



**2021**  
**Kern Youth Rugby**  
**7's Sponsorship Proposal**



## **To Potential Sponsors,**

Kern Youth Rugby is excited to announce the launch of our 2021 youth tackle rugby league right here in Bakersfield.

Rugby is among the fastest growing sports in the USA for boys and girls alike. The games of 7 a-side is rapidly growing as the US National team rates as top team.

In April 2021 we will embark on our second ever local youth tackle 7's rugby scrimmage league. Following our success of the pre-Covid 2019 tackle, 2020 u'16 traveling team and short NOR flag program of 180 kids ages 3 – 15, we plan is to field coed teams at the U8( touch only), U10, U12 levels, and High School.

The club is a volunteer-run, 501 (c) 3 organization made up of parents, coaches and former players who are passionate about rugby and our community. We are members of USA Rugby and SCYR (Souther California Youth Rugby).

Our motto is to build community through rugby. We live out our core values of respecting others, being humble and having courage on and off the field. We are passionate about our community and kids and ask that you partner with us in our pursuit to impact our community and build rugby.

We greatly appreciate any sponsorships and/or donations, as we realize that without your help the launch and future of this organization will not be possible. On behalf of the committee, players, and parents thank you for your support of the club.

Wicus Postma  
Kern Youth Rugby  
661-477-9616  
Wicus@kcrugby.com



### **Sponsorship and Donation Policies and Usage**

Kern Youth Rugby accepts sponsorship and donations from all types and sizes of business, large and small. These donations typically range from \$100 to \$5,000. A tax id will be provided upon receipt of sponsorship. We ask that you make checks payable to **Kern Youth Rugby**

All of our current team staff, including management, coaches, team assistants and training staff members work for us on a volunteer basis. The sponsorship donations will be used to build the organization and pay team expenses as follows:

- Pay league and game fees: Fees are required to participate in the various tournaments and leagues.
- Player insurances.
- Player Scholarships to ensure under privileged kids have an opportunity to play.
- Rent practice and game facilities including fields, lighting equipment, etc.
- Purchase medical equipment and supplies
- Pay team travel expenses
- Purchase training equipment including Balls, tackle bags, rucking shields, scrummage equipment, scrumming machine and misc. conditioning equipment.
- Purchase Kern Youth Rugby team merchandise including hats, jackets, shirts, shorts, sweat shirts, etc. to be used by the team players and staff, sold at our games and given away at special events and promotions.
- Help build our Web presence

### **2021 Standard Sponsorship Packages**

The following are the standard Kern Youth Rugby sponsorship packages for the 7's program, but any sponsorship agreement will be considered.

- Platinum Elite Sponsor - \$5,000 or more
- Jersey Sponsor - \$2,500
- Field Sponsor – 1,500
- Equipment Sponsor – 1,000
- Shorts Sponsor - \$1,000
- T-shirt Sponsor – \$750
- Ball Sponsor - \$500
- Banner Sponsor - \$250
- Coach Sponsor - \$100
- Player Sponsor - \$75