



# Bond Pirates Rugby Union Club Inc

## sponsorship@bondpirates.com.au

Bond Pirates Rugby Union Club is a leading club in the Gold Coast Rugby Competition. Established in 1996, through the formation of previous Pirates Rugby Club and Bond University Rugby Club, the club has gone on to compete successfully in both major and minor competitions and continued to develop its junior academy into the largest junior base club on the Gold Coast.

**Bond Pirates Rugby Club Includes:**  
**1<sup>st</sup> - 2<sup>nd</sup> - 3<sup>rd</sup> Senior Grades**  
**Over 35s Social Grade**  
**Junior Rugby U'6 to U'18s**  
**Girls Rugby 7s in U'13s, U15s and U'17s**  
**Open Women's Rugby 7s offered in 2022**

With 520 members we continue to grow each year. We remain strong in our Pirate Way priding ourselves on being true to our founding principles of inclusion, fairness and team spirit. The club caters for all rugby abilities and aims to install a love of the game in all players and supporters. We are a family orientated club that stands proud together through triumphs and stands strong together through disappointments.

Based on the southern side of the Gold Coast but playing games as far South as Casuarina, West as Beaudesert, and North to Yatala and in Brisbane, The Bond Pirates provide a unique opportunity for many companies looking to promote their business in SE Queensland.

In 2022 we see ourselves building the momentum in our Senior Ranks having our eye on the premiership. We hope to also repeat the success of 2021 with all Junior competitive age groups making the semi-grand finals. Our Rugby7s girls major focus is continued growth and game structure as a fairly new addition we are glad its fighting the battle of COVID that's been thrown at us.

As a club we strive to provide future opportunities and endeavor to produce pathways not only for members to play in local, state and national levels but by encouraging the members to grow in all areas adding to their skills with coaching and refereeing. In 2022 we would like to introduce a cadet program to help keep more kids involved where they learn how to referee and coach and gain further confidence by assisting in such roles. We would like to enhance the coaches training and put much needed TLC into our club house furthering our plans to create a modern inclusive club housing Uni-sex change rooms.

Like many sporting clubs, Bond Pirates is a volunteer based not for profit organisation that relies heavily on the generosity of our corporate sponsorship, donations and membership fees to enable our members to play and compete in the game they love. We thank you for any consideration into teaming up with us and your support would be greatly appreciated!



## CORPORATE BENEFITS

Sponsorship assists all players from under 6 to 1<sup>st</sup> Grade with better equipment, merchandising and coaching tools. The benefits include:

- Reduced player registration costs giving the affordability of playing rugby to all
- Better training equipment to allow all teams to train to their highest ability
- Higher quality training and playing kits
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Some of the many benefits that sponsoring Bond Pirate Include:

- Recognition with company branding displayed on sponsors board, website and Facebook promotions
- Networking opportunities with members and other affiliated parties
- Apparel branding depending on sponsorship package
- Tax benefits
- Large member base to draw from for advertising requirements
- Other opportunities available upon discussions with associated parties
- Community involvement and acknowledgement
- Helping a family orientated community who

Sponsorship is an important part of any aspiring sports club and Bond Pirates is no exception.



## Supporter Sponsorship Package – 1<sup>st</sup> Grade Jersey

Show your support for your favorite player position by becoming a Supporter Jersey Sponsor. Name your player or select your favorite jersey number. Jersey numbers 1 to 15 individually sold and reserve numbers as a set.

### BE PART OF THE ACTION @ PIRATES 2022

#### Benefits to player:

- Payment of registration for 2022
  - Access to all trade sponsors benefits for the season e.g. gym membership, recovery center and discounted treatments.
- \*\*Conditions Apply**

#### Benefits to you:

- PRIME position on our Senior Grade Playing Jersey
- Special mention on social media partnered with player/Jersey number
- Invitation to various social events put on during season including sponsors day.
- Logo branding on sponsor's board



**\$800 Per Player**

**\$2 500 Jerseys 16 to 25**

+ GST

**HURRY SELLING FAST**

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## DIAMOND SPONSORSHIP \$25 000

### Benefits include:

- Company name and/or logo branding on PRIME positions of ALL Bond Pirates Training Tees worn on over 520 members for each training session and to games.

Also seen on ALL Game day playing apparel position agreed during sponsorship contract.

- Company logo and web link on Club website
- Company logo displayed on our Clubhouse sponsor board
- Club house Large Signage display
- Contract agreed social media advertising campaign
- You will receive a certificate of appreciation
- You will receive one official training tee
- You will receive one free Club Membership
- Bond Pirates crowd assistance to help assist business marketing



- Plus invitations to various social events put on through the year including our Sponsors Day

This package includes YOUR customised branding of the upgraded Scrum Machine through to season 2024

Package is open for discussion in how we can work together to promote your business.

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## RED PACKAGE \$10 000

### Benefits include:

- Company name and/or logo on Front Position of either all three Senior grades OR all Junior teams.
- Company logo on back of training tee
- Company logo and web link on Club website
- Company logo displayed on our Clubhouse sponsor board
- Club house Large Signage display
- Contract agreed social media advertising campaign
- You will receive a certificate of appreciation
- You will receive one official Jersey
- Plus invitations to various social events held throughout the year including our Sponsors Day



Jersey selection will be allocated first come first with full payment of agreed sponsorship package.

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## WHITE SPONSORSHIP PACKAGE \$5,000

### Benefits include:

- Company name and/or logo on the choice of:
  - Girls 7s Front Jersey Position
  - Back of shorts for ALL Senior and Junior Players
  - Back of Jersey for either Seniors or Juniors
- Company logo displayed on website
- Company logo displayed on our Clubhouse sponsor board
- Club house medium Signage display
- Contract agreed social media advertising campaign
- You will receive a certificate of appreciation
- Plus invitations to various social events held throughout the year including our Sponsors Day



Logo selection will be allocated first come first with full payment of agreed sponsorship package.

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## BLUE SPONSORSHIP PACKAGE \$1,500

### Benefits include:

- Company name and/or logo on the choice of:
  - Training Tee sleeve
  - Senior Jersey Sleeve
  - Junior Jersey Sleeve
  - Women's Jersey Sleeve
  - Women's Jersey Back - Top
  - Women's Jersey Back - Bottom
  - Women's shorts – Back
- Company logo displayed on website
- Company logo displayed on our Clubhouse sponsor board
- A selected social media advertisement
- You will receive a certificate of appreciation
- Plus invitations to various social events held throughout the year including our Sponsors Day



2022 Women's 7s Jersey Design

Logo selection will be allocated first come first with full payment of agreed sponsorship package.

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## TRAINING TEE SPONSOR \$800

Seen on ALL members Seniors – Juniors – Girls 7s

Be part of the action by sponsoring our Training Tee for 2022.  
Our Training Tee is worn by all senior, junior and girls 7s teams  
for training and to/from games. Logo branding will be placed  
on the back.



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## TRADE PARTNERSHIP AGREEMENT

Bond Pirates Rugby Union Club is a diverse and dynamic club therefore standardised sponsorship is not the only way to support the club for some businesses and entities. The offer and commitment of specialised goods and/or services can often be as valuable as support in cash for the operations and growth of a community club. Examples of supports include:

- Donations of meat trays, raffle prizes or player of the day awards
- Sign printing, media management and website management
- General trade work including building work, painting, plumbing

As it is often difficult to compare offers and services, please feel free to discuss mutually beneficial tailored sponsorship agreements for our 2022 club season.

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## We look forward to partnering with you in 2022

Please Note: All prices are **GST exclusive** and are open for discussion.