



# ACT JUNIOR RUGBY UNION

SPONSORSHIP PORTFOLIO 2024



# WHAT DOES THE ACTJRU DO?

The **ACT Junior Rugby Union** strives to provide a safe and enjoyable environment for the development and promotion of Junior Rugby as well as affording players an opportunity to value the game, develop their skills and achieve representative honours.

The **ACTJRU** and **Brumbies Rugby** are committed to promoting and strengthening a positive image of Rugby and its participants in Canberra and its surrounds.

The **ACTJRU** is dedicated to engaging with the local community and promoting the values of rugby and is committed to investing in the development of junior rugby.

Your support will contribute to providing quality competition management in the ACT and surrounds coaching and resources for clubs and young players.

By investing in junior rugby, you are supporting the growth and future of the sport in the community.





# WHY SUPPORT JUNIOR RUGBY UNION?

Every aspect of the game of Rugby is a team effort as:

- **Rugby builds strong friendships** - The team nature of the sport and the culture of respect both help to build very strong friendships within teams.
- **Rugby provides strong role models** - We work hard to encourage interaction between the teams of different ages groups. For many kids, their coach is an important role model who can guide them on their sporting journey.
- **Rugby helps build self confidence** - There is nothing like making a break to score your first try! Rugby is a complex game which means players are constantly learning new skills in an environment that suits many young people.
- **Rugby is for everyone** - There are positions in rugby where young players all shapes and sizes can excel.







# 2023 SEASON RECAP

During the 2023 season, ACT Junior Rugby Union saw active participation from **3,360 players**, divided among **143 teams**.

With a **239 players** representing ACTJRU at the NSW State Championship and **312 players** representing ACT at the Southern State Junior Championship.

2023 Grand Finals and Championships concluded yet another very successful year of junior rugby in the ACT and its surrounds.

2023 games included **52 teams** playing in **26 finals** with over **1,100** players competing for honours. with estimated over **7,000 people attended** the event over the two days at Viking Park. Congratulations to all the teams that competed throughout the season.

As always, the season could only be possible with the incredible and dedicated support of our sponsors and **714 volunteers**. We would like to thank everyone involved for a fantastic season in 2023 and we will see you out on the paddock in 2024



# SPONSORSHIP OPPORTUNITIES

By partnering with the **ACTJRU**, your business can gain exposure and recognition amongst the rugby community in Canberra and its surrounds.

We offer a range of sponsorship packages that provide advertising and branding opportunities at matches, events, and online platforms.

This allows your business to reach a wide audience and align with the values and positive image of rugby. The **ACTJRU** and **Brumbies Rugby** are committed to promoting and strengthening a positive image of Rugby and its participants in Canberra and its surrounds.

We are open to discussing multi-year deals to allow for a longer-term partnership and further strengthen our relationship with your business and our membership.

Please feel free to reach out to us and explore the best sponsorship package that suits your business objectives.

**As we celebrate our 80th year in the community** in 2024, there will be additional promotional opportunities linked to the anniversary celebrations. By becoming a sponsor during this milestone year, your business can benefit from increased exposure and engagement.





# FLEXIBLE SPONSORSHIP OPTIONS

We have several tiers of sponsorships levels available to make sure we can support every budget or business objective:

Our **Platinum Packages** for our principal partners which include such as:

- Possible naming rights to the ACTJRU Competitions
- Major sponsorship of the ACTJRU Grand Finals
- Opportunities for signage & branding at the ACTJRU Grand Finals
- 4 x Corporate Hospitality tickets to the ACTJRU Grand Finals
- Placement of logo on all ACTJRU marketing materials inc. website. and more!

Our **Gold & Silver Packages** for our partners which include items such as:

- Partner sponsorship of the ACTJRU grand final
- Opportunities for signage and branding at the ACTJRU grand final
- And more!

We also offer **Bespoke Packages**:

- Starting from as little as \$800, we can work together to create a custom package that suits your individual business needs or goals.

Whether it's exposure you are looking for ,or networking opportunities, we are confident that we can work with you to create a plan that not only benefits youth rugby but also your business brand awareness.

If you would like to speak to us about sponsorships, please contact:

[actjuniorrugby@outlook.com](mailto:actjuniorrugby@outlook.com)







# THANK YOU

TO FIND OUT MORE TODAY, CONTACT: [ACTJUNIORRUGBY@OUTLOOK.COM](mailto:ACTJUNIORRUGBY@OUTLOOK.COM)

