



**Vikings Tour to Fiji Sponsor and
Partnership Opportunities
Tuggeranong Valley Rugby Union
Football Club**

2020



**Partner with the
Tuggeranong Vikings on our
Tour to Fiji in 2020 and
expose your brand and your
story internationally. Support
the development of our
future and current Vikings
who will use this experience
as an opportunity to hit the
ground running for the John I
Dent Cup in 2020.**



The Tour

The Vikings have a proud history of affording our players international experiences through our unique Rugby Tours. In the past, the Vikings have travelled to New Zealand, Singapore, several other countries in Asia and even domestically to different parts of Australia. Rugby Tours allow the playing group to bond on and off the field and ensure success in the forthcoming season. Following our 2018 Tour of Singapore, the Vikings featured every Grade in the Grand Final, winning three of those finals (1st Grade, Colts, Womens). Players also develop cultural awareness through exposure to foreign customs; the Club organizes activities that benefit the country visited such as school rugby visits and community service initiatives.



The Club, Vikings Rugby

Founded in 1973, the Tuggeranong Valley Rugby Union Football Club (TVRUFC) emerged from the efforts of a few like-minded individuals with one thing in common – a passion for Rugby Union. Since our inception, the Tuggeranong Vikings have made a prominent footprint in the Tuggeranong Valley, the ACT, nationally and internationally – often compared as the benchmark of Club Rugby in Australia.



VIKINGS



Vikings
TUGGERANONG
RUGBY UNION

Why Partner with the Vikings for our Tour to Fiji?

Vikings Rugby is built on a foundation of success. Our Rugby Tours allow our players to fast track preseason training and the social cohesion that translates to success on field. Your support allows the touring party to immerse themselves in a foreign culture and develop necessary life skills, such as appreciation, compassion, humility and cultural acceptance. Through your support, the touring party will experience a unique part of the world that they otherwise would never have travelled to. In addition, playing Rugby in a foreign country is an experience our players will never forget.

Your support of our tour provides you with an opportunity to expose your brand locally and internationally – depending on your level of investment, you will feature in all of our social media promotion preceding and during the Tour, be promoted on our Tour playing, training and off-field attire and receive exclusive Vikings Rugby Tour merchandise.

For those wanting to make the most of their experience as a Tour Sponsor, you have the option of joining us on our Rugby Tour to Fiji – sharing in similar experiences to our touring party, watching some world-class Rugby and becoming a part of our international legacy.



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How Can We Help You Grow Your Brand?

We have several platforms that will assist in promoting your business, your message and your story.

Start with our strong **Online Presence:**



- 4,458 Facebook Likes
- 4,529 Facebook Followers
- Avg Facebook Reach of 14,071 per month; Avg Facebook Engagement of 21,965 per month
- 1,460 Instagram Followers
- 741 e-News Subscribers
- Avg 5,846 website views per month

On-Field Presence

The Vikings are renowned for their attacking Rugby, ability to score tries and win games – you have the opportunity to brand yourself on our exclusive Tour playing and training attire as the players test themselves against some of the best Fijian local talent.

Off-Field Presence

The Tuggeranong Vikings have the backing of the award-winning Vikings Group of Licensed Clubs. An investment in Vikings Rugby offers your business exposure across four unique locations, advertising your brand through a range of opportunities at the Licensed Group of Clubs. Other options include brand placement at our various networking events, digital media and merchandise.

As you can see, by partnering with the Vikings, we can offer you a unique opportunity to expose your business to a wide variety of consumers.

VIKINGS



Our Tour Sponsors and Partners receive benefits that deliver more than just visibility. We add creativity through custom designed sponsor packages to prioritise meaningful and relevant engagement connecting you with our broad audience, which in turn broadens yours. There are several inclusions that can be worked into your tour sponsorship, detailed on the following page.



RUGBY TOUR SPONSORSHIP



Inclusions

Vikings Rugby will work with you to design a suitable sponsorship package with the following inclusions based on your level of investment. These are common inclusions listed below – we have several other options available depending on your needs.

Merchandise Brand Exposure

- **Front/Back/Sleeve of Jersey logo placement on every Tour Jersey.**
- **Logo placement on Tour Shorts and training shirt.**
- **Logo placement on Tour off-field apparel and merchandise.**

Game Day Brand Exposure

- **4m Fence signs on perimeter of Viking Park.**
- **Multiple acknowledgments as a Sponsor at Home Games via ground announcement.**
- **Logo featured in all ACTRU 'Stampede' publications.**

Vikings Rugby Events

- **Invites to Vikings Rugby events – Sponsor's Day, Sportsman's Luncheon, Ladies Day**
- **Invite to Vikings Fiji Rugby Tour (4 nights of 4 star accommodation including flights/taxes/transfers)**

Digital Brand Exposure

- **Acknowledgement as a Sponsor in Vikings Rugby Tour social media content.**
- **Acknowledgement as a Sponsor of Vikings Rugby Tour on e-news, website.**
- **Opportunity to distribute digital content, products, services, sales or specials via Vikings Rugby social media, e-news, website.**
- **Logo placement on Vikings Rugby website, linked to your website.**

Print Brand Exposure

- **Leading logo placement on official Vikings Rugby Tour letterhead and information booklet.**
- **Prominent logo placement on backlit signs at Vikings Erindale Club.**
- **Logo placement in 'Rugby TV' at Vikings Group Licenced Clubs**

Vikings Rugby Apparel

- **Provision of Vikings Rugby Tour merchandise**

We are Vikings. We are Proud.

For the players, support staff and tourists that join us on our Rugby Tours, it is an experience of a lifetime, shared with some of their closest mates in the world. They will experience new customs, new cultures, and form new memories in Rugby that they will always cherish, thanks largely to your support. When you partner with the Vikings, we see your investment as more than just your time and money. We see a partner that wants the most out of their experience and the most for the players they are prepared to support, too. And you will be a Viking. And you will be proud.

Sponsorship Enquiries

Ryne Bowden

Rugby Administration Manager

(02) 6209 5514

0432 144 274

ryne.bowden@vikings.com.au

Brendan Allardyce

TVRUFC President

0417 243 110

brendan.allardyce@dss.gov.au

Official Website

vikingsrugby.com.au

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