Football Club (GPRFC) have been representing the Peace Country in the Edmonton Rugby Union for 41 seasons now, with 2024 seeing the Sirens and Centaurs once again entering teams, and the continuing of our dedicated juniors teams, Gryphons and Hydras. GPRFC has had a presence in Grande Prairie since 1982. GPRFC has a long tradition of excellence and we are known for our hospitality to visiting teams throughout the Edmonton Rugby Union.

The Grande Prairie Rugby Football Club encompasses both youth and adult programming, with both social and competitive teams. Our programs reach across the Peace Region, with participants from Beaverlodge, Sexsmith, DeBolt, Peace River, Fort St. John, Grovedale, and everywhere in between. The objectives of the club are to develop lifelong physically and socially active members. We want to give our club members the opportunity to participate at the provincial and national level, as well as to provide a fun and sociable community, one that not only demonstrates camaraderie between team members but also across club lines. Our club members regularly volunteer their time with non-club affiliated events, as well as coaching and officiating the Peace Region High School Rugby League, and by teaching rugby clinics and classes to Phys Ed classes across the county. The club itself relies on volunteers to help it run, whether it is driving the bus for away games or helping to renovate the clubhouse.

Grande Prairie Rugby's most successful season to date was 2019! All three senior teams qualified for playoffs for the first time in club history. The Centaurs 2nd division team captured the provincial rugby title winning the 2nd division crown, and women's Sirens placed 3rd in the ERU standings. Lockdowns during Covid-19 affected Grande Prairie Rugby as any other sports team, but we came back strong in 2022 with our 40th anniversary. The women's team competed in the premier division for the first time in history. Even though the men had to drop down to one team in 2022 they had an impressive season and placed second in 2nd division. The juniors' U18 Hydras and Gryphons teams were created during the 2022 season. Our juniors trained hard and competed in the Alberta Regional Championship Tournament and participated in the Alberta Summer Games. The minis also had a great season with a lot of youth showing interest, promising the continual growth of rugby in the peace region.

The GPRFC have some big plans for the coming seasons and to keep moving forward we require the continued support of the community. The GPRFC offers the city and surrounding communities an alternative sport, which is open to all levels of athletes, regardless of athletic ability and fitness levels. Everyone is welcome to play, there is a position for every person that wants to try it and GPRFC does not turn anyone away.



Community Involvement

The culture of rugby is steeped in volunteerism and Grande Prairie Rugby is no exception. We believe strongly in making the community we live in, and represent, a better place to live. Our current and past member's single-handedly coach and organize junior rugby in the Grande Prairie Region by connecting with high schools as far away as Fort St. John, Prince George, Peace River, Falher and Sexsmith. Our emphasis going forward is to expand our grassroots programs, as well as revamp our senior teams. We are excited to announce that our Fall U5 and U9 Rookie Rugby programs were a huge success, and that our U11 and U14 Minitaurs programs have also shown tremendous growth. Moving forward we are looking to further expand our programs into the junior high schools. We are planning to bring rugby to our nearby indigenous communities and provide barrier free programs at a low cost, available to all. This will be achievable with the help of our amazing sponsors.

Athletic Pathways

Highschool rugby has been in the greater Grande Prairie region for just over ten years and has given many athletes the opportunity to try out a new sport, get involved within their communities, and experience a team atmosphere, all while developing connections to further their athletic and academic careers. Some examples of this are that two female athletes from our region represented Canada in the most recent Rugby League World Cup, and currently four of our players are attending University all while playing for their respective Varsity teams.



Sponsorship Opportunities

We have put together a variety of sponsorship levels. We realize that every business has unique goals that we will attempt to fulfill. Ultimately, we want to get your brand exposure to our membership, our fans, our friends, and families. Our biggest focus is YOUR POTENTIAL CUSTOMER.

While we agree that we benefit the greatest from any sponsorship agreement, we are dedicated to promoting your brand through a variety of channels. We feel that any sponsorship agreement benefits both sides. While we have put down a variety of levels, we are open to negotiation to tailor fit a sponsorship agreement that makes sense for you.

Company Benefits

Brand awareness: Your company will be exposed to consumers, giving heightened awareness of your business.

Company image: Helps to create a style and personality which will distinguish your product from its competition.

Customer relations: Loyalty of sporting fans can have a direct impact on company perception and business decisions.

Employee relations: Sport sponsorship can help foster company pride as well as attracting and retaining staff.

Community relations: Sponsorship can show that a company cares about the community and the quality of living of its citizens.

Direct financial benefit: Club members will be strongly encouraged to use the services of your company whenever possible and throughout their business networks.

Web exposure: Based on sponsorship level, sponsors are recognized on our website with links to sponsor websites.



Sponsorship Levels

Operations – Maintain and improve our clubhouse and field

Unless otherwise specified, all sponsorships will go towards club maintenance, bus fuel, equipment, and any extra expenses incurred by the club.

*all sponsorships are for the duration of 1 year.

Platinum - \$10,000

- Logo placed on main page of website
- Fence placard at club house
- Framed team photo
- Game day Banner
- Decal on Club Bus
- \$100 bar tab at one game day

Gold - \$7,500

- Logo placed on main page of website
- Fence placard at clubhouse
- Framed team photo
- Decal on Club Bus
- \$75 bar tab at one game day

Silver - \$5,000

- Logo placed on main page of website
- Fence placard at clubhouse
- Framed team photo
- \$50 bar tab at one game day

Bronze - \$1,500

- Logo placed on main page of website
- Fence placard at clubhouse
- Framed team photo

Copper - \$1,000

- Fence placard at clubhouse



Players – sponsor a player

Gold - \$1,000 - Club dues, registration, boots, socks, practice tee, and travel for one player

- Logo placed on main page of website
- Fence placard at clubhouse
- Framed team photo
- \$50 bar tab at one game day

Silver - \$500 – Club dues for one player for one season

- Logo placed on main page of website
- Fence placard at clubhouse
- Framed team photo

Bronze - \$250 – Half of club dues for one player for one season

- Logo placed on main page of website
- Fence placard at clubhouse
- Framed team photo



Sponsorship Agreement

GPRFC needs your support. Please consider our sponsorship program. Our club is happy to work with you to recognize the support of you or your business.

Date: _____ Name: _____

Company: _____

Address: _____

Phone: _____ Email: _____

Website: _____

I/We agree that in exchange for our sponsorship in the amount of \$_____ to the Grande Prairie Rugby Football Club I/we will receive the following sponsorship package:

- | | |
|---|--|
| <input type="checkbox"/> Platinum Operations \$10,000 | <input type="checkbox"/> Gold Player \$1,000 |
| <input type="checkbox"/> Gold Operations \$ 7,500 | <input type="checkbox"/> Silver Player \$500 |
| <input type="checkbox"/> Silver Operations \$5,000 | <input type="checkbox"/> Bronze Player \$250 |
| <input type="checkbox"/> Bronze Operations \$1,500 | <input type="checkbox"/> Other \$ _____ |
| <input type="checkbox"/> Copper Operations \$1,000 | |

Sponsor Signature: _____ Date: _____

GPRFC Representative: _____ Date: _____

Please make cheque payable to:
Grande Prairie Rugby Football Club
PO Box 25112
RPO Cobblestone
T8X 0E9

Arrangements can also be made to pick up the cheque if desired.



Contact Information

Drew Syrja (VP Promotions) Ph: 403-371-8939 E. Promotions.gprugby@gmail.com

Kirsten Cook (VP Finance) Ph: 587-297-8844 E. gprugbyfinance@gmail.com

Daniel Crossey (Club President) Ph: 780-814-5072 E. grandeprairierugby@gmail.com

Website: www.grandeprairierugby.com

Facebook: www.facebook.com/gprugby

Instagram: www.instagram.com/grandeprairierugbyclub/

