



SPONSORSHIP PACKAGE | 2022

THANK YOU

On behalf of the Burlington Centaurs Rugby Club, we would like to extend a heartfelt Thank you for your 2021 sponsorship donation.

It is no small statement to say that our ability to compete and provide a positive sport environment for all our members and their families is not possible without your support.

During the pandemic, the world had a reduced access to sport and sports programming.

Despite the trials of 2020 and 2021 our club was able to provide the following programming:

- Senior Men's reduced competitive season
- Senior Women's reduced game schedule and tournament style play
- Junior Programming and games
- Minis programming and summer day camps
- Centaurs Academy programming

As we look forward into our new season, we are very excited to bring back rugby and rugby training for all levels of our club as well as the Burlington and Halton Communities

We hope that you will join back in support of our Club and renew / increase your Sponsorship donation.

Below we outline our sponsorship packages available for this year and invite you contact us.

If you have any questions or would like to discuss individual sponsorship packages please contact us at:

Katie Sawicky, Sponsorship Director
katie.sawicky@gmail.com
289-686-0093

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

