



SPONSORSHIP 2022-2023

Dear Supporter,

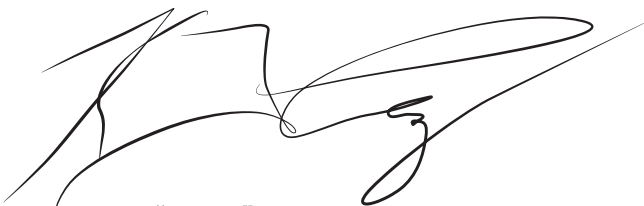
The Crescent City Rougaroux Rugby Football Club (RFC), Louisiana's first and only gay and inclusive rugby team is looking for sponsors and advertisers like you. Our mission is to promote fraternity, diversity, growth, and service while continuing to build a strong team and further the sport of rugby across Louisiana.

As we adjust to live and play amid the pandemic, we are excited to be able to participate in a number of national tournaments, home games, away games, and the 2022 Bingham Cup. The Bingham cup is a bi-annual international rugby tournament for all IGR teams across the globe. It is also the 2nd largest Rugby tournament in the world, and we couldn't be more thrilled to have our first experience at this high a level.

Your support is vital to our continued success and ability to maintain training equipment, rent fields for practices and games, hire referees, replace our uniforms, provide subsidies for our player's USA Rugby registration, club dues and travel costs. Our club will never turn away a player due to a lack of funds. We hope through these efforts we can be a true reflection of New Orleans and continue to be an organization that fosters team and community building.

We hope to welcome you to our rugby family and know with your support we will achieve our goals.

Kind Regards,



Kevin "Lynx" Murphy

President

901-644-6727

rougaroux@gmail.com



ABOUT THE CRESCENT CITY ROUGAROUX

Founded in the spring of 2017, the Crescent City Rougaroux RFC is Louisiana's first gay and inclusive rugby team. Team members come from a variety of backgrounds but share a common bond: a love of the sport and deep commitment to building a community that will have a strong impact in the Greater New Orleans area for years to come.

We seek to create a safe space that fosters team and community building. It is our goal that this space will cultivate growth through mentorship and camaraderie for people who are often isolated and underrepresented—while fostering openness and support among the team, both on and off the field.

Our players are deeply committed to community service and giving back to the people of Louisiana to date, the team has volunteered with organizations such as CresenCare, the Coalition to Restore Coastal Louisiana, Lous: New Orleans Queer Youth Theater, Rugby Relief, Son of Sain, The Morris Jeff Community School, Project Lazarus, Second harvest and Culture Aid NOLA. Your support will allow us to continue to have an impact on many causes and communities.





WHY SUPPORT THE CRESCENT CITY ROUGAROUX?

- Rugby is currently the fastest growing sport amongst athletes in the United States and most importantly, Louisiana.
- We are members of International Gay Rugby (IGR), Louisiana Rugby and the national governing body USA Rugby and the international governing body, World Rugby.
- Sponsorship contracts are for 18 months. However, supporters and members will keep apparel for years to come.
- Your name, logo and organization can be seen in front of committed fans at games, team events and socials, local and national establishments and internationally at the 2022 Bingham Cup in Ottawa, Canada.
- With over 1800+ followers collectively through our social media, your brand or organization has exposure to a unique audience of LGBTQ+ people and their allies.

WHERE DO YOUR CONTRIBUTIONS GO?

- Training equipment i.e. rugby balls, cones, pads, shields, etc.
- Equipment maintenance
- Team travel and lodging to games and tournaments
- Medical supplies & personnel
- Player registration/insurance and dues subsidies
- Field rentals and the hiring of referees for games and tournaments
- Hosting local, national and international tournaments
- Rugby kits (jerseys, socks, shorts, mouth guards, scrum caps, etc)





SPONSORSHIP TIERS

Your generous contributions to The Crescent City Rougaroux RFC are essential to securing and growing the club throughout the area and our continued outreach and competitive success. Thank you for your support!

TITLE SPONSOR

Tax Deductible Contribution: \$5,000 +

Recognition Gift: Framed & signed Crescent City Rougaroux jersey

Benefits:

- Recognized as a presenting sponsor of The Crescent City Rougaroux RFC
- Premium logo placement on jersey
- Premium logo placement on team banner featured at games/events
- Logo placement in digital and printed marketing materials
- Optional: One advertisement per month on social media channels for 18 months.
- Plus "Partner" benefits

PARTNER

Tax Deductible Contribution: \$3,500 to \$4,999

Recognition Gift: Framed & signed Crescent City Rougaroux jersey

Benefits:

- Logo placement on jersey in prominent location
- Logo placement on team banner featured at games/events
- Logo placement team website
- Mention in press releases
- Optional: One advertisement per month on social media channels for 12 months.
- Plus "Advocate" benefits

SPONSORSHIP TIERS (CONT)

ADVOCATE

Tax Deductible Contribution: \$2,500 to \$3,499

Recognition Gift: Crescent City Rougaroux signed rugby ball

Benefits:

- Logo placement on jersey. Third largest sized logo on jersey
- Logo placement on team banner featured at games/events
- Optional: One advertisement per month on social media channels for six months.
- Plus “Ally” benefits

ALLY

Tax Deductible Contribution: \$1,000 to \$2,499

Recognition Gift: Crescent City Rougaroux signed rugby ball

Benefits:

- Acknowledgment on social media pages i.e. Facebook & Instagram
- Exposure on social media prior and after games/events
- Plus “Supporter” benefits

SUPPORTER

Tax Deductible Contribution: \$500 to \$999

Recognition Gift: Crescent City Rougaroux signed rugby ball

Benefits:

- Logo on website in sponsor section

We recognize that sponsors may want to customize their package, so please do not hesitate to contact us if you'd like to discuss this opportunity further.



CRESCENT CITY
ROUGAROUX

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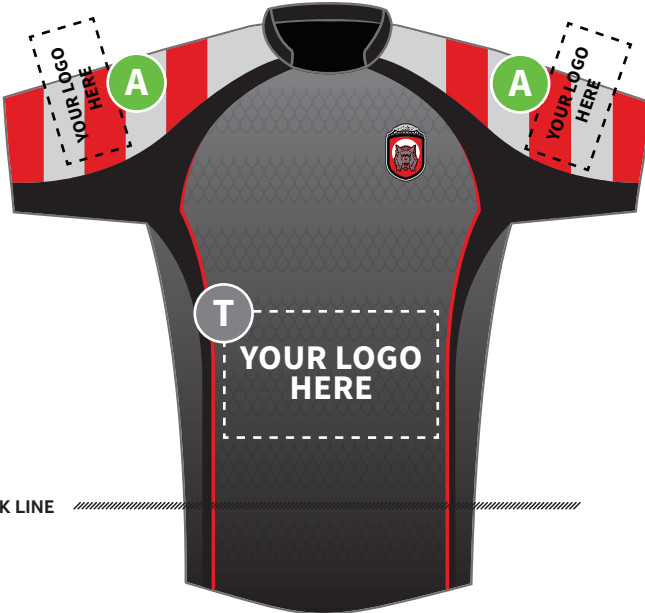
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SPONSORSHIP PLACEMENT - JERSEY

FRONT

BACK



- T** **TITLE SPONSOR**
\$5,000 +
- P** **PARTNER**
\$3,500 to \$4,999
- A** **ADVOCATE**
\$2,500 to \$3,499

Jersey design and final sponsor logo placement is subject to change.

SPONSORSHIP PLACEMENT - BANNER



SPONSORSHIP PLACEMENT - SOCIAL MEDIA

FACEBOOK COVER PHOTO



FACEBOOK/INSTAGRAM POST



A **ADVOCATE**
\$2,500 to \$3,499

P **PARTNER**
\$3,500 to \$4,999

T **TITLE SPONSOR**
\$5,000 +

For illustration purposes only. Design and logo placement is subject to change.

IN-KIND DONATIONS

We welcome individual donations in any amount. In addition, if you would like to be involved but cannot contribute a monetary donation, we would welcome a donation of products or services to meet our needs. Opportunities include apparel, travel-related donations, jerseys and team attire, embroidery and silk screening services, hotel accommodations, fitness or wellness services, catering, or promotional items, etc.

The Crescent City Rougaroux Rugby Football Club is a registered 501c3 non-profit organization.





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