



Sponsorship proposal

2024 RUGBY UNION SEASON

LOGAN CITY RUGBY UNION CLUB

LOGAN SAINTS

200 QUEENS RD
SLACKS CREEK
QLD 4127



WEBSITE

LOGAN RUGBY

www.loganrugby.com.au
secretary@loganrugby.com.au

SOCIAL MEDIA

fb.com/LoganCityRugbyUnion
instagram.com/logansaintsrugby



WELCOME

Established in the vibrant 1980s and rooted in the historic grounds of Daisy Hill's Homestead Park, Logan Saints Rugby Union Club has been a beacon of community spirit and sporting excellence in Logan. In 2012, we embarked on a new chapter with the opening of our state-of-the-art facilities at Meakin Park, 200 Queens Rd, Slacks Creek, signifying not just a change in location, but a renewed commitment to rugby and our community.

Today, Logan Saints stands at a pivotal moment, embracing a period of revitalisation and growth. Our recent seasons, especially the triumphant journey of our junior teams, have reignited the passion and the drive within the club. With the U13s clinching the premiership and the U14s finishing as commendable runners-up, we've showcased the rich potential and the fighting spirit that defines us.

As we set our sights on the 2024 season, our ambition is bold but clear: to field competitive teams across all age brackets from U6s to seniors, fostering a nur-

turing environment for talent at every level. The surge in interest from players across diverse locales underscores the magnetic appeal of Logan Saints, positioning us on the cusp of a significant membership expansion.

Yet, our vision extends beyond the pitch. We see Logan Saints as a hub of community life, a place where families, fans, and players unite in their love for rugby. But to realise this vision, we need partners who share our commitment to sport and community.

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Why Sponsor Us



SPONSORING THE LOGAN SAINTS RUGBY UNION CLUB OFFERS A STRATEGIC OPPORTUNITY FOR YOUR BRAND TO ALIGN WITH A CLUB RICH IN COMMUNITY VALUES AND ON A PATH TO SIGNIFICANT GROWTH. YOUR SUPPORT WILL NOT ONLY FOSTER LOCAL TALENT ACROSS ALL AGE GROUPS BUT ALSO ENHANCE YOUR BRAND'S VISIBILITY AND ENGAGEMENT WITHIN THE COMMUNITY



Benefits

SPONSORING THE CLUB OFFERS UNPARALLELED BRAND VISIBILITY, COMMUNITY ENGAGEMENT, AND THE OPPORTUNITY TO BE SYNONYMOUS WITH THE ENDURING VALUES OF TEAMWORK, RESILIENCE, AND LOCAL SPORTING EXCELLENCE.

Community Exposure

BY SPONSORING THE CLUB,

Your brand will gain substantial exposure within the community and beyond, leveraging the club's events, matches, and digital platforms to reach a wide and engaged audience.

This visibility extends across various age groups, from juniors to seniors, offering a broad demographic reach.

The association with the club will also enhance your brand's image, aligning it with the positive values of sportsmanship, perseverance, and community involvement, which resonate well with consumers and can strengthen customer loyalty.

Grassroots Rugby

YOUR INVOLVEMENT

Will provide unique networking opportunities within the local business and sports communities, fostering potential business-to-business relationships and collaborations.

Sponsors often find that their support for local clubs leads to direct engagement with club members and fans, offering a more personal connection to the brand.

This grassroots level engagement is invaluable for building brand trust and loyalty, setting your brand apart in a crowded market.



Sponsorship Package



SPONSORSHIP PROVIDES THE LOGAN SAINTS RUGBY UNION CLUB WITH ESSENTIAL SUPPORT THAT GOES BEYOND FINANCIAL CONTRIBUTIONS, PLAYING A CRITICAL ROLE IN VARIOUS ASPECTS OF THE CLUB'S OPERATIONS AND DEVELOPMENT.



Custom Designed

SPONSORSHIP IS THE LIFELINE THAT ENABLES THE CLUB TO THRIVE, GROW, AND CONTRIBUTE POSITIVELY TO THE COMMUNITY, ENSURING THE SUSTAINABILITY OF THE CLUB AND THE SPORT WITHIN THE LOCAL AREA.

Investing in tomorrow, today.

OPERATIONS & DEVELOPMENT

Firstly, it helps in covering operational costs, including but not limited to, maintaining and upgrading facilities, purchasing equipment, and uniforms, which are fundamental for the day-to-day running and professional presentation of the club.

Secondly, it enables the club to invest in youth development programs, ensuring a continuous pipeline of talent and fostering the growth of rugby skills among young players. This investment not only nurtures future generations of players but also strengthens the club's competitive edge.

Providing tools for leadership

COACHING & RESOURCES

Moreover, sponsorship funds contribute to coaching and development staff, providing resources for high-quality coaching, training programs, and player development initiatives.

This professional guidance is crucial for enhancing team performance, player skills, and overall club standards.

Additionally, sponsorship can support community engagement activities, enabling the club to host events, outreach programs, and engage in community service, thereby strengthening its bond with the local community and enhancing its role as a community hub.



Platinum Sponsor

BECOMING A PLATINUM SPONSOR OF THE LOGAN SAINTS RUGBY UNION CLUB PLACES YOUR BRAND AT THE PINNACLE OF SUPPORT, OFFERING UNMATCHED VISIBILITY AND ASSOCIATION WITH THE CLUB'S HIGHEST LEVEL OF ACHIEVEMENT AND COMMUNITY ENGAGEMENT.



This prestigious sponsorship tier not only signifies a significant investment in the future of local rugby and community development but also provides your brand with exclusive benefits, including prominent logo placement on team kits, priority branding at club events, and a leading presence on all club media channels.

Total Value

\$15,000

Promotional opportunities

- Invitation to all club events
- Invitation to club presentation
- Jersey presented to company

Signage opportunities

- Logo on front of all jerseys
- Logo on all correspondence
- Logo on website and social media
- Logo on all team photos
- Logo signage around main field (1 sign included, up to 4 extra can be purchased)



Gold Sponsor

THIS LEVEL OF SPONSORSHIP OFFERS A BALANCED MIX OF VISIBILITY, ENGAGEMENT, AND ASSOCIATION WITH THE CLUB'S VALUES AND ACHIEVEMENTS.



As a Gold Sponsor of the club, your brand will enjoy significant exposure through a variety of channels, starting with your logo prominently displayed on the arm of all playing jerseys. This visual association with the club extends to high-visibility logo signage around the main field, ensuring your brand is front and centre during key matches and events.

Total Value

\$10,000

Promotional opportunities

- Logo on the arm of all playing jerseys
- Invitation to all club events
- Invitation to club presentation

Signage opportunities

- Logo signage around main field (1 sign provided, up to 2 extra can be purchased)
- Logo on website and social media
- Logo on all team photos



Silver Sponsor

THIS TIER OF SPONSORSHIP IS AN EXCELLENT WAY TO ALIGN YOUR BRAND WITH THE CLUB'S VALUES AND BE PART OF ITS JOURNEY THROUGHOUT THE SEASON.



As a Silver Sponsor of the Logan Saints Rugby Union Club, your brand will be showcased on the arm of all training shirts, providing daily visibility and association with the club's dedication and hard work. This level of sponsorship also extends your brand's presence online, with your logo featured on the club's website and social media platforms.

Total Value

\$5,000

Promotional opportunities

- Logo on arm of all training shirts
- Logo on website and social media
- Invitation to all club events



Bronze Sponsor

THIS LEVEL OF SPONSORSHIP IS PERFECT FOR THOSE LOOKING TO DIRECTLY SUPPORT AND BE ASSOCIATED WITH THE PLAYERS AND THE GRASSROOTS LEVEL OF THE SPORT.



Becoming a Bronze Sponsor at the Logan Saints Rugby Union Club offers the unique position of being a team sponsor, where your logo will be prominently featured on the back of the jerseys for the team you sponsor, ensuring visibility at every match and event.

Total Value

\$1,500

Promotional opportunities

- Logo on back of sponsored team's jersey
- Logo on website and social media
- Logo on Team photos
- Team jersey provide at presentation



Training Sponsor

THIS SPONSORSHIP TIER IS AN EXCELLENT OPPORTUNITY TO ALIGN YOUR BRAND WITH THE DEDICATION AND HARD WORK THAT DEFINES THE CLUB'S ETHOS.



As a Training Sponsor for the Logan Saints Rugby Union Club, your brand gains valuable exposure by having your logo featured on the back of all training shirts, prominently displaying your support as players prepare and hone their skills.

Total Value

\$1,000

Promotional opportunities

- Logo on back of all 2024 training shirts
- Logo listed on website and social media



Agreement Form

ENTERING INTO A SPONSORSHIP AGREEMENT WITH THE LOGAN SAINTS RUGBY UNION CLUB FORMS A MUTUALLY BENEFICIAL PARTNERSHIP THAT UNDERSCORES A COMMITMENT TO SUPPORTING LOCAL SPORTS, COMMUNITY DEVELOPMENT, AND THE NURTURING OF RUGBY TALENT.

This partnership is built on a foundation of shared values and objectives, aiming to foster a strong community spirit, promote healthy lifestyles, and enhance the sporting landscape within the local area. Both parties commit to a transparent, respectful, and cooperative relationship, ensuring that the sponsorship delivers value and contributes to the club's success and the sponsor's brand objectives.

Please complete below details and email to secretary@loganrugby.com.au

DETAILS

- Select your Package:
- Platinum Sponsor
 - Gold Sponsor
 - Silver Sponsor
 - Bronze Sponsor
 - Training Sponsor

Sponsor Name:

Company address:

Phone: Email:

TOTAL \$:

THANK YOU

for considering the opportunity to sponsor the Logan Saints Rugby Union Club. We deeply appreciate your interest in supporting our club's journey and contributing to the growth and development of rugby within our community.

Signature:

Date:

Name:

Position: