



Grand Rapids Rugby Club – Advertising and Partnership

History

The Grand Rapids Gazelles Rugby Club was formed in 1978 by avid rugby enthusiast Ed Teliczan. In the first few years the club competed locally against in State competition, without much success, but exhibiting the spirit of rugby to its fullest. The club existed in this manner for a number of years, but grew in strength and numbers.

In the Mid 80's, The Gazelles brought George Proctor, a full time coach, on board and realized the fruits of his labor. Proctor took this group of athletic but incohesive individuals and molded them into a team to be reckoned with. Under Proctor's tenure, the club went from strength to strength, winning 4 consecutive Michigan State Championships from 88-91. The Club repeated as State Champs in 95 and 96, and in 96 won the Midwest Regional Crown. George retired from coaching at the end of the 97 season with much to be proud of.

Under new direction, the club has advanced to even greater heights. Since 1999, Grand Rapids has been undefeated in Michigan, has won 2 Midwest Region Division II championships, played in 2 consecutive USA National Division II Finals, and was promoted to the upper tier competition. Grand Rapids now competes in the National Division I competition, and in 2003, won the Midwest Division I Conference with an undefeated 10-0 record. The Gazelles then secured home field advantage in the USA National Playoff Competition, and the #3 seed in the country. Grand Rapids was also awarded the host site for the USA 2004, and 2005 National Sweet 16, for Division I. Each of those years Grand Rapids saw 16 teams from around the U.S. competing in town, and attracted thousands of spectators to the 2 day event.

Statistics

<i>GR Rugby Club Membership:</i>	<i>Playing</i>	<i>50+</i>
	<i>Associate</i>	<i>300+</i>
	<i>Alumni</i>	<i>500+</i>
<i>Midwest Regional Membership:</i>	<i>Playing</i>	<i>12,500+</i>
	<i>Alumni</i>	<i>60,000+*</i>
<i>USA National Membership:</i>	<i>Playing</i>	<i>70,000+</i>
	<i>Alumni</i>	<i>400,000+*</i>

**Alumni numbers are based on historical active membership information and are estimated using USA Rugby's database.*

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Exposure

Grand Rapids Rugby plays a minimum of 20 games a season (fall and spring), half in Grand Rapids and half on the road. This number can reach as many as 26, depending on playoff results. Spectators vary by location and event, from a few hundred at preseason games, to a few thousand during the playoffs.

GRRFC Also hosts the annual Rock Hard 7's competitions, held in June or July. This has blossomed into the best tournament of its type in the Midwest, attracting teams and spectators from across many states. The Rock Hard 7's has been recognized by the Midwest Region and has been awarded a qualifier status, graduating teams onto the Midwest and National Championships. The status enables us to bring the elite teams to Grand Rapids as they vie for a berth in the National Finals. Along with this level of competition comes a throng of support, and a great day for all.

This summer, on July 21, 2007 Grand Rapids will play host to the Midwest Region 7s championships. This will bring the top 8 men's teams to compete on Saturday, along with a Midwest Cup competition between other at large men's teams as well as women's and high school. Grand Rapids will also hold tryouts on Sunday morning for the Midwest Allstar 7s team, as well as the Annual summer conference for the Midwest Rugby Union Executive Committee. This weekend alone will bring hundreds of people to town.

The Gazelles currently sponsor a number of Youth Programs in the Grand Rapids area, including High School Clubs at Catholic Central, Rockford, Forest Hills (Central, Eastern, and Northern), Grandville, Lowell, Kenowa Hills, and are looking to expand to the lake shore, as well as more in the Grand Rapids area. The youth clubs have considerably increased the numbers of rugby participants in West Michigan, and have involved hundreds of families over the last few years.

The Gazelles regularly receive coverage from local media, including articles and pictures in The Grand Rapids Press, features and reports by Fox 17, Wood TV 8, and WZZM 13. The Gazelles have frequently appeared in National Rugby Publications and continue to, due to the constant success.

In the last few years, The Gazelles traveled to Washington D.C., Charlotte, N.C., Pittsburgh, PA, Columbus, OH, Atlanta, GA, Davenport, IA, Indianapolis, IN, Park City, UT, and Aspen, CO. This year alone, the Gazelles will travel to Chicago, Columbus, OH, Cincinnati, OH, Dayton, OH, Milwaukee, WI, Kalamazoo, MI, Traverse City, MI, Detroit, MI, and Seattle, WA. We will also welcome players and fans from Toronto, Canada, Detroit, Cincinnati, and Columbus, and Chicago.

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Advertising Opportunities:

- Platinum Level** : *This level of advertising offers the maximum exposure of all, and encompasses all of the following:*
\$5000
1. *On Uniform Logo Advertising – Your corporate logo and verbiage positioned **front and center** of all uniforms, offering maximum exposure regardless of game location.*
 2. *Goal Post Pad or Bill Board Advert field side.*
 3. *Banner Ad and Link at official club website:
www.grandrapidsrugby.com*
 4. *Print Advertising in Game day programs.*
 5. *Opportunity for logo on travel and warm up apparel.*
 6. *Unlimited Involvement in all Grand Rapids Rugby sponsored events.*
- Gold Level** : *This level of advertising offers great exposure, utilizing the following:*
\$3500
1. *On Uniform Logo Advertising- Your corporate logo and Verbiage positioned on the **back** of the uniform above/below player’s number.*
 2. *Bill Board advert field side.*
 3. *Banner Ad and link at official club website:
www.grandrapidsrugby.com*
 4. *Print Advertising in Game day programs.*
 5. *Opportunity for logo on travel and warm up apparel*
 6. *Unlimited Involvement in all Grand Rapids Rugby sponsored events...*

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- Silver Level**
\$2000 : *This level of advertising delivers great exposure utilizing the following:*
1. *On Uniform Logo Advertising – Your corporate logo and verbiage positioned on the **sleeve or shorts** of the uniform. This gives great exposure regardless of game location.*
 2. *Field Side Bill Board Advertising.*
 2. *Banner Ad and Link at official club web site:
www.grandrapidsrugby.com*
 3. *Print Advertising in all Game day and Event Programs..*
- Bronze Level**
\$1000 : *Great field side exposure at all events including Rock Hard 7's, as well as home games, and events.*
1. *Field Side Bill Board Advertising.*
 2. *Ad and Link at official club web site:
www.grandrapidsrugby.com*
 3. *Print Advertising in all Game day and Event Programs*
- Club Level**
\$500 : *Great exposure and involvement with the Club.*
1. *Involvement in matches and social events with the club.*
 2. *Link at official club web site:
www.grandrapidsrugby.com*
- Gazelle Level**
\$250 : *Honorary member of the club.*
1. *Club polo shirt*

Grand Rapids Rugby Club – Advertising Confirmation Form

Name : _____ Signature : _____

Organization : _____

Address : _____

Phone # : _____

Fax # : _____

Email : _____

Level : Platinum_____ Gold_____ Silver_____
Bronze_____ Club_____

Please include all artwork. Electronic format Preferred.