



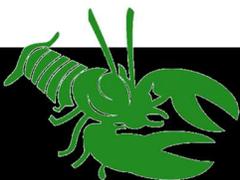
Young Rugby Union Football Club
Incorporated



Sponsorship Prospectus 2022 & 2023



ACTION SHOTS FROM THE 2021 SEASON



LETTER FROM THE PRESIDENTS

On behalf of the Young 'Yabbies' Rugby Union Football Club, we extend our thanks to existing sponsors for your ongoing support of our club in 2021 and equally welcome any new sponsors for 2022 & 2023.

Both the Junior and Senior clubs have decided to unite with sponsorship for the 2022 & 2023 seasons and are excited to offer sponsors exposure across both clubs for a 2-year commitment. This will give you:

1. Coverage across 200 + players from Juniors U6, U8, U10, U12, U14, U16 (both Boys and Girls tackle and Girls Touch 7's) to Seniors Women's 10's & Men's 1st 15
2. Towns ranging from as far North as Condobolin, as far East as Tumut, as far West as Hay and as far South as Albury

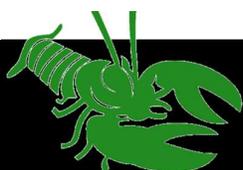
2021 was an awesome year for both the Senior and Junior clubs, despite the challenges that life with COVID 19 continues to throw at us. 2021 also saw a mix of other challenges including Young receiving its full Annual Average Rainfall before the end of July!

The season was a massive success both on & off the field, with both Senior teams making it into the final's series and some notable highlights from our Social Calendar that we plan to repeat in 2022 & 2023. The Juniors finals series was cut short due to COVID 19, however we had more teams make the finals than ever before.

The on-field success of our Men's 1st 15 team saw the Yabbies finish a respectable 4th, unfortunately getting knocked out in a physical match against Boorowa in the Minor Semi Final. Our Men's 1st 15 team play for 2 different pieces of Silverware each year and this year we've brought both of those home to Cranfield, taking out the Ben Smith Memorial Trophy against Cootamundra and the Adam McGregor Memorial Shield against Temora.

The on-field success of our Women's 10's team saw the Yabbettes make it through to the Preliminary Final where they were unfortunately knocked out by the in-form Condobolin team. From 4th place in their first season in this competition to 3rd place in their second season, we can only see our Yabbettes team getting stronger.

2022 will see the Senior club (Women's 10's & Men's 1st 15) continuing their campaigns in the Oilsplus Southwest Competition and Ferguson South Cup respectively, with local derbies aplenty! The Juniors club will continue in the Brumbies region under SIRU in our normal Sunday Gala Day program.



We all know that community organisations, especially sporting clubs, are fuelled by passionate and driven people working tirelessly behind the scenes. A successful rugby club can't be run on passion alone and a lot of what we are able to achieve is only possible due to the generosity of you, **the sponsors**. You are in many ways the lifeblood of our club!

We are excited to present you with our 2022 & 2023 Sponsorship Prospectus which contains several exciting, revised sponsorship packages. As we continue to develop and prosper as a club, we endeavour to recognise and partner with our sponsors to ensure that our valued relationships can thrive into the future.

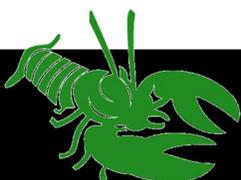
Again, we thank existing and welcome new sponsors to our club and look forward to working with you into 2022 & 2023.

Yours in Rugby,

Jesh Smith & Ben Reid

2022 Senior and Junior Presidents

Young Yabbies RUFC



YOUNG RUGBY UNION FOOTBALL CLUB

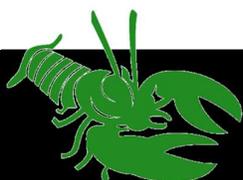
The Young Rugby Union Football Club, commonly referred to "The Yabbies", first formed in 1955 and since its inception the club has enjoyed considerable success over the years including a number of premierships across the range of competitions we've played in and several players going on to higher representative honours. The Yabbies have competed in a range of competitions throughout the club's life including the Southwest zone, the Southern Inland zone and the ACT John I Dent Cup competition. In 2019, the Yabbies returned to the Central West Rugby Union and joined the Oilplus Southwest competition to strengthen the club through reduced travel, more enjoyable "bush rugby" and to provide more relevant exposure for our sponsors.

With a return to a full season in 2021 (despite the best efforts of COVID-19 at times), it was a great season for the Young Yabbies (both Seniors and Juniors) with some of the major highlights being:

- 🦋 Awesome on-field battles with old rivals
- 🦋 Some of the largest crowds witnessed at Cranfield Oval for a Yabbies match with a new electronic scoreboard
- 🦋 The first game "under lights" at Cranfield for the Yabbies in a long time
- 🦋 A strong season campaign for our Senior Women's 10's in the Ferguson South Cup, with the ladies making it to the Preliminary Finals to finish a very respectable 3rd
- 🦋 A strong season campaign for the Men's 1st 15 team, finishing a very respectable 4th
- 🦋 The introduction of a Club Dress Jumper portraying a professional club image at games and other events
- 🦋 The purchase of Bench Jackets (and what a season to bring them in...) that keep our Bench warm and keep our image looking professional
- 🦋 The return of Sponsors Day, which by all accounts was a raging success!
- 🦋 3 Gala days for the Juniors hosted at Cranfield and Gus Smith

The 2022 season is anticipated to be an even bigger year for the Yabbies, with some continued ongoing developments, including:

- 🦋 Increased integration between the Junior and Senior clubs
- 🦋 New portable facilities to improve the game day experience including enclosed benches for both home & away teams
- 🦋 Updated training gear to ensure that coaches can train players to the best of their abilities with suitable gear



CLUB VALUES

Mission

Strive to be the best both on and off the field in our respective zone

Vision

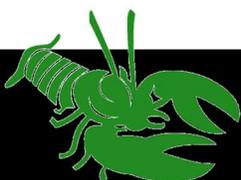
To create an environment that delivers a rewarding experience and sustainable future for players, supporters and sponsors

- 🦋 Players: Current players strive to be the best they can and encourage others to join the ranks, aiming for long term sustainable success on and off the field
- 🦋 Supporters: Deliver an article that creates maintains current supporters and encourages others to join the club
- 🦋 Sponsors: To deliver on-field success and create a perceived environment in the community that delivers real value for our current and future sponsors

Values

Our values control our actions and describe our clubs respect in the community

- 🦋 Passion: For the game
- 🦋 Inclusion: Be inclusive to all people to leverage the great social vehicle of Rugby
- 🦋 Leadership: Lead and encourage others to be future club and community leaders
- 🦋 Enjoyment: Enjoy the experience
- 🦋 Sustainable: Create a club that is sustainable beyond the status quo



CORPORATE BENEFITS

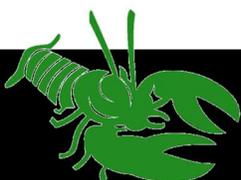
Being an amateur and full grassroots rugby club, we rely on partnering and sponsorship with local businesses. We strive to engage with the local community to promote our great game and to help develop a community spirit. Sponsorship of the Young Rugby Union Football Club benefits all players and club members through improved equipment, merchandising and team interaction.

The benefits of sponsorship for the Young Yabbies will include:

- 🦂 Reduced player registration costs to make the game more affordable for all
- 🦂 Better training equipment to improve training ability and quality across teams (e.g. tackle pads, scrum machine, rugby balls, etc.)
- 🦂 Provision of quality training and playing kits to reflect the on-field success of the club
- 🦂 Off-field merchandise to better represent the club and community
- 🦂 Continue to develop our shared facility at Cranfield for players and supporters

The benefits a sponsor of the Young Yabbies receive include:

- 🦂 Recognition with signage around the grounds of Cranfield Oval for the 2022 & 2023 Season
- 🦂 Recognition with your logo appearing on our new electronic scoreboard throughout gameday
- 🦂 Website/Facebook promotion and advertising
- 🦂 Networking opportunities at game day functions, especially the Sponsors Day which typically attracts several local business operators & community leaders
- 🦂 Logo placement in the weekly 'Yabbiemail' communications throughout the season
- 🦂 Possible tax benefits for use of company marketing budget
- 🦂 Other opportunities available upon discussion with associated parties



SPONSORSHIP OPTIONS

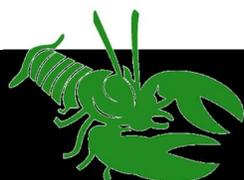
The Yabbies would like to thank you very much for taking the time to review this Sponsorship Prospectus. There are a range of standard sponsorship opportunities available, as you can see below, and we would be happy to discuss any alternative sponsorship arrangements you may have in mind.

Each package is a 2-year commitment, invoiced annually.

Diamond Level Sponsor

There are 3 Diamond sponsorship options, all of which we are running under a Tender process:

- 🐜 "Pride of place" logo positioning across all teams in Juniors & Seniors
 - 🐜 Major Sponsor - Jersey Front (200 + Jerseys)
 - 🐜 Short Sponsor – Rear of Shorts (200 + Shorts)
 - 🐜 Short Sponsor – Front pocket of Shorts (200 + Shorts)
- 🐜 Ground signage
- 🐜 XL Logo with hyper-link on website and in weekly 'Yabbiemail' correspondence throughout the season
- 🐜 Social Media support throughout the year, including the creation of a short promotional video if desired
- 🐜 1 x Yabbies Membership Pack
- 🐜 6 x Tickets to Sponsors Day (fully catered)
- 🐜 2 x Tickets to Seniors & Juniors Presentation Night
- 🐜 Personal invitation to all major events through the Rugby Season

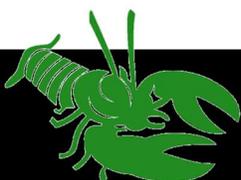


SPONSORSHIP OPTIONS

Gold Level Sponsor

\$2000

- 🦋 2 Company Logo's on a Jersey or Training Shirt across Senior and Junior Clubs on a 2-year rotation
- 🦋 Ground signage
- 🦋 Large logo with hyper-links on website and in weekly 'Yabbiemail' correspondence throughout the season
- 🦋 Social Media support throughout the year, including the potential for short promotional videos and/or promotional photos with some members of our playing squads
- 🦋 1 x Yabbies Membership Pack
- 🦋 4 x Tickets to Sponsors Day (fully catered)
- 🦋 2 x Tickets to Juniors & Seniors Presentation Night
- 🦋 Personal invitation to all major events through the Rugby Season



SPONSORSHIP OPTIONS

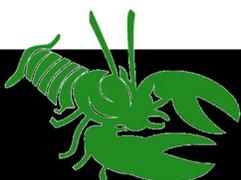
Silver Level Sponsor

\$750

- 🦗 Ground signage
- 🦗 Logo with hyper-links on website and in weekly 'Yabbiemail' correspondence throughout the season
- 🦗 1 x Yabbies Membership Pack
- 🦗 2 x Tickets to Sponsors Day (fully catered)
- 🦗 1 x Ticket to Junior & Senior Presentation Night
- 🦗 Personal invitation to all major events through the Rugby Season



An example of Ground signage at Cranfield Oval



SPONSORSHIP OPTIONS

Alternative Sponsorship

Young Rugby Union Football Club is a diverse and dynamic club, and we understand that standardised sponsorship is not the only way to support the club for some businesses. The offer and commitment of specialised goods and services can often be as valuable as support in cash for the operations and growth of a community club. Examples of supporting options could include:

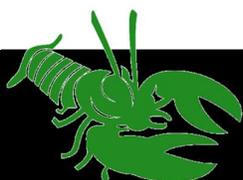
- 🦋 Donation of goods (Meat, Bread, Vouchers, etc.)
- 🦋 Donation of services (e.g., Sign printing, Electrical, Building work, Painting, Plumbing, etc.)
- 🦋 Or any additional ideas you might have

As it is often difficult to compare offers and services, please feel free to discuss the potential for a mutually beneficial tailored sponsorship package with the club.

Possible Add-Ons

In addition to these sponsorship options, some additional options for those who might like to look “outside the box” or give a little bit extra could include:

- 🦋 Corner Post Markers
- 🦋 22m and 50m Marker Signs
- 🦋 Game Ball Sponsorship
- 🦋 Merchandise Sponsorship (Your Logo + Yabbies Logo)
- 🦋 Player Sponsorship (cover the registration fees for a player of your choice)





Young Rugby Union
Football Club Incorporated

PO Box 330
Young NSW 2594

www.youngrugby.com.au

