



**2022**  
**Kern Youth Rugby**  
**7's Sponsorship Proposal**



## To Potential Sponsors,

Kern Youth Rugby is excited to announce our 3<sup>rd</sup> season of local youth tackle rugby league right here in Bakersfield.

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

March 1<sup>st</sup> 2022 is the beginning of our local intra-club season. The past two intra-club seasons have seen participation numbers between 110-130 players ranging in age from 5-17 years old. We are vigorously working to grow participation approximately 10% each season. Directly following our local season, the older age divisions will be advancing to a state-wide competitive season (May – July).

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 (Southern 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. Our **vision** is to build a community of players, parents and supporters with positive attitudes and constructive behavior. Our **long-term goals** include growing the sport of rugby at the youth and high school levels, while creating opportunities and pathways for students to play rugby at the collegiate and national level. 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 in the greater Bakersfield area.

We greatly appreciate any sponsorships and/or donations, as we realize that without your help the growth 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.

Sincerely,

Kern Youth Rugby Board



### **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 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, scrumming equipment, scrumming machine, and misc. conditioning equipment.
- Purchase Kern Youth Rugby team merchandise including hats, jackets, shirts, shorts, sweatshirts, 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



## 2022 Standard Sponsorship Packages

	Player Sponsor	Game Day Sponsor	Bronze	Silver	Gold	Platinum
	\$115.00	\$160.00	\$250.00	\$500.00	\$1,000.00	\$2,000.00 +
Verbal Recognition @ Game Day	x	x	x	x	x	x
Social Media Mention Instagram & Face Book		x	x	x	x	x
Kern Youth Rugby Hat		x	x	x	x	x
Sponsorship Swag Bag (hat, cinch bag and shirt)			x	x	x	x
Logo on Website			x	x	x	x
Logo On KYR Newsletters				x	x	x
Invite to KYR end of season wrap up BBQ				x	x	x
Logo on Game Day Banner on Game Day				x	x	x
Your Own Sponsorship Banner on Game Day					x	x
Signed Rugby Ball by KYR kids and Staff with picture on Social Media Sites and Website						x