

## **Unique Business Promotion Opportunity**

- Target thousands of prospective customers in an original way.
- Be first to corner an exclusive clientele.
- Promote your business's services and products.
- Promote your name in the community.
- Promote active lifestyles for our community youth.

## **Advertise at Titans Rugby Park**

### **Red Deer Titans Rugby incorporates:**

- Hundreds of High School Rugby Players – boys and girls.
- Hundreds of Parents and Spectators of H.S. Rugby Players.
- Dozens of Community Youth Rugby Players and their families.
- Numerous Senior Men, Women and Junior U18 Rugby teams throughout the province.
- Hundreds of Elite Players as Titans Rugby Park is the Centre of Excellence for Provincial Representative Teams for all ages from Under 16's to Senior Women.

**Prime Location: Titans Rugby Park – 3 km. West of Gasoline Alley on McKenzie Road, 0.5 km. South on Waskasoo Ave. next to Highway 2A.**

### **Explore these Unique Signage Opportunities:**

- ✓ Fence line signage facing Highway 2A.
- ✓ Large clubhouse building wall space (50' X 25' side).
- ✓ Two tiered Deck Railing on 70' X 10' X 2 deck facing rugby pitches for players and fans.
- ✓ Two, full sized rugby pitches providing 100 m. each sideline space.
- ✓ Storage shed walls in clear view.
- ✓ Clubhouse Wall of Fame Plaques.
- ✓ Newly completed Change Room Door signs – name recognition.
- ✓ Bleacher Banners
- ✓ Goal Post Pads (8)

### **Cost Breakdown of Signage Opportunities:**

- West Fence Line Signage visible from Highway 2A - \$2,000 per season.

(3' X 20' banner estimated cost \$555)

- Building Wall Banner – exclusive use of West Wall \$3,000 for first season, \$1,500 for second season. West wall is first viewed when entering the parking lot.
- Deck Railing banner 10' X 2' facing playing pitches. \$1,000 for first season, \$500 for each season after. ( 2' X 10' banner estimated cost \$185)
- Pitch (field) Sideline Triangular Sign \$750 first season, \$500 per each season after.
- Storage Shed Wall Banner (west side) \$500 per season.
- Clubhouse Wall of Fame Plaque Sponsor \$250 per season
- Change Room Door Signs name designation \$500 per season. ( 5 new rooms available)
- Goal Post Pads ( main pitch \$300 ea., east pitch \$250 ea., 8 available)
- Bleacher Banners \$400 per season.

### **Other Exceptional Advertising Opportunities Include:**

- **Sponsor a Club Team** – \$3,000 – Name recognition in media, jersey logos, deck banner, clubhouse wall plaque, framed team photo, website logo, poster logo, business card logo.

#### Titans' Club Teams:

- Senior Men 1<sup>st</sup> Div. and 3<sup>rd</sup> Div.
  - Women's Premier Div.; Women's 1<sup>st</sup>. Div.
  - Junior Men U18; Junior Women U18.
- Website Ad at [www.titansrugby.com](http://www.titansrugby.com) - Logo on home page \$300 per year.
  - Club Promotion Poster business logo. ( see sample) \$200 per season.
  - Game Jerseys Business Logos embroidered/ printed. \$500 per 22 jerseys for each team.
  - Golf Shirt, T-shirt and other clothing gear logos. Costs to be determined.

### **Youth Rugby Sponsorship:**

- **Titans Rugby Foundation** for Junior Titans on Alberta Representative Teams at National Rugby Championships for Boys U18, U16; Girls U19, U17 Divisions.

– Platinum Donation \$400, Gold \$300, Silver \$200, Bronze \$100.

*Each season the Titans provide financial support to an average of ten local players who are selected to these teams.*

- **Adopt a School Program** \$700 per school. Cost breakdown per school:
  - ✓ Ten size four balls @ \$21 ea. = \$210
  - ✓ Four dozen belts and flags @ \$20 per dozen = \$80
  - ✓ Fifteen t-shirts with business name or logo @ \$12 ea. = \$180
  - ✓ Advertising, marketing, promotion = \$100.
  - ✓ Field usage, coaching, administration, med. Kit, others = \$130

*Last spring the Titans provided rugby instruction to the following schools during physical education classes: G. H. Dawe, Eastview, Maryview, LTCHS, Oriole Park, Grandview, Joseph Welsh, St. Patrick's, Annie L. Gaetz, West Park Middle School, Mother Teresa, Mattie McCullough, Aspen Height, Mountview.*

**Central Alberta Boys and Girls High School Rugby League (2008)** included the following high schools and rural communities: LTCHS, Hunting Hills, Notre Dame H.S., Alix, Rimbey, Olds, Rocky, Innisfail, Drayton Valley.

**Benefits to Business Supporters** – usage of Titans Clubhouse at special rates. Meetings, staff parties, bbq's, family functions, etc.

**For further information, viewing of Titans Rugby Park, ordering advertising or providing sponsorship please contact:**

**Norm McDougall, Red Deer Titans Youth Director and Club Sponsorship Committee.**

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