



# Northern Virginia Women's Rugby Sponsorship Levels

All sponsorships are for a period of **2 years**.

Sponsorship levels have been designed to suit every budget.

We are happy to put together a customized package to suit your needs.

## **Platinum Sponsor – \$5,000+**

Benefits –

- Primary placement of company logo on Northern Virginia Women's Rugby uniforms.
- Company logo on Northern Virginia Women's Rugby apparel items printed for resale.
- Primary placement of company logo on Northern Virginia Women's Rugby website with links to your website.
- Promotion of company via Social Media outlets (Twitter, Facebook, Instagram, Youtube, etc)
- Company banner and/or other promotional items to be displayed at home matches (to be provided by sponsor).
- Recognition as Platinum Level Sponsor on all Northern Virginia Women's Rugby promotional materials.
- Opportunity to distribute marketing material at social events and matches (material to be provided by sponsor).
- Right to advertise company's involvement as a Platinum Sponsor of Northern Virginia Women's Rugby.
- Right to use Northern Virginia Women's Rugby logo and image in advertising.
- Recognition plaque, autographed rugby ball and team photo.

## **Gold Sponsor – \$2,500+**

Benefits –

- Secondary placement of company logo on Northern Virginia Women's Rugby uniforms.
- Secondary placement of company logo on Northern Virginia Women's Rugby website with links to your website.
- Promotion of company via Social Media outlets (Twitter, Facebook, Instagram, Youtube, etc).
- Company banner and/or other promotional items to be displayed at home matches (to be provided by sponsor).
- Recognition as Gold Level Sponsor on all Northern Virginia Women's Rugby promotional materials.
- Opportunity to distribute marketing material at social events and matches (material to be provided by sponsor).
- Right to advertise company's involvement as a sponsor of Northern Virginia Women's Rugby.
- Right to use Northern Virginia Women's Rugby logo and image in advertising.
- Recognition plaque, autographed rugby ball and team photo.

## **Silver Sponsor – \$1,250+**

Benefits –

- Tertiary placement of company logo on Northern Virginia Women's Rugby uniforms.
- Corporate name displayed on Northern Virginia Women's Rugby website with links to your website.
- Promotion of company via Social Media outlets (Twitter, Facebook, Instagram, Youtube, etc).
- Opportunity to distribute marketing material at social events and matches (material to be provided by sponsor).
- Right to advertise company's involvement as a sponsor of Northern Virginia Women's Rugby.
- Recognition plaque, autographed rugby ball, and autographed team photo.

## **Friends of Northern Virginia Women's Rugby – \$500+**

Benefits –

- Corporate name displayed on Northern Virginia Women's Rugby webpage.
- Promotion of company via Social Media outlets (Twitter, Facebook, Instagram, Youtube, etc).
- Recognition certificate and autographed team photo.
- Right to advertise company's involvement as a sponsor of Northern Virginia Women's Rugby.

### **Value in Kind Contributions**

Northern Virginia Women's Rugby has many needs. If you would like to be involved, but cannot afford a monetary contribution, consider a donation of products or services to our team. Some of the items that we are in need of include apparel, travel-related donations, competition uniforms and team attire, embroidery and silk screening services, airline tickets, hotel accommodations, catering, and promotional items to name a few. We also are in need of assistance in obtaining lighted practice fields and game facilities. Please ask us about Value in Kind opportunities if you would like to assist us in this way.

### **Unique Sponsorship Relationships**

If none of the previously mentioned levels of sponsorship meet your requirements, please contact us and we can discuss a customized package. NOVA has promoted sponsors in the past in the following various ways:

- **HASHTAGS** - Personalized hashtag with a certain number of tags per week/month
- **PRESS CONVERAGE** - Write-ups about company's relationship/support of the team with publication on rugby sites and blogs (Rugby Mag, Your Scrumhalf Connection, etc.)
- **PRODUCT PROMOTION**: Give away free samples of products at rugby games/tournaments
- **SOCIAL MEDIA PROMOTION**: Post about their product/item on our Facebook/Twitter pages. We will "tag" the business/person in our posts. We have hundreds of members and alums that we stay connected to.
- **BUSINESS SERVICES**: Our team has people with many different (and valuable) skill sets. Let us put them to work for you! We can create a website, YouTube Channel, Twitter, Instagram for you and are your social media voice or generally manage your social media presence.
- **REVIEWS**: Have every member of our team do an online review for you on Yelp, Google +, Yahoo, etc.