



UNIT 6

COMMERCE, MARKETING AND SPONSORSHIP



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Note: Most of these papers were delivered as an initiative at a NAWIRA conference on Commerce, Marketing and Sponsorship. Another is an initiative from the Moroccan Rugby Union. They are extremely valuable and applicable across many Unions and Regions.



DEALING WITH GOVERNMENTS

Governments are probably the most important single source of funding, or, if you like, sponsorship, for sport in any country. All governments, to a lesser or greater degree, are committed to the development of sport in their respective countries and include expenditure on sport in their budgets.

Many governments have Sports Commissions or some such agency to manage their sports budget and to deal directly with a variety of Associations, Federations or Unions which represent different sports.

Invariably, sport is assigned a Cabinet Portfolio, with a particular Minister in charge of the development of sport and accountable to Parliament for the government's policy, programmes and expenditure for sport.

Historically, governments generally consider the development of sport as a social obligation and as part of a country's educational and health development. All governments everywhere regard international success at sport, whether individual or team, as a matter of considerable national prestige and we know that socialist governments have traditionally placed sport high on their national priorities, Cuba, being the contemporary model.

Governments still consider sport an integral part of education and health development and a social obligation, but, in today's world, governments commitment to sport is much more than obligation and image, it has become a major commercial activity and governments are prepared to invest in sport. Sport is also rapidly becoming an important means of promoting tourism for West Indian governments whose countries are tourist destinations.

Hedley Benyon and his team when promoting the Rugby Festival of Youth last year in Florida, were able to attract both local government and commercial sponsorship in Cocoa Beach, who saw the Festival as a Sports Tourism event. I believe the Festival could similarly have been marketed to the Trinidad & Tobago government and commercial community to attract sponsorship in the island.

Here, in the West Indies, cricket dominates over all other sport and attracts substantial government attention and funding, as it does commercial sponsorship, and is really the only sport which benefits from broadcasting sales and gate money.

Cricket is the one sport in which the West Indies competes internationally, as though a nation, and it is the one sport which governments are ready to spend small fortunes to support. Attesting to this, is the fact that West Indian governments bidding to host Cricket World Cup 2007 matches are even prepared to invest in new multimillion dollar stadiums with seating capacity of some 20,000 in order to be chosen as a host country.

What all of this means, is that the challenge to attract and win government financial support as well as commercial sponsorship for the less popular and less well established sports like rugby, is considerable, if not formidable, but not impossible.

Commercial sponsors increasingly today focus their support on sports which attract the support of consumers of the product they sell. Governments should be seen no differently.

The governments' product is electoral support. Governments will readily put their money behind sports which are widely popular with the voters, who are for the government, the consumers, hence the unqualified support for cricket in the West Indies.



In the case of Guyana and possibly Trinidad & Tobago, this can take on some hidden and unexpected agendas, where political party loyalties and support are ethnically motivated. The same dimension could apply where there are sociological differences, such as class and even gender to be exploited for political gain. It is not, therefore, above, or perhaps, beneath governments to pay attention to just who plays rugby when considering the support to be given.

It's important, therefore, for a sport to appeal to a wide cross section of the community both in terms of those who play it and those who support it, but especially those who support it. Motor racing, for instance, in Guyana, is an extremely expensive sport with its exponents being generally wealthy, but attracts the highest number of spectators after test match cricket of any sport. International race meetings are, therefore, almost always attended by the President and/or the Prime Minister, who are happy to perform the lap of honour.

In the West Indies, for obvious reasons, rugby cannot at present be marketed to governments as a sport attracting large numbers of voters, anymore than it can be marketed to commercial sponsors as attracting large number of spectators or television audiences, though it can be marketed to some extent as a sport which attracts very large international audiences. Rugby World Cup 2003 helped introduce rugby on television into homes in Guyana which had never heard of rugby and has helped the GRFU promote the sport.

In Guyana, we have emphasised through the media that this Rugby World Cup Qualifier provides the opportunity for the winning team to perform on rugby's world stage and be seen and noticed by millions of television viewers worldwide and, therefore, supporting the national team is a worthwhile investment.

How then can we market a small but, gradually, growing sport, which, so far, has extremely limited spectators, to governments which, themselves, have limited budgets for spending on sport?

There is obviously no generally applicable formula to fit every country in the West Indies, but there are four basic rules which I recommend we can follow to attract government sponsorship and support.

Rule 1 - Administration & Financial Accountability

Ensure that your sport is efficiently managed and administered and that this is recognised by the government's sports administration.

The iRB requires us to submit a Strategic Development Plan with target goals we must meet in order to justify our Trust Grant. Share this with the National Sports Commission and the Ministry of Sport or the appropriate agency of government. Let them see and believe that you have a plan, that you are organised, that you have growth targets you are prepared to meet and, most of all, that you are serious about the administration of your sport.

Submit your plan and your budget and your audited statement of accounts at the beginning of each year to the government. Demonstrate that you are financially responsible. Let them see that the money you receive from the iRB, from the government and from commercial sponsors is productively invested and accounted for.

Submit your tournament programme, domestic and international, to the government at the beginning of the year. If you expect government sponsorship to support participation in an international tournament, whether you are hosting one or going to one, let them have the budget well in advance. Tell them how much you want from government and tell them how you plan to raise the rest.



It's important, when asking for government money, to demonstrate that you are making a major, well organised effort, to raise funds yourself. Governments often feel at least obligated to match your efforts.

Rule 2 - Annual Elections

Ensure that you have Annual General Elections which are democratic, properly conducted and transparent and that the results are publicised.

The Union President should submit a comprehensive annual report immediately available to the government and to the press which adequately and honestly reviews the Union's performance for the year.

Rule 3 - Cultivate the Government

Use every means at your disposal to cultivate the Minister responsible for sport and his/her senior staff and, if there is one, the Chairman of the National Sports Commission and his/her staff. Do your best to interest them in rugby.

Make every effort to invite these dignitaries to major rugby tournaments and events and if possible, have them officiate at international tournaments hosted by your Union.

Arrange courtesy calls when the RDO visits your Union or any senior official from the iRB or internationally known rugby personality.

In some countries, the Head of State or Head of Government will take a particular interest in sport. Make every effort to keep him(her) or his(her) office informed about rugby developments and activities and invite them to be present at special occasions.

Make certain that the Minister and the Ministry of Education is fully briefed on and, if possible, involved in the Union's Youth Development and Schools Programme.

When your Union has a National Team going abroad to attend a Regional and/or International Tournament, keep the Ministry responsible for sport informed and as involved as possible. Before the team leaves, invite someone like the Minister or the Chairman of the Sports Commission to address the team and when the team returns, ensure that the Ministry and/or Commission receive a copy of the Team Manager's and Team Coach's report.

If you have a winning team, make every effort to involve the Minister and/or senior Ministry officials and Sports Commission in any greeting or public celebration on their return.

When your Union receives financial support from the government, ensure that you give it full recognition in the media. This, of course, applies equally to support from the business community. In Guyana, we held a Press Conference and invited representatives of the government and all of the business houses who sponsored our National Team for the RWC Sevens to be present and recognised and, in addition, placed an advertisement in the press thanking them.

Generally, do everything you can, therefore, to cultivate the government officials who have the responsibility for deciding on sponsorship.



Rule 4 - Cultivate the Media

It goes without saying that the more positive media coverage the game receives in your country, the better, in order to both attract government and commercial sponsorship.

In Guyana, we have been very successful at this, because the President of our Union is a Public Relations Consultant. Unions may be well advised to establish a relationship with a good public relations company to handle their publicity and media relations. This may be possible on a pro bono basis.

In our Region, where the game is yet to attract appreciable spectator support, good media coverage achieves much the same impact in the mind of a potential sponsor, because the sponsor is looking for publicity. Regular media coverage of your club tournaments and activities and not just international tournaments is achievable by making contact with sports editors and reporters and introducing them to the game and by putting out regular press releases reporting the results of club games and tournaments.

In Guyana, for instance, the sports media had little or no interest in rugby as recently as five years ago and not a single reporter knew enough to report a game. Its an educational process that takes time and effort but its well worth it.

Today, we have at least three sports reporters who can report the game with knowledge. Both the print and broadcasting media give it regular coverage.

Unfortunately, we suffer throughout the West Indies, from the absence of regular international television coverage of the game. In Guyana, there is none. We have, however, used the iRB video "Explaining the Game of Rugby", to good effect on television and we have used "The World of Rugby" and other iRB tapes judiciously. We have managed to persuade the government television station to carry a weekly half hour programme on rugby.

The structure of NAWIRA Rugby World Cup Qualifier tournament, like the 7s and U19s, particularly lend themselves to promoting our sport in the media, since the winning teams go directly to the Finals of the World Cup and this can capture the imagination and interest of the media if well promoted. We have been particularly successful in doing this in Guyana.

Rule 5 - Promote Sports Tourism

Increasingly, as previously observed, sports and tourism go hand in hand. International and even Regional tournaments attract supporters visiting the country who may be attracted to spend some of their time exploring the country. Government Ministries responsible for tourism are interested in exploiting this possibility.

A Union hosting a Regional or International rugby tournament or hosting a visiting rugby club from the USA, Canada or UK, for instance, or hosting an Invitational 7s tournament, such as the Cayman 7s, can work closely with the governments tourism department to arrange discounted package tours for the visiting teams and their supporters.

When Rugby USA U18 team came to Guyana last year for the U18 RWC Qualifier, the team was accompanied by a small number of parents and the GRFU assisted them in taking advantage of tourist opportunities.



The Trinidad & Tobago 7s hosted by the Enthusiast, takes a similar approach and increasingly invitational teams will plan tournaments around a tourist holiday.

In Guyana, the Ministry of Tourism, as in other West Indian countries, will put major sporting events on their tourist calendars. Make certain that this includes rugby.

Each country, of course, is different and must find its own approach to winning government support. In this paper, I've offered some thoughts and ideas, mainly based on our experience in Guyana, and I hope that these may be helpful to other Unions in countries of similar size and circumstances.



ESTABLISHING RUGBY IN A NEW MARKETPLACE

Case Study From: Federacion Mexicana de Rugby A.C.

Introduction - A Glance At Mexico's Rugby Union History

The Mexican Rugby Union was formed in 1972 by Mr. Walter Irvine and a few English, French and Mexican friends of his.

After 10 years of brilliant and constant work from the Union's President and his team, Mexico's Rugby had achieved quite a take-off:

14 senior teams

7 junior teams

A steady tournament and flourishing relationships with our neighbours from Texas and the British Army in Belize and visits from Argentinian teams.

In 1999 only four senior teams remained, rugby was only played in Mexico city and was always on the brink of extinction.

In 2000 the challenge was taken to bring back the growth and vitality our union once had.

1. The Infrastructure For The Project

Although this paper is oriented to the marketing side of the question of rugby development a quick look into the minimum legal, material and human infrastructure necessary to operate efficiently is in order:

a)The Legal Structure

Mexican Rugby had always kept its distance with the official Mexican Sport Authorities. This time it was obvious that if we wanted to build a lasting structure, we had to be the official body governing and developing rugby in Mexico, recognised not only by the Mexican Sport Authorities but also by the IRB. It has been a long road, but after 4 years of legal work our Union is now the Mexican Rugby Federation.

We had to make numerous modifications to our charter, put pressure on the teams so that they evolved into legally constituted clubs, get all the paperwork done, call a general assembly and get everybody to vote those changes into effect. We are now on excellent terms with the Mexican Sport Confederation, the Mexican Olympic Committee and were glad to hear Mr. Mike Miller, during his brief visit to Mexico City, two months ago, confirm our membership in the IRB.



b) The Physical And Human Resources

A little office in Mexico's downtown area, with a computer, fax and telephone promptly became, Doña Mary's (our valiant half time secretary) Kingdom.

A site in internet, fiscal register, invoices, bank account, an external accountant, our legal advisor, and all the signs were there: we existed in a tangible way. Now we could begin what it is all about: "selling" rugby in a crowded sport marketplace, and attracting the biggest amount of persons to practice our fantastic sport.

2. "Selling" Rugby

Being a convert, and a rugby player and fan since I was fourteen, helped a lot at this stage. I am convinced that the only thing you need to do to attract a young kid to rugby is to show him rugby on T.V., take him to a public playing field with his friends and play with him for ten minutes. He will be effectively inoculated 80% of the time.

The problem is that rugby doesn't exist in Mexican open television, and the ordinary schedule for a rugby match on FOX or ESPN, the sport channels available in Mexican cable T.V. is around three a.m.

In addition to this, it was absolutely impossible to buy a Rugby shirt or a Rugby ball in Mexico, and although you can practice with an American Football ball, it is not the real thing and you are finally going to end up playing football instead of rugby....

a) The Airing Of Rugby On T.V

For the part of Rugby transmission on Mexican open T.V. the situation is still the same, but we had the luck of getting an independent T.V. producer, "A & M Sports", interested on filming our regular league matches. This material is transmitted regularly by a Special Sports Sky channel, and by P.C.T.V. the regional cable television network in Mexico.

This plus the fact that rugby is becoming more available on FOX, ESPN and the French channel tv5, has helped us tremendously. In addition, our internet site, though unsatisfactorily updated, has proved a valuable link with all the interested persons, allowing us to get in touch with them and offering them a playing possibility.

b) Balls And Shirts

The next task was to get rugby balls and uniforms available to Mexican would-be players.

The story with the rugby balls is a perfect example of how the big modern globalized economy is stamping the old age small craftsmanship. The story is worth hearing:

"once upon a time Mexico was a leading manufacturer of football, baseball, american football, volleyball, and whatever type of playing balls you wanted. We set our course on finding a football manufacturer in Mexico willing to "bend" a little his production line in order to produce oval balls. Not one had survived the tough Asian competition. We finally found a craftsman in a remote peasant village in the state of Guerrero that was willing to hand-make our product. We sent samples on three different occasions, even sent some money in advance for "Don Pepe" to buy the necessary material. We never heard of him anymore, our only wish is that the tequila he bought with our advance money didn't give him too much of a headache.



From there we went to a big international company named "Voit", curiously it is owned by very modern, very enterprising young Mexican Businessmen. Their general director was instantly thrilled by the new product they could manufacture, as they have plans to enter the Argentinian market. In a week we had 200 splendid newly made rugby balls in Mexico. The balls were designed in Mexico City, the plans sent by internet, produced in the "Voit" plant in Pakistan, and flown through Los Angeles to Mexico's International Airport. The cost was half what "Don Pepe" wanted to charge us...."

The story of the shirts is more or less the same, with the result that in collaboration with "Deportex" a leading Mexican sport textile manufacturer we developed a resistant and fresh synthetic fabric, that you can dye easily in any uniform pattern you desire. The first year we sold more than 150 full rugby uniforms.

CONCLUSIONS

After three and half years, Mexican Rugby has made quite a come back, we now have:

- 9 Regular Major Teams
- 4 Junior Teams and
- 5 Women Teams

About 35 children between 9 and 12 gather every Saturday to play Rugby.

Rugby is not only played in Mexico City, but has spread to the cities of Guanajuato, Celaya, Cordoba and Guadalajara, and for next season we have promising young pre-teams in: Puebla, Oaxaca, Monterrey, Merida and Cancun.

We are trying to get the magnificent IRB program "Rugby World", the next Six Nations tournament and the next Rugby World Cup into open Mexican television, but most important of all we want to build our national Rugby center, nearby Mexico, so we have available grassy fields to play rugby. Grass is quite scarce in a 22 million people city perched in the mountains.

For all of this to become a reality we will need to change gears in our development program: we will absolutely need at least a salaried full time manager if we want to be able to cope with the enormous workload that all this development will bring. We know we can count on all our friends from NAWIRA to help us.



SELLING THE GAME - WHAT BUSINESSES NEED TO HEAR

Selling the Game

- Why Buy Rugby?

What Products are you selling?

- Describe the Product.

When do buyers want to buy?

- Determine the available budget.
- Which buyers/companies are you targeting? E.g. Soft drink companies.

What are the benefits?

- Increased sales.
- Community presence (youth development).
- Increased advertising.

What is the competitive environment?

- Who are you competing against?
- What are their strategies?
- Are the strategies successful?
- Why are they successful?
- How much are they adjusting their promotion?

What is your marketing package?

- Specific/customized proposals

Who is your target market?

- Which market will give you the desired result, when selling the sport.

Analysis Of The Product

What are the demographics of your players?

- Male/Female
- Youth
- Veterans

Specific Action

- Contacting firms.
- Companies for the marketing budget, media for coverage.
- “Small pay cheque big egos”
- Spokesperson(s)



RAISING RUGBY'S PROFILE

Sample Letter

KILLOE YOUTH RUGBY CLUB

C/O Mr. Jones,
73 Yellow Place,
Dater,
Wales

tel. +44 496 555

Mr. Seamus Dever,
Anglo Irish Bank.

Dear Mr. Dever,

Thanks to the continued support by the community over the years for Youth Rugby, we now have some 1800 youngsters playing rugby as part of their school curriculum. Also, over two hundred children participate in the Saturday games at the South Sound Rugby Union Field.

We are very much aware of the need for family involvement in successful youth programs and we really want to see families enjoying their time at the Rugby facilities, many of the children in our programs are members of families where either parent has been exposed to Rugby and many of the children and their families are trying the sport and the "Rugby Family" for the first time. We have seen an increase in the number of parents who now stay and watch their children participate and have a coffee and chat with other parents, which is very pleasing to see. We actively encourage parents to get involved with the program in any way. We know that our current facility is not best suited to the needs of Youth and family programs and it is in our plans to seek funding to allow us to better develop the club rooms to suit all of our programs.

We continue to encourage any children who have an interest in the game to come on down to the Union and give it a go, it is never too late to join experienced or not and we accept newcomers at any time through the year. The program runs from September through March. We know that the children have other interests and play other sports so we hope that when they have finished one program they can fit in some Rugby for a few weeks, we are very flexible and the emphasis is always on fun and participation.

Our Rugby Academy is nearing the end of its first year and the project has been a huge success thanks to the efforts of Adam Plunkette the Technical Director.

"The whole concept of the Academy is to give the Islands young men a focal point that is positive and demands dedication. The project is run by volunteers like Ian McGlynn and Derrick Hull who give up hours each week to coach the lads and ensure that they are receiving varied coaching other than that given by myself.

The grants and sponsorships of local companies has paid for this project and made it possible. Simply put they are investing in the youth of Killoe in the best way possible.

These young men have been in the gym every day for a 6am start since April. Lateness is not tolerated and absence has to be reported the same day. The training is to International



training standards and I am delighted with the effort that the boys have and are putting in. We can see some excellent progress being made by the squad members in fitness, dedication and leadership.

It is a requirement of the program that the players attend all sessions and work hard, they must put back into the community by coaching and refereeing younger children playing the sport. They must also volunteer for at least two community events each year. School grades must be maintained throughout the year and their conduct must be acceptable at all times. Of the fifteen boys who signed up in April eleven will see the end of the first year and graduate into the second. I am excited for the future of the sport at the elite levels when I see how much effort and dedication these players show every day. We hope to expand the program to twenty five members in 2004 and to also recruit our first female members towards the end of the year." stated Adam.

I will be most grateful if your company can sponsor Youth Rugby this season in order that our programmes can continue to expand. The sum of \$2000 has been the figure for the past few years but I will welcome any support. For information purposes I have attached accounts for the 2002/2003 season.

Yours faithfully,

Mr. Jones

President KRFU and Director Youth Rugby



TECHNICAL DIRECTOR REPORT May 2004.

Killoe Rugby Union Youth Program 2003/2004

Participants 2003/2004	1811
Club programs	145
National Programs	60
School programs (in class)	1080
School league (extra curriculem)	200
School tournament (House competitions)	308
Academy	18

SCHOOLS:

Red Bay Primary
St Ignatius
Killoe High School
Gray High School
Triple C
George Town primary

COMPETITIONS AND TOURNAMENTS.

National U16 and U18 teams played five home matches in February and March winning all five.
Gray Inter House seven a side tournament
George Hicks inter house tournament
Red Bay inter house tournament
Inter School tournament December 2002. All schools and all grades participated. Thirty teams representing 300 players with 10 all girl teams.
Inter school eight week league fixtures.

UNION PROGRAMS

These programs ran very well offering Rugby at the following levels
U6, U8, U10 ,U12 boys, U12 girls, U14 boys , U16 boys and U18 boys
These programs ran from October to March .

Rugby Academy began in April 2004 with fifteen members. Training is daily at Kings sports center and twice weekly in the afternoon. Scotia Bank, PWC, Boxalls, Andro are the current sponsors Currently still seeking sponsors the program is developing well and the players getting used to the elite levels of training required of them. The majority of boys on the program are between the ages of 15 and 17 which enables them to stay together and play at each age group for the next three years. They will then form the basis of the 2008 World Cup Qualifying team from the Cayman Islands. Each year as the boys pass the 19 year old mark they will graduate into the senior ranks and a new recruit will be placed into the program. In 2003 two players will graduate through the 19 year mark and need to be replaced.

FUTURE PLANS 2003 / 2004 REALIZED

Inter School League Play.

After a very successful inter school competition in December of 2002 the CRFU and school have agreed to try and play a midweek schedule of inter school matches during November and December of 2003 including teams at Grade 6 through Grade 10. This would be the first regular set of inter school matches within the islands for Rugby and would set up the club league program which runs from January through March.



REALIZED

Funding for two part time rugby development officers is being sought from IRB grants, government grants and private donation. The two RDO's would allow further development of the school and junior programs. Mathew Seales has done an excellent job with the delivery of school programs and we hope that the second RDO will be used expressly for women's developmental programs
In order to meet these coaching and refereeing needs, I have recently certified 23 new coaches to IRB level 1 and in partnership with the referees society we will be training a further thirty referees over the summer months.

WOMEN.

15's matches played in Cayman against Queens from Canada. The women will play their first International against Jamaica on June 18th.

TOUCH RUGBY.

Social touch continues and remains ever popular in the club. The league is once again up and running for the summer months and has proved to be ever more successful in 2004 with further four teams joining this year. Brian and Sophie Godfrey are to be congratulated on the set up and running of the event.

OVER 35'S.

The Oldies enjoyed the second Knackerfest last October during Pirates week. Three overseas teams joined us for a great weekend full of Rugby.

MEN.

Remain unbeaten retaining the Mayfair Cup, Becks Cup and Bermuda Challenge Cup . The men have played seven touring sides over the 2002/2003 year winning all matches except those against the Canada U23 team.

The Buccs won the Alex Alexander Trophy this year and the tournament was increased this year with a third round of matches being added. For the 2004/2005 season the Academy will play in the AA cup making up the fourth team.

The Northern Hemisphere won the Cup in the North Vs South Series.

MAJOR EVENTS 2003/2004 SEASON.

- June - Sept* Mixed touch league
- June* Supporters sevens & International Sevens
- October* Knackerfest, Navy ship match
- November* World Cup.
- January* Tour matches
- February* Heineken Sevens, Six Nations T.V., touring sides
- March* Canada U23 tour, Six Nations, St Patricks Day,
- April* Mixed Corporate sevens tournament
- May* Austin Tour

In closing the sport of Rugby continues to grow in Killoe at a very healthy rate and so far the Union is keeping up with the growing coaching, refereeing and administrative needs. The next eighteen months are going to be crucial in terms of resources both financial and physical as the sport is set to take even greater strides in the schools as well as through the top end market with the International Sevens tournament. Grants from the IRB and Government will need to increase if we are to offer the service required. In order to increase these grants it is imperative that we follow carefully the requirements for fine planning and reporting that these organizations require.

Now into my fourth year in this position I have no doubt that the sport of Rugby has an excellent future not only within Killoe but in terms of competition in the future.

Respectfully submitted

Adam Plunkette.



RECRUITING BUSINESS SUPPORT

Rugby may seem to be difficult to promote due to the fact it is not as popular worldwide as other leading sporting games like soccer, tennis and basketball. However support for the game of rugby can be a challenge to promote based on the negative attitude towards the game in this region, the West Indies. In any marketing institution it is taught that eye to eye contact is the best means to communicate for a positive feedback. Hence one needs to develop strong business relationships with top level executives in the business field in order to bring awareness of the game rugby.

There are times even the marketing manager has to skip to get to the higher person in charge or the highest person in command. This stand to reason as in this hemisphere, there are many expatriates who are operating well established business and are not aware that rugby personnel are trying to get their financial support as their supervisors just file sponsorship letters in file 13 (file where letters that are disregard are kept).

How to acquire Business support?

The public relation officer or any rugby personnel within the Union must attend functions or places where business executives are present. Once achieve face to face contact, sell what the game is about and how beneficial it is from those who participate. Sell it to the best of your knowledge. Then invite prospective sponsors to rugby games, functions and meeting to educate them of all aspect of the game in your country.

Strategize your written material

Rugby is not a product that you carry with you and sell it like a bottle soda. Therefore your written material must be very convincing. Your verbal sales pitch would have made it easier to put together your material. In your letter establish to the firm(s) what they can receive from sponsoring and how those who play rugby will benefit from their sponsorship. Be precise in your details. Many firms like to help with inner-city programs because it tells people that they care for social development in their country. This helps to promote the goodness of the firms. Make certain you are aware of all that your Union needs and have plan before approaching business executives.

After contact and sponsorship approval

All levels of communication that was carried out to acquire sponsor must continue to generate an embedded trust in the rugby Union. Even referrals can be acquired from these executives. We need to remember business executives have many friends or positive contacts in the same field of business or outside their field that can be great referrals. This systematic approach will have to be consistent or adjust to suit the situation in each Union, but the concepts remain the same. First make personal contact, followed by effective sponsor letter, show appreciation of sponsorship, maintain business relationship and acquire referrals.



PROMOTION

2nd International Sevens Rugby Tournament.
« TANGER SEVENS »

Northern zone of the African Rugby Confederation .
Fédération Royale Marocaine de Rugby.
Association Rugby Tanger.

AFTER THE SUCCESS OF THE 1ST TOURNAMENT.

The attached brochure will give you an overview of what has been the first 7s Rugby tournament

Our goals for this year:

- Improve public relations and communication to bring more spectators to the stadium.
- Increase the level of the competition.

BRIEF REMINDER: WHY 7S RUGBY?

- More spectacular since it is played as a tournament.
- More friendly with the participation of teams from different origins.
- Richer in exchanges.
- More surprising in sudden developments.

HOW TO SPONSOR THIS TOURNAMENT?

- With logistical support:
To transport, lodge and feed the teams during two days in Tangier.
- With Media support:
To take part in the creation of the posters and derived products.
- Which participants:
For the ARC: 5 countries: Senegal, Mali, Tunisia, Morocco and Nigeria.

For the FRMR: 3 ou 4 clubs to be determined.

For the A.E.R: Marbella & Grenada (Spain), Gibraltar (England), Bourg en Bresse (France), the team of the French co-operators.

And surprise guests.

OBJECTIVES OF THIS TOURNAMENT.

- To develop the practice of Rugby in the Northern zone.
- To make so that in the 3 years to come, this tournament is integrated in the future African circuit which will be managed by the ARC.
- To bring closer the 2 continents around passion the same sport.
- To take part in the revival of the Northern Zone.

SUPPORTS OF COMMUNICATION.

- Post Tournament.
- Mail dispatched to the various formations.
- Brochure.
- Derived products: Tee-shirts, caps, sweat shirts, streamers around the ground.
- Board of marks and postings of the competition.
- List committed godfathers: Coca-Cola, Sialim, Jacob Delafon, El Minzah Hotel, Ahlen Hotel, Afrique Industrie, Tarik Hotel, Bahssi Entreprises, Amanor, Onyx.
- Institutions: Wilaya of Tangier, Tourist Bureau of Tangier, Town hall of Tangier.

