

USA RUGBY

MEN'S & WOMEN'S CLUB 7S CHAMPIONSHIP



USA RUGBY

AUGUST 8-9, 2015

USA RUGBY

Founded in 1975, USA Rugby is the national governing body for the sport of rugby in America, and a Full Sport Member of the United States Olympic Committee (USOC) and the International Rugby Board (IRB).

Currently headquartered in Boulder, Colorado, USA Rugby is charged with developing the game on all levels and has over 115,000 active members. USA Rugby oversees four national teams, multiple collegiate and high school All-American sides, and an emerging Olympic development pathway for elite athletes.

USA Rugby is governed by a nine member Board of Directors, a Congress representing the membership and a professional staff headed by a CEO.

USA RUGBY BY THE NUMBERS

- **5,000,000** kids introduced to the sport in the last 5 years
- **107,000** active members in 2012
- **4,000** registered coaches
- **1,500** registered referees
- **39** years old in 2014
- **20** Number of annual National Playoff & Championship events USA Rugby organizes
- **4** USA Rugby National Teams, including 2 Olympic 7's Teams

MEN'S & WOMEN'S CLUB 7'S CHAMPIONSHIP

- 1st USA Rugby Championship event held in the State of Iowa
- \$2.2 Million in economic impact
- 2,500 Visitors to Central Iowa
- 32 National Teams competing
- James W. Cownie Soccer Park will serve as the host venue
- Des Moines Rugby Foundation & Des Moines Rugby Club partnered with the Greater Des Moines Convention & Visitors Bureau and Des Moines Parks & Recreation to secure the event
- Official Olympic Day Event: Mission is to promote fitness, well-being, culture and education, while promoting the Olympic values – excellence, friendship and respect – and the three Olympic Day pillars – move, learn and discover.



**OLYMPIC
DAY 2015**

PRESENTING SPONSORSHIP

\$25,000 Investment

VIP ACCESS & RECOGNITION

- Official Exclusive Sponsor or Naming Rights for one of the following:
 - Olympic Day Activities
 - Band Fest
 - Exhibition Area
 - Player Village
 - Officials Chambers
- Onsite Coin Toss Participation
- (500) Complimentary tickets to the Games - *Custom branded ticket or flier
- (10) Credentials to VIP reception and recognition at Tournament Celebration
- Official Designated Team Sponsor during the Tournament
- 6' table front row in exhibition space located at tournament venue
- Verbal recognition at tournament venues through competition announcer/public address system

SIGNAGE

- Full page ad in the event program
- Field level banner visible during event streaming
- Logo on all directional event signage
- Logo on tournament credentials
- Logo on tournament volunteer t-shirt

DIGITAL EXPOSURE

- Ad in the digital program
- Logo and URL link on event microsite
- Logo, URL link or mention in email marketing blasts
- Business location featured on tournament map

MEDIA EXPOSURE

- Mention in media kits
- Story leads and ideas included in the media kit on how your company ties to the event, why you made a commitment, or what you're doing to elevate the Championships in Greater Des Moines

ADDITIONAL MARKETING EXPOSURE

- Opportunity to provide youth participating in Olympic Day a gift
- Opportunity to run a promotional contest in between halves or during a break
- Interview a spokesperson onsite over the public address system
- Opportunity to distribute promotional items onsite at the tournament venue

SIGNATURE SPONSORSHIP

\$10,000 Investment

VIP ACCESS & RECOGNITION

- Onsite Coin Toss Participation
- (500) Complimentary tickets to the Games - *Custom branded ticket or flier
- (10) Credentials to VIP reception and recognition at Tournament Celebration
- Official Designated Team Sponsor during the Tournament
- 6' table in a preferred location at exhibition space located at tournament venue
- Verbal recognition at tournament venues through competition announcer/public address system

SIGNAGE

- Full page ad in the event program
- Field level banner visible during event streaming
- Logo on all directional event signage
- Logo on tournament credentials
- Logo on tournament volunteer t-shirt

DIGITAL EXPOSURE

- Ad in the digital program
- Logo and URL link on event microsite
- Logo, URL link or mention in email marketing blasts
- Business location featured on tournament map

MEDIA EXPOSURE

- Mention in media kits
- Story leads and ideas included in the media kit on how your company ties to the event, why you made a commitment, or what you're doing to elevate the Championships in Greater Des Moines

ADDITIONAL MARKETING EXPOSURE

- Opportunity to provide youth participating in Olympic Day a gift
- Opportunity to run a promotional contest in between halves or during a break
- Interview a spokesperson onsite over the public address system
- Opportunity to distribute promotional items onsite at the tournament venue
**Food & beverage excluded.*
- Inclusion of your marketing materials in player welcome bag

CHAMPION SPONSORSHIP

\$5,000 Investment

VIP ACCESS & RECOGNITION

- (250) Complimentary tickets to the Games - *Custom branded ticket or flier
- (5) Credentials to VIP reception and recognition at Tournament Celebration
- Official Designated Team Sponsor during the Tournament
- 6' table in exhibition space located at tournament venue
- Verbal recognition at tournament venues through competition announcer/public address system

SIGNAGE

- Half page ad in the event program
- Logo on tournament volunteer t-shirt

DIGITAL EXPOSURE

- Ad in the digital program
- Logo and URL link on event microsite
- Logo, URL link or mention in email marketing blasts
- Business location featured on tournament map

MEDIA EXPOSURE

- Mention in media kits
- Story leads and ideas included in the media kit on how your company ties to the event, why you made a commitment, or what you're doing to elevate the Championships in Greater Des Moines

ADDITIONAL MARKETING EXPOSURE

- Opportunity to distribute promotional items onsite at the tournament venue
*Food & beverage excluded.
- Inclusion of your marketing materials in player welcome bag

CHAMPION SPONSORSHIP

LEADER'S CIRCLE SPONSORSHIP

\$2,500 investment

VIP ACCESS & RECOGNITION

- (100) Complimentary tickets to the Games - *Custom branded ticket or flier
- Official Designated Team Sponsor during the Tournament
- 6' table in exhibition space located at tournament venue

SIGNAGE

- Logo on tournament volunteer t-shirt

DIGITAL EXPOSURE

- Logo and URL link on event microsite
- Logo, URL link or mention in email marketing blasts
- Business location featured on tournament map

MEDIA EXPOSURE

- Mention in media kits
- Story leads and ideas included in the media kit on how your company ties to the event, why you made a commitment, or what you're doing to elevate the Championships in Greater Des Moines

ADDITIONAL MARKETING EXPOSURE

- Opportunity to distribute promotional items onsite at the tournament venue
**Food & beverage excluded.*
- Inclusion of your marketing materials in player welcome bag

SUPPORTING SPONSORSHIP

\$1,000 investment

VIP ACCESS & RECOGNITION

- (50) Complimentary tickets to the Games - *Custom branded ticket or flier
- Official Designated Team Sponsor during the Tournament
- 6' table in exhibition space located at tournament venue

DIGITAL EXPOSURE

- Logo and URL link on event microsite
- Logo, URL link or mention in email marketing blasts
- Business location featured on tournament map

ADDITIONAL MARKETING EXPOSURE

- Inclusion of your marketing materials in player welcome bag

\$500 investment

VIP ACCESS & RECOGNITION

- (10) Complimentary tickets to the Games - *Custom branded ticket or flier
- Official Designated Team Sponsor during the Tournament
- 6' table in exhibition space located at tournament venue

DIGITAL EXPOSURE

- Logo and URL link on event microsite
- Logo, URL link or mention in email marketing blasts
- Business location featured on tournament map

ADDITIONAL MARKETING EXPOSURE

- Inclusion of your marketing materials in player welcome bag

program
advertising

2015 USA RUGBY EMIRATES AIRLINE CLUB 7s NATIONAL CHAMPIONSHIPS

Des Moines, Iowa • August 8-9 • James W. Cownie Soccer Complex

the deal

- **Two Programs** - one printed, one electronic. You will advertise in both a traditional printed program that will be distributed at the event itself, and a digital eProgram that will be available on fans' handheld mobile devices. **This broadens your ad's reach.**
- All advertisers will receive space in **both** the printed and digital event programs.
- **Combined readership** expected to exceed 50,000 readers.

ad rates
& specs

rates*
Full Page \$1,500
Half Page \$800
Quarter Page ... \$500

***One Rate Two Ads.**
Each rate is for *TWO* ads
— one print, one digital
— and therefore, two separate ads must be submitted for publication.

print specs

Full Page
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"
Margin: 7.625" x

10.125"
Half Page: 7.625" x 5"
Quarter Page: 3.75" x 5"

PDF, jpg, and tif are acceptable formats.
CMYK 4-color process
Embed all fonts & images
High-resolution; must be at least 300dpi

digital specs

Full Page: 500 pixels x 650 pixels
Half Page: 500 pixels x 325 pixels
Quarter Page: 250 pixels x 325 pixels

PDF, jpg, and tif are acceptable formats.
High-resolution image; must be at least 300dpi

deadlines

July 20: Deadline to reserve space in event programs
July 21: Print ads due
August 3: Digital ads due

contact

The programs are being **produced by Goff Communications LLC** (not USA Rugby).
Please contact Alex Goff (agoff@goffrugbyreport.com /// (360) 791-2685)
or Jackie Finlan (jfinlan@goffrugbyreport.com /// (646) 589-1538) for more information.

FOR MORE INFORMATION, CONTACT

Chris Draper
chris.draper@meidh.com
(515) 210-0214