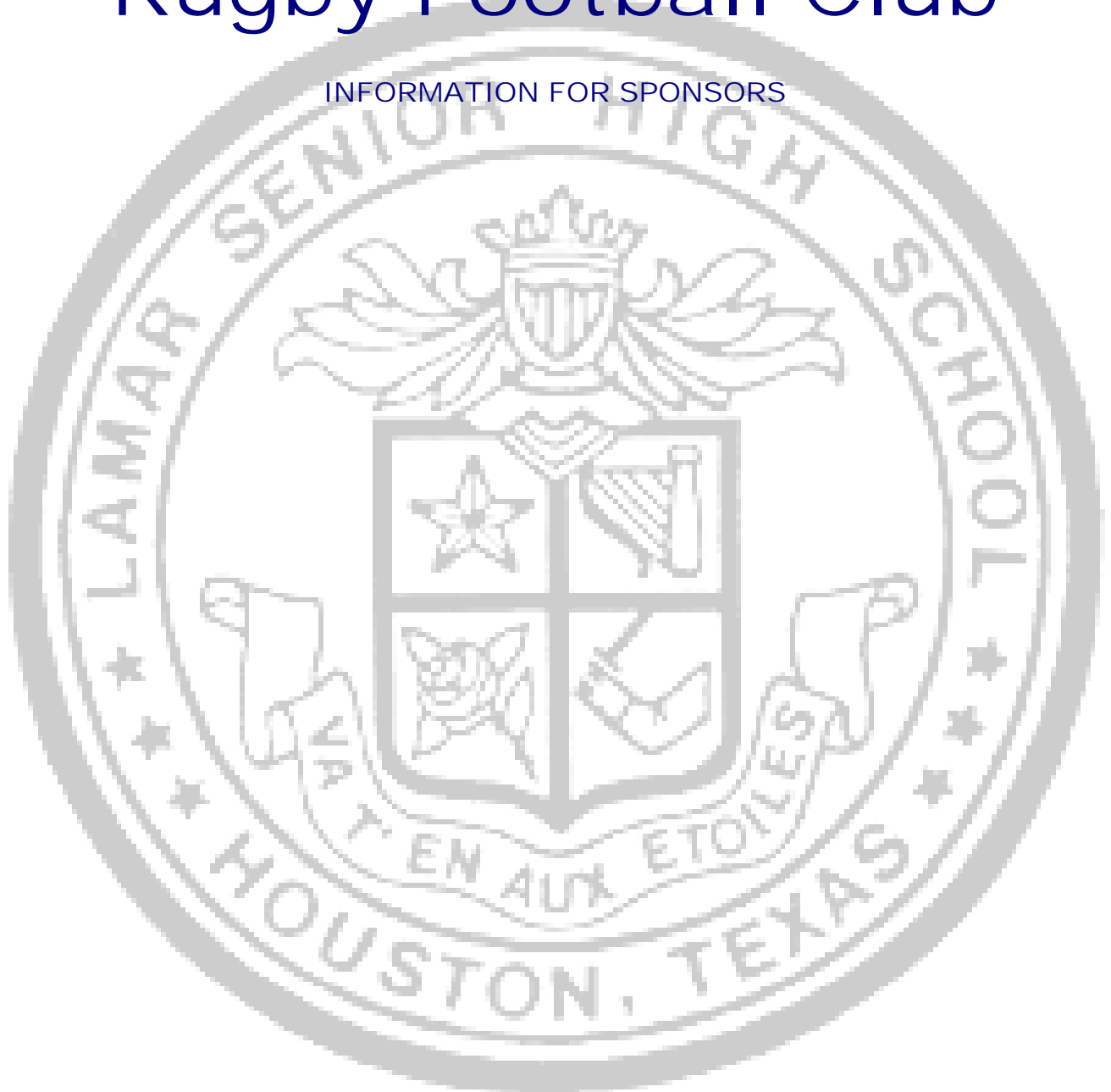


# Lamar High School Rugby Football Club

INFORMATION FOR SPONSORS



## Club Overview

**Lamar High School Rugby Football Club (LHSRFC) has a registered seasonal playing membership of over 30 individuals and they are closely followed by their parents and school. The majority of club members are high school aged – educated young men between 15 and 18 years of age. Members are drawn from a diverse mix of socioeconomic backgrounds with parents having professions including Oil & Gas, Medical, NASA, Media, Consultancy, Education, Government, Small Business Owners, and are drawn from many nationalities.**

### Rugby in the US

Rugby is one of the fastest growing sports in the US, (from 2010 survey by the National Sporting Goods Manufacturers Association,) and Houston has hosted the top two attended USA Rugby events. (The 2001 USA vs South Africa game at Robertson Stadium, and then the 2012 USA vs Italy game at BBVA Compass.) Houston will also host the 2013 USA vs. Ireland game at BBVA Compass Stadium. The 2016 Olympics in Rio will include Rugby 7's, and in fact the USA is the reigning Olympic Rugby Champions having won it in 1924 in Paris, the last time Rugby was in the Olympics.

### History

LHSRFC was established in 2014 and is coached by members from Houston Athletic Rugby Club (HARC). Funding for LHSRFC is through Texas RFC a 501 (c) (3) nonprofit organization dedicated to the promotion and development of rugby football in the greater Houston metropolitan area. The combined club draws upon a cumulative 73 years of rugby in Houston, following a merger between the former Houston Old Boys Rugby Football Club, Houston Rugby Football Club, and the Houston Sharks Women's Rugby Football Club.

### Organization

The Club fields a total of one team in different formats including Junior Varsity Young Men's 15s, Summer Touch League.

#### Varsity and Junior Varsity Men's 15s

The Varsity and Junior Varsity team have some 50+ youth training throughout the 2018-2019 season. These playing sides will compete in the Rugby Texas conference. The Lamar High School Varsity and Junior Varsity team are the progression from students at Lanier Middle School Rugby Football Club. LHSRFC this season, many of whom show great potential.

#### Summer 7s and Touch League

During the summer LHSRFC joins forces with local area clubs and to participate in a summer long Touch League (co-ed / all ages) at Lanier Middle School.

Lamar also competes in a 7s competition that run from March through to July.

**LHSRFC's organization of teams, players and interested individuals gives sponsors a range of routes to connect with our audience. LHSRFC is delighted to offer your company and brand, the opportunity to influence this highly targeted and valuable market.**

## Sponsor Opportunities

**Your company is invited to associate and connect with Houston's only Public High School Rugby club in a high-profile and growing sport.**

Visibility and exposure of your company can be promoted through:-

- Associated media coverage - press, radio and potential TV coverage should LHSRFC achieve State Playoffs and beyond
- Communications – to Lamar High School, students, family members and supporters.

Branding and logo placement:-

- To visitors and spectators to the home game pitch area.
- Visibility through Players' jerseys, training kit, training and match day balls.
- Direct to the local community through LHSRFC organized community rugby events.

Repeated exposures to LHSRFCs audiences (players, members, spectators and alumni) will reinforce your logo, brand, product, and company awareness to high school students and family at Lamar High School. Email [rugbylamar@yahoo.com](mailto:rugbylamar@yahoo.com) or call (713) 449-2481 today to find out more.

**LHSRFC's administrators and coaches recognize the support our sponsors provide, and reinforce the benefits sponsors provide to our players and members.**

**Thank you!**

## **Sponsor Packages 2018-2019**

### **Platinum Level - \$1500 for one season (November – April)**

Our Platinum Sponsor benefits from prominent and repeated exposure to our audiences, through LHSRFC's team. The sponsor will build and reinforce awareness of their company logo, products or services. Gain leverage beyond our player, member and spectator audiences through referrals and visibility through our communications.

Package features include:

- **Company logo\* on front of LHSRFC Varsity Jerseys (1 set of 25).**
- Company hotlink placement on LHSRFC media and any website.

In addition our Platinum Sponsor will receive mementos of their LHSRFC season:

- LHSRFC game jersey.
- Framed LHSRFC squad photo wearing company sponsored jerseys.

Our Platinum Sponsor can further customize their sponsorship package by negotiation.

Other opportunities that may arise during the season will be offered to the Platinum Sponsor on a first-refusal basis.

The Platinum Sponsor is an exclusive proposition and retained for the entire season by one single company or individual.

### **Gold-M - \$1000 for one season (November – April)**

Sponsors benefit from brand exposure to players and spectators

Package features include:

- **Company logo on sleeve or shoulder of LHSRFC Jerseys (2 sets of 24).**
- Company hotlink placement on LHSRFC media and any website.
- LHSRFC game jersey.

### **Ball Sponsor - \$700 for one season (November – April)**

Our ball sponsor gains exposure to our player audiences at games and all coaching sessions organized by the club (over 50 sessions during the season). Our ball sponsor gets exposure after the season too, as the branded balls are passed onto our rugby partner institutions (such as Lanier Middle School) for further use by their teams.

Package features include:

- Company logo\* on one panel of 36 training balls to be used by LHSRFC at 50+ training sessions during the 2016-2017 season.
- Training balls (36) will be given to Lanier Middle School, at the end of the 2016-2017 season, extending the branding opportunity.
- Company hotlink placement on LHSRFC media and any website.

In addition our ball sponsor will receive

- A LHSRFC sponsored rugby ball.

### **Premium Shorts- M - \$500 for one season (November – April)**

Sponsors benefit from brand exposure to players and spectators

Package features include:

- **Company logo on team shorts for LHSRFC playing uniform (2 sets of 25).**
- Company hotlink placement on LHSRFC media and any website.
- LHSRFC Game Short.

## **Premium Trainer- \$450 for one season (November – April)**

Sponsors benefit from brand exposure to players and spectators, as well as networking opportunities.

Package features include:

- **Company logo on Team Training Shirts worn by members during training and warm up at all LHSRFC events.**
- Company hotlink placement on LHSRFC media and any website.
- LHSRFC Team Athletic Shirt.

## **Supporter Level - \$250 for one season (November – April)**

Package features include:

- Placement on media and LHSRFC website.

If you wish to support LHSRFC and be associated with our club in other ways, please contact us for more ideas and suggestions.

The Lamar High School Rugby Football Club is funded by Texas RFC, a 501 (C) (3) Non-Profit organization.

\*Logo size and placement is determined by LHSRFC