SPONSORSHIP PROGRAM OUTLINE

The Opportunity

The Central Coast Rugby Union Referees Association (CCRURA) would like to provide selected businesses with the special opportunity to access sponsorship packages including logo advertising on Referee apparel and other prominent branding for the upcoming three (3) year period commencing in 2020 through to and including 2022.

Benefits of Your Sponsorship

The selected businesses will be able to create increased brand awareness and potential lead generation through the association with CCRURA by effective brand exposure through one of the sponsorship packages outlined in this document. The branding is unique in that it reaches in excess of forty games every week (junior and senior grades) and in excess of twelve locations across the Central Coast during the period April through to September, ***Every Game, Every Week….***

Participant and Reach Demographics

Based upon 2019 Central Coast Rugby Union player information the following table details the registered players by category.

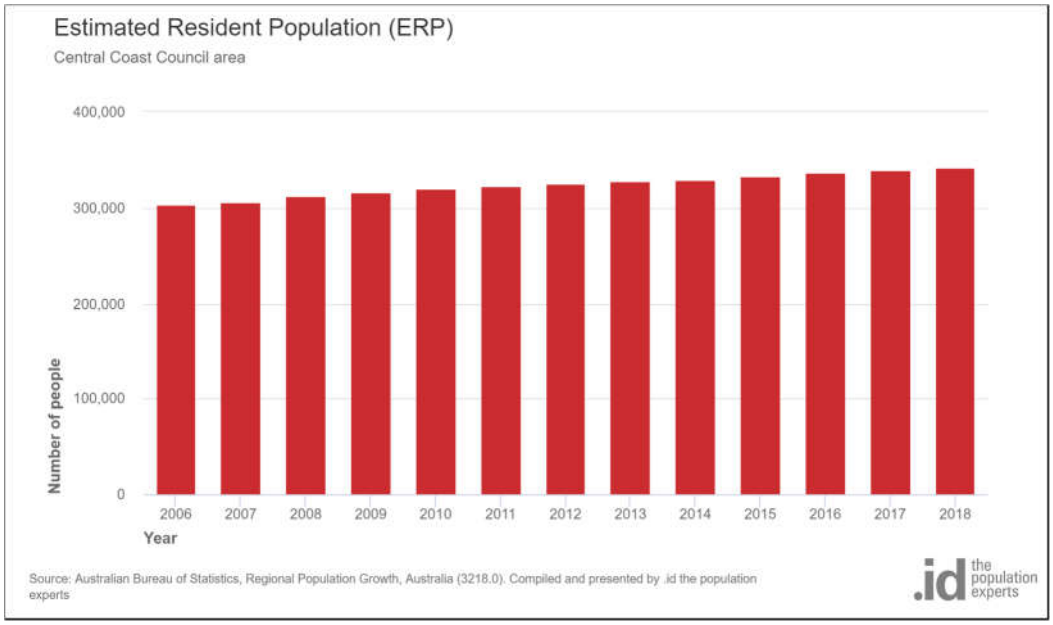
Registration Category	Registration Description	Registration Volume
Junior Females	Females aged 7-17 years	156
Junior Males	Males aged 7-17 years	1045
Senior Females	Females aged 18+	135
Senior Males	Males aged 18+	817
Totals		**2,153**

If one considers that at least one parent attends junior games with their child and at senior games a player is accompanied by a parent, partner or friend then this delivers exposure to in excess of 4,000 individuals on a weekly basis. Participating teams in the Central Coast Rugby Union Competition include:

Club	Emblem
Avoca Beach	Sharks
The Entrance	Rams
Gosford	Red Devils
Hornsby	Lions
Kariong	Wanderers
Ourimbah	Razorbacks
Terrigal	Trojans
The Lakes	Lakes
Warnervale	Wildcats
Woy Woy	Lions

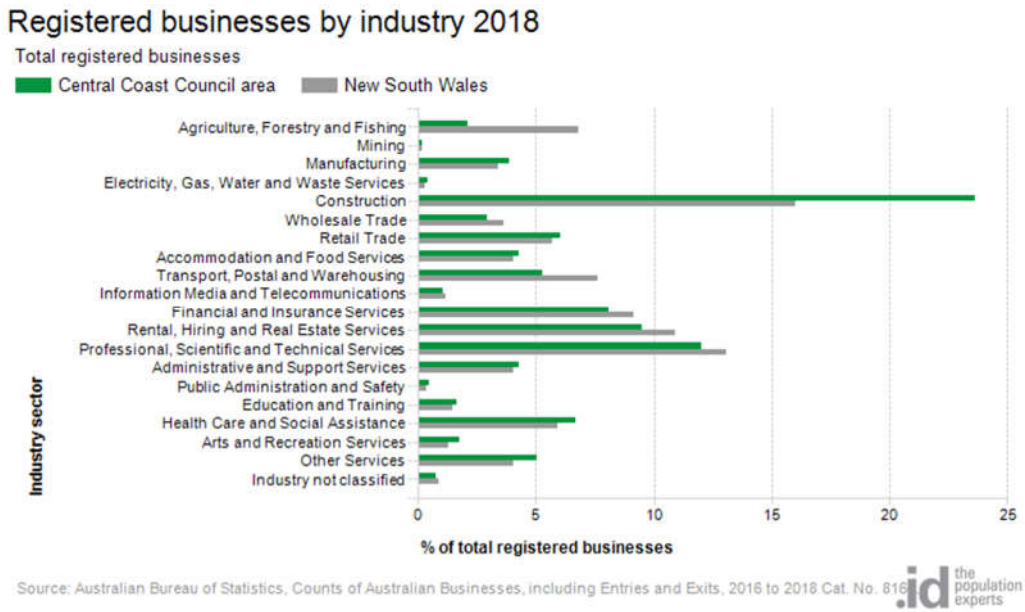
Central Coast Demographics

The total estimated population for the Central Coast Local Government area was 333,119 in 2015, 322,657 in 2011 and had forecast to grow to 346,456 in 2019 and 414,615 in 2036. According to forecast id, 85.2% of the Central Coast LGA is aged 0-69 years and according to ABS data has an average household income of $1,003 per week compared to the NSW average of $1,237 per week



ABS Business Data

According to ABS data from 2018, there were 23,617 businesses operating in the Central Coast Local Government Area with approximately 95% being considered Small business. The registered businesses by Industry as detailed below, highlight the strength in numbers in Construction, Health & Social Assistance and Professional, Scientific and Technical Services.


Registered businesses by industry 2018
Total registered businesses
Central Coast Council area
New South Wales
Agriculture, Forestry and Fishing
Mining
Manufacturing
Electricity, Gas, Water and Waste Services
Construction
Wholesale Trade
Retail Trade
Accommodation and Food Services
Transport, Postal and Warehousing
Information Media and Telecommunications
Financial and Insurance Services
Rental, Hiring and Real Estate Services
Professional, Scientific and Technical Services
Administrative and Support Services
Public Administration and Safety
Education and Training
Health Care and Social Assistance
Arts and Recreation Services
Other Services
Industry not classified
Industry sector
0
5
10
15
20
25
% of total registered businesses
Source: Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2016 to 2018 Cat. No. 816
.id the population experts

CCRURA Credibility

The game of Rugby Union is perceived very differently in the context of contact sport where there is an over-riding obligation on participants to respect the principles of fair play and observe the laws of the game. It is the responsibility of players, captains, coaches and spectators to respect the authority of match officials.

Referees are seen to be impartial yet enabling a game to be played which builds teamwork and respect in a physical contest yet retaining high standards of sportsmanship.

Rugby Union referees are placed in a special position when compared to other contact sport officials, Rugby Referees are considered to be the 31st player on the field, not the enforcer of the law.

Sponsorship Packages

The Central Coast Rugby Union Referees Association seeks to enter into three-year (3 year) sponsorship agreements with selected businesses. The selected businesses will be chosen on the basis of mutually beneficial outcomes.

The sponsorship packages are detailed below:

Sponsorship Classification	Sponsorship Amount	Sponsorship Inclusions
Major Sponsor – one only	$7,500 +GST per annum	Logo on Chest of all Referee and Assistant Referee Jerseys, Assistant Referee Flags, Water Bottles, Tear Drop Banners and Tent for all Final Series
Gold Sponsor- one only	$4,000 +GST per annum	Logo on Back of all Referee and Assistant Referee Jerseys, Tear Drop Banners
Silver Sponsor- one only	$2,000 +GST per annum	Logo on Shorts of all Referees and Assistant Referees
Bronze Sponsor- two only	$1,000 +GST per annum	Logo on Sleeve of all Referee Jerseys,
Option	TBC	$10,000 value in Star 104.5 FM Radio advertising

Major Sponsor

Major Sponsor

Cost: $7,500 + GST per year (3-year Agreement) Limited to One Business Only

- Very Prominent Logo location on Front of Jersey (Logo size approximately 30cm X 20cm)
- Logo on Assistant Referee flags for use at all games where ARs are appointed
- Logo on all CCRURA stationery and advertising material
- Logo and company information on CCRURA website https://www.ccrura.com/#!
- Invitation to all CCRURA functions and fundraising events
- NBN TV Coverage

Gold Sponsor

Gold Sponsor

Cost: $4,000 + GST per year (3-year Agreement) Limited to One Business Only

- Very Prominent Logo location on Rear of Jersey (Logo size approximately 25cm X 20cm)
- Logo and company information on CCRURA website https://www.ccrura.com/#!
- Invitation to all CCRURA functions and fundraising events
- NBN TV Radio

Silver Sponsor

Silver Sponsor

Cost: $2,000 + GST per year (3-year Agreement) Limited to One Business Only

- Very Prominent Logo location on Front of Shorts (Logo size approximately 15cm X 10cm)
- Logo and company information on CCRURA website https://www.ccrura.com/#!
- Invitation to all CCRURA functions and fundraising events
- NBN TV Coverage

Bronze Sponsor

Bronze Sponsor

Cost: $1,000 + GST per year (3-year Agreement) Limited to Two Businesses Only

- Prominent Logo location on Sleeve of Jersey (Logo size approximately 15cm X 10cm)
- Logo and company information on CCRURA website https://www.ccrura.com/#!
- Invitation to all CCRURA functions and fundraising events
- NBN TV coverage

24.08.2019

Central Coast Motor Group
2:50
TROJANS 34
OURIMBAH 22
1ST XV GA
NORTHROP
spark d
allfiredup
McPHAN
10.08.20

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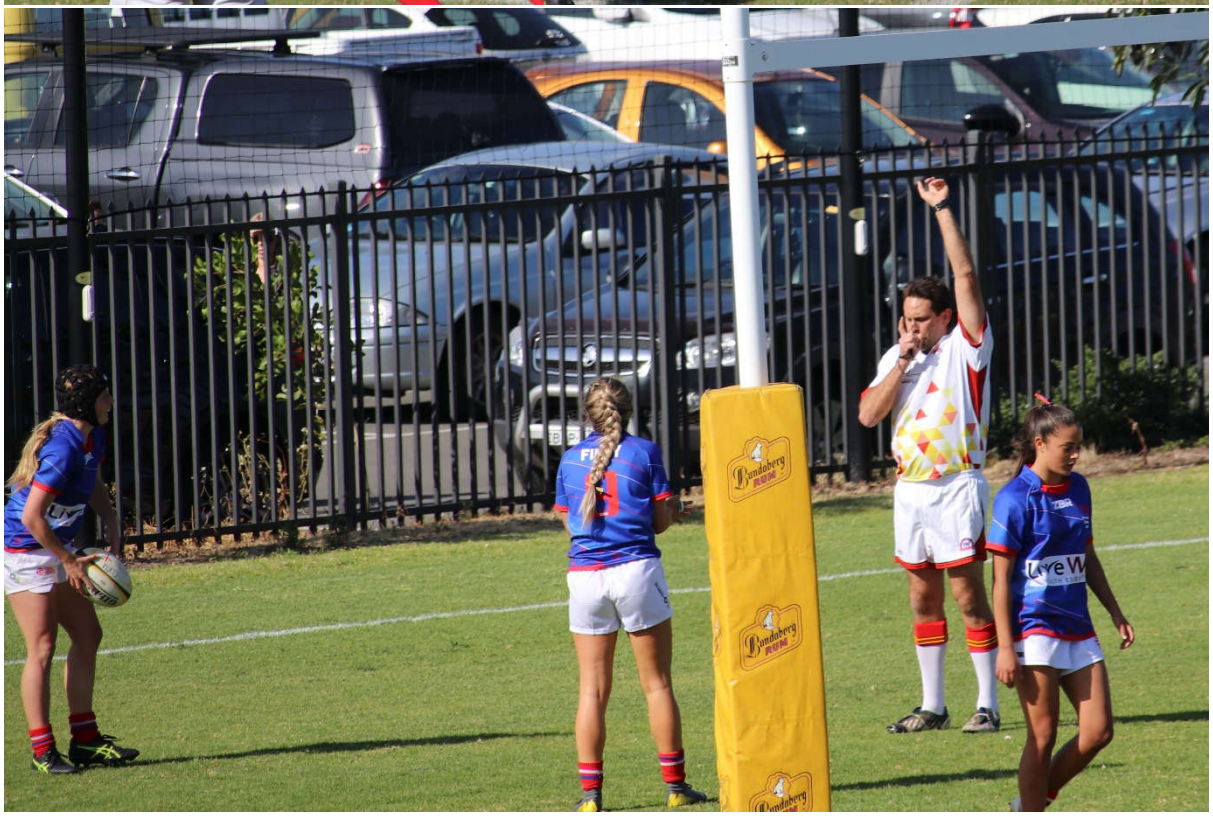
OZZI
ASI

6
KOZZI
ASI

LJ HOOKER
TERRIGAL

KENNEDY
BARNDEN
2
6


Bundaberg
RUM

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