**Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,**

Kern Youth Rugby is excited to announce our 9th season of youth touch and tackle rugby 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 is currently one of the top teams in the world.

January 17, 2023 is the beginning of our local intra-club season. In 2022, our total participation from ages 4-18 was 140 girls and boys. We started the first ever high school girls’ team and they recently completed a competitive fall season vs teams from Fresno, without a loss. Our goal is to grow participation approximately 20% each year. This season we anticipate competing outside our club with future aspirations of competing as full members in Southern California Youth Rugby.

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. We ask that you partner with us in our pursuit to positively impact this community and build rugby in the greater Bakersfield area.

We greatly appreciate any sponsorships and/or donation support, as we realize that without your help the growth and future of this organization will not be possible. Attached is a sponsorship matrix we would like you to consider.

On behalf of the Board of Directors, players, and parents, thank you for your support of Kern Youth Rugby.

Jeremy Byers

President

Kern Youth Rugby

# Sponsorship and Donation Usage

All of our current staff, including leadership, coaches, team assistants and training staff, work on a volunteer basis. The sponsorship donations will be used to build the organization and pay club expenses:

* Pay league and game fees (required to participate in the various tournaments and leagues and gain insurance protection through USA Rugby)
* Player insurance
* 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
* Purchase training equipment including balls, tackle bags, rucking shields, scrimmage equipment, scrum machine and misc. conditioning equipment.

# 2023 Standard Sponsorship Packages

The following are the standard Kern Youth Rugby sponsorship packages, but any sponsorship agreement will be considered.

* Jersey Sponsor - $2,000
  + 1 set of match jerseys, sponsor recognition on the jersey, other KYR apparel, all social media, and game day announcements.
* Club Sponsor - $1,000
  + Company recognition on KYR apparel, all social media, and game day announcements
* Match Sponsor - $500 (field rental, match ball, field paint, referee and medical personnel, food for players)
  + Company recognition on all social media, and game day announcements
* Player Sponsor - $150 (Covers registration for underprivileged player)
  + Player receives rugby shorts, and practice jersey/t-shirt for the 10week season
* Equipment Sponsor - $100 (practice balls, tackle/ruck pads, cones and vests)
  + Recognition during game day announcements