



SPONSORSHIP PACKAGE | 2022



WHO WE ARE

Established in 1973, the Burlington Centaurs Rugby Football Club is the only competitive rugby organization in Burlington.

We are a not-for-profit organization that supports athletic and personal growth in the Burlington community. We support both male and female athletes from the ages of 5 to 85. We have over 300+ registered members in four divisions, Men, Women, Junior and Mini as well as 600+ supporters. We are forecasting more growth for the club in the upcoming years.

We are a committed organization who truly believe in the benefits rugby can bring to the community. We are dedicated to developing athletes for their life in the community.

Because rugby is a sport that includes the community we have adopted the motto: *"Friends through rugby; friends through life!"*

OUR VISION

As an organization we want to use rugby to teach our athletes life skills such as teamwork, respect, fair play, leadership, commitment, and mentorship, along with developing their athletics. To prepare our athletes to be contributing valuable members of our community.

WHY SPONSOR US

This year the Burlington Centaurs return to providing rugby to the community following the COVID pandemic.

Your support of the Centaurs means more to the community than ever to provide high level rugby programming to all age grades from U6 to our Senior Men and Women teams and our Old Boys team.

Our clubs is an active participant in multiple events held in the Burlington Community, including; the Sound of Music Festival, the Burlington Children's Festival, the CIBC Run for the Cure, and the Burlington Santa Claus Parade.

We also partner with the Ontario Provincial Rugby and Rugby Canada to host a wide variety of events including their respective clubs.

Specifically in partnership with Rugby Canada we host an indoor Rugby Academy for our juniors and an indoor touch rugby league with members in Halton and across the Golden Horseshoe.





ANALYTICS

SOCIAL MEDIA REACH

As part of our social media strategy, we will drive awareness to your company via your logo on our team gear. This includes but is not limited to:

- Posting high-quality images from our in-house photographer that will showcase your logo clearly
- Consistent community & member engagement
- Tagging your company
- Local Geotagging Burlington, Ontario
- Relevant hashtags
- Cross promotion with local community partners & athletes



1,340

**INSTAGRAM
FOLLOWERS**



649

**TWITTER
FOLLOWERS**



1,135

**FACEBOOK
FOLLOWERS**

Highest Audience Demographic in the 25-34 and 35-44 range.

**REGISTERED MEMBERS & E-MAIL
SUBSCRIBERS: 550**



SPONSORSHIP PACKAGES

GENERAL

	PLATINUM \$3,000	GOLD \$2,000	SILVER \$1,000	BRONZE \$500
Burlington Naming Rights/Signage	✓	✓	✓	✓
Burlington Field Sponsorship	✓	✓	✓	
Game Day Programs (logo on cover)	✓			
Game Day Program (logo)		✓	✓	✓
Post-Game Polo Shirt Naming Rights	✓			
Training Shirt (logo)		✓		
Team Photo			✓	✓
Team Photo Plaque	✓	✓		
Playing Jersey Primary Logo Placement (chest) *awarded to first Platinum Sponsor*	✓	✓		
Playing Jersey Secondary Logo Placement (back)	✓			
Playing Jersey Tertiary Logo Placement (sleeves)	✓	✓		

COMMUNICATIONS

	PLATINUM \$3,000	GOLD \$2,000	SILVER \$1,000	BRONZE \$500
Website Ad	✓	✓	✓	✓
Website Link	✓	✓		
Interclub Communications Profile (emails, flyers etc.)	✓	✓	✓	✓
Permission to use Centaurs Logo	✓	✓	✓	✓
Complimentary VIP Tickets to Premium Matches	✓	✓		
Community Event Representation	✓	✓		
Social Media Recognition	✓	✓	✓	

APPLY FOR SPONSORSHIP

