

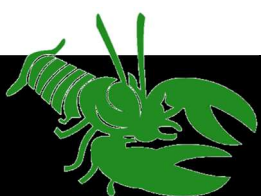


Young Rugby Union Football Club Incorporated



Sponsorship Prospectus for 2024 & 2025 seasons





LETTER FROM THE PRESIDENTS

Dear Valued Sponsor,

On behalf of the Young 'Yabbies' Rugby Union Football Club, we wish to extend our sincere gratitude and thanks for all of our sponsors over the 2022-2023 seasons that saw greater junior participation and a Senior men's premiership in the Central West Rugby Union South West Fuels Cup in 2022 and 2023.

Both the Junior and Senior clubs have increased sponsor exposure throughout the Riverina and Central West. This provides:

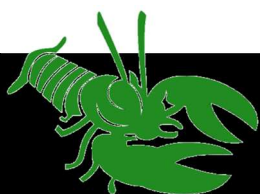
1. Coverage across 200 + players from U6, U8, U10, U12, U14, U16 (both boys and girls tackle and girls Rugby Touch) to Senior Women's and Men's teams
2. Towns ranging from as far North as Blayney, as far East as Tumut, as far West as Hay and as far South as Albury

2023, what a year for the Young Yabbies Seniors! Coming off the back of the most successful year to date for the men's and women's, there was a lot of pressure to step up and keep the momentum going. The vibe around the seniors from the start of the year was awesome, we welcomed new committee members and new players in both men's and women's.

Throughout the year we had some cracking events, namely Old Boys Day or the Todd Walsh Memorial Day, with a mini all-day auction, an old boy's game and a jersey auction after the main game raising nearly \$70,000 for his family and foundation. This day and throughout the whole season would not have been possible without the generous support of our sponsors, Yabbies community and the wider Young community, it was incredibly special to see.

The year was capped off with the men's team winning back to back grand finals against the new commers Blayney Rams. This has not happened for over 4 decades. It was one for the history books and will not be forgotten any time soon.

For those who have ever been involved in the Junior Yabbies we have a wonderful community of families from Young, Boorowa, Harden and all areas in between that form a club that has become such an important part of our lives. Whether it be the very social Friday night training sessions or tripping around the district for Sunday gala days, the ability to load up the car (both boys and girls) and have the whole family together makes for great memories.



Junior Yabbies had a great season with record numbers (175 players) and an even number of boys and girls. 5 of the 14 teams competed in 4 grand finals with one of our U13 girls touch sevens teams taking out the premiership. In summary 2023 was a great year.

Without the generous sponsorship from many businesses in our community we would be unable to run both the juniors and senior clubs as we do. It goes without saying, we thank those who have been a sponsor in the past and look forward to having you return again in 2024/25.

We also welcome new sponsors to the club, your support to help us continue to grow will be a valued by the club and returned through thanks and patronage.

We are excited to present you with our 2024 and 2025 Sponsorship Prospectus which contains a number of 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 you for your previous support of the club and trust that we can continue this strong relationship going forward.

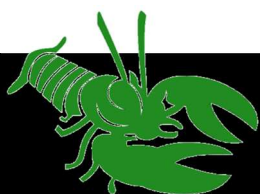
Yours in Rugby,



Nick Duff & Ben Reid

2024 Senior and Junior Presidents

Young Yabbies RUFC



YOUNG RUGBY UNION FOOTBALL CLUB

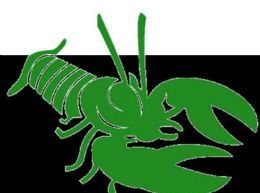
The Young Rugby Union Football Club, commonly referred to "The Yabbies", first formed in 1955 and since its inception the club has enjoyed considerable success over the years including a number premierships across the range of competitions we've played in and a number of players going on to higher representative 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 Dent Cup competition. In 2019, the Yabbies returned to the Central West Rugby Union and joined the Oilsplus Southwest competition (now the South West Fuels Cup) as a means to strengthen the club through reduced travel, more enjoyable "bush rugby" and to provide more relevant exposure for our sponsors.

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 with the senior men's team taking out the South West Fuels premiership against Blayney Rams at our home ground - Cranfield
- 🦂 Some of the largest crowds witnessed at Cranfield Oval for a Yabbies match with the Todd Walsh Foundation charity day seeing over 1000 people attend
- 🦂 Over the last 2 years the yabbies have donated \$23000 back to the community for various causes. Some of the recipients include Young crisis accommodation, Young Rotary, Margaret house, Can assist Young and Lismore Rugby Club. The club also donated directly to individuals in our community who needed financial help due to sickness or injury.
- 🦂 Two gala days for the Juniors saw some outstanding talent coming through the girls and boys ranks
- 🦂 Two games "under lights" at Cranfield on a Friday night saw large crowds with Junior training leading into senior matches against Harden and Boorowa.
- 🦂 A strong season campaign for our Senior Women's Rugby team in the Ferguson South Cup, with the ladies making it to the Preliminary Finals to finish a very respectable 3rd

The 2024 and 2025 seasons are anticipated to be an even bigger year for the Yabbies, with some continued ongoing developments, including:

- 🦂 Proposed improvements to the clubhouse including new kitchen and storage area.
- 🦂 New fridges for Junior and senior canteens
- 🦂 Updated training gear to ensure that coaches can train players to the best of their abilities



CLUB VALUES

Our Mission

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

Our Vision

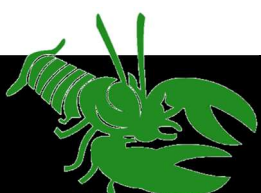
To create an environment that delivers a rewarding experience and sustainable future for players, supporters and sponsors

- 🦗 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

Our 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

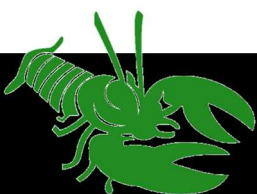
Being an amateur grassroots rugby club we rely on partnering and sponsorship with local businesses. We strive to engage with the local community to promote our great game and to help develop a community spirit. Sponsorship of the Young Rugby Union Football Club benefits all players and club members through 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 and ensure our players are covered with Australian Rugby Union supported insurance scheme
- 🦂 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 that sponsors of the Young Yabbies receive include:

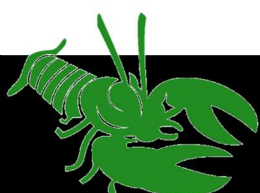
- 🦂 Recognition through the level of sponsorship selected from Diamond through to Silver.
- 🦂 Recognition with signage around the grounds of Cranfield Oval for the 2024-2025 Seasons
- 🦂 Recognition with your logo appearing on our new electronic scoreboard throughout gameday
- 🦂 Website/Facebook promotion and advertising
- 🦂 Networking opportunities at game day functions, especially the Sponsors Day which typically attracts a number of 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.

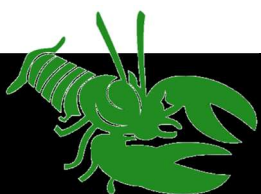
Each package is a 2-year commitment, invoiced annually.



Diamond Level Sponsor

There are 6 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)
 - 🦂 Scoreboard at Cranfield
 - 🦂 Game ball for Seniors and Junior Teams
 - 🦂 Goal post signage at Cranfield
- 🦂 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

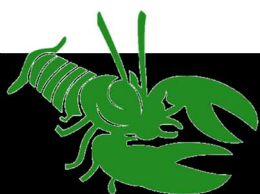


SPONSORSHIP OPTIONS

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

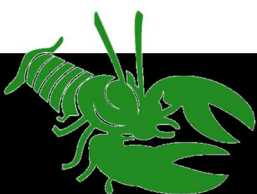


SPONSORSHIP OPTIONS

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



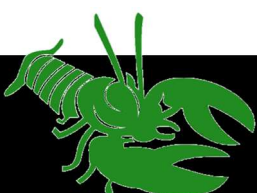
SPONSORSHIP OPTIONS

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
- 🦗 Player Sponsorship (cover the registration fees for a player of your choice)
- 🦗 Supply a raffle prize

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.





Young Rugby Union
Football Club Incorporated

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