



**Sponsor and Partnership
Opportunities**

**Tuggeranong Valley Rugby Union
Football Club**

2021

**Partner with the premier
Rugby club in Australia, the
Tuggeranong Vikings and
expose your brand and your
story to the dedicated and
passionate ACT Rugby
community. Play your part in
supporting grass roots Rugby
for current and future
Vikings.**



The Competition

The John I Dent Cup is the ACT's premier local competition. Administered by Brumbies Rugby and contested by six teams, the John I Dent Cup features six divisions – 1st Grade, 2nd Grade, Colts (U20s), Women's, 3rd Grade and 4th Grade. The Vikings have a team in every division of this competition. The competition generally spans across fourteen rounds, with the Vikings hosting seven to eight home fixtures. Following the regular season, there are three rounds of finals – all of which are held at Viking Park. Games are live streamed on Facebook and covered on the local news.



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?

The Vikings have a proud history with a loyal and passionate group of supporters. Our organization holds itself to a high standard of professionalism, led by a dynamic Committee, esteemed coaching, development and administration staff, highly qualified volunteer support staff and a diverse roster of players.

The Vikings Are:

A Successful Club

In the past decade, the Vikings have been awarded the John I Dent Club Championship, awarded to the most successful Club across all Grades in the ACT Rugby Competition, 8 times of the past 10.

In 2020 the Vikings featured 5 of 6 Grades in the Finals series. The Vikings 1st Grade side has featured in 10 of the last 12 Grand Finals, and have also finished as Minor Premiers 4 times in the last 5 years.

Over one hundred and forty Vikings players have represented the ACT (at various Brumbies levels) – over fifty of those players have gone on to represent their country.

At the 2020 Macdougall Medal Ceremony, the John I Dent Cup competition awards night, Vikings players Isaac Henry and Zali Waihape-Andrews were awarded the Macdougall Medal and Louise Ferris medal for best male and female player in the competition.



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An Inclusive Club

The Vikings welcome players from all cultural and ethnic backgrounds and feature a Women's team, an U20s team, up to five senior Men's teams, a strong Junior Club for both boys and girls and a program called the Modified Rugby Program for children with learning and perceptual difficulties. We have a broad spectrum of players from the elite down to the social battler.

In 2020 the Vikings continued their Reconciliation Action Plan to support current and future Indigenous players.



A Social Club

The Vikings have a strong family atmosphere, providing entertainment for our junior and senior supporters through state-of-the-art facilities for all fans to enjoy their game day experience, which include our Red Army bunker on the sideline of Viking Park and a Sports Bar for after match festivities.

Annually, the Vikings host a Ladies Day, Charity Day, Sponsors Day, Sportsman's Luncheon and Old Boys Day, which all of our sponsors and partners are invited too.

Committed to Grass Roots Rugby

The Vikings are committed to the development of its players. In 2020, we introduced the Generation Red program, in collaboration with our Junior club. Gen Red provides elite coaching support, training, and development opportunities to our U18-U16 boys and girls. The program assists in our development and retention of Vikings senior players.



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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:**



- 4,747 Facebook Likes
- 4,921 Facebook Followers
- Avg 4,500 Facebook Live Video viewers per game
- Avg Facebook Reach of 14,000 per month; Avg Facebook Engagement of 22,000 per month
- 2,005 Instagram Followers
- 707 e-News Subscribers
- Avg 6,000 website views per month

On-Field Presence

The Vikings are fortunate to call Viking Park in Erindale home. Viking Park provides your brand maximum exposure not just at home games but to all who frequent the facility and adjacent Licensed Club on a regular basis. The Vikings are renowned for their attacking Rugby, ability to score tries and win games – you have the opportunity to brand yourself on the players and the game with a variety of options.

Off-Field Presence

The Tuggeranong Vikings have the backing of the award-winning Vikings Group of Licenced Clubs. An investment in Vikings Rugby offers your business exposure across four unique locations, advertising your brand through a range of opportunities at the Licenced 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



Vikings
TUGGERANONG
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Our 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 five tiers of sponsorship, detailed in the following pages.



PLATINUM SPONSORSHIP



Inclusions

This is our highest and most exclusive level of Sponsorship. Marvel at the benefits of a Platinum partnership through prominent brand and product placement on and off field and become what is essentially our 24th man.

Merchandise Brand Exposure

- **Leading logo placement on every Grade's playing jersey.**
- **Logo placement on other Club Playing Attire.**
- **Logo placement on Club off-field apparel and merchandise.**
- **Logo on the back of 1st Grade playing jersey.**

Game Day Brand Exposure

- **Two, 4m Fence signs on perimeter of Viking Park.**
- **One, standing sign located on top of hill at Southern End of Viking Park.**
- **Multiple acknowledgments as a Platinum Sponsor at Home Games via ground announcement.**
- **Logo featured in all ACTRU 'Stampede' publications.**
- **Grandstand fascia signage.**

Vikings Rugby Events

- **Up to 10 invites to all Vikings Rugby events.**
- **1 x Invite to Annual Sponsors Trip**

Digital Brand Exposure

- **Acknowledgement as a Platinum sponsor in team announcements via Vikings Rugby social media.**
- **Acknowledgement as Platinum Sponsor on Vikings Rugby social media, 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.**
- **Logo on Rugby TV at Vikings Group of Clubs.**

Print Brand Exposure

- **Leading logo placement on official Vikings Rugby letterhead.**
- **Logo on Media wall on Viking Park changerooms and Vikings Rugby events.**
- **Prominent logo placement on backlit signs at Vikings Erindale Club.**

Vikings Rugby Apparel

- **Provision of Vikings Rugby polos, sponsor jackets, training and playing kit.**
- **One framed Vikings playing jersey.**



GOLD SPONSORSHIP

Inclusions

This is our second tier of Sponsorship. As a Gold Partner you are including in our networking functions, branding at games and presented exposure on official Vikings apparel.

Merchandise Brand Exposure

- **Leading logo placement on one Grade's playing jerseys.**
- **Logo placement on other Club Playing Attire.**
- **Logo on the back of 1st Grade playing jersey.**

Game Day Brand Exposure

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

Vikings Rugby Events

- **Up to Four invites to all Vikings Rugby events – Ladies Day, Sportsman's Luncheon, Sponsors Day.**

Digital Brand Exposure

- **Acknowledgement as Gold Sponsor on Vikings Rugby social media and e-news.**
- **Opportunity to distribute digital content via Vikings Rugby social media and e-news.**
- **Logo placement on Vikings Rugby website linked to your website.**
- **Logo on Rugby TV at Vikings Group of Clubs.**

Print Brand Exposure

- **Leading logo placement on official Vikings Rugby letterhead.**
- **Prominent logo placement on backlit signs at Vikings Erindale Club.**

Vikings Rugby Apparel

- **Provision of Vikings Rugby polos, sponsor jackets and training kit.**



SILVER SPONSORSHIP

Inclusions

This is our third tier of sponsorship. As a Silver Partner you are included in our networking functions and branding at the games.

Merchandise Brand Exposure

- **Logo placement on Lower Grade or ViQueens playing jerseys.**
- **Logo on the back of 1st Grade playing jersey.**

Game Day Brand Exposure

- **One, 4m Fence sign on perimeter of Viking Park.**
- **Logo featured in all ACTRU 'Stampede' publications.**

Vikings Rugby Events

- **Two invites to all Vikings Rugby events – Ladies Day, Sportsman's Luncheon, Sponsors Day.**

Digital Brand Exposure

- **Acknowledgement as Silver Sponsor on Vikings Rugby e-news.**
- **Logo placement on Vikings Rugby website linked to your website.**
- **Logo on Rugby TV at Vikings Group of Clubs.**

Print Brand Exposure

- **Prominent logo placement on backlit signs at Vikings Erindale Club.**

Vikings Rugby Apparel

- **Provision of one Vikings Rugby polo & sponsor jacket.**



JERSEY SPONSOR

Inclusions

This can be included as part of a larger package or as a standalone investment. A jersey partner receives maximum on-field exposure, with your brand prominently placed on the back of an elite player's jersey.

Merchandise Brand Exposure

- **Logo on the back of 1st Grade playing jersey*.**

***Jersey number is randomly allocated prior to season commencing.**

Game Day Brand Exposure

- **Logo featured in all ACTRU 'Stampede' publications.**

Vikings Rugby Events

- **One invite to Vikings Rugby Ladies Day and Sponsors Day.**
- **Opportunity to purchase discounted tickets to Vikings Rugby networking events, such as Sponsors Day, Sportsman's Luncheon and Ladies Day.**

Digital Brand Exposure

- **Logo placement on Vikings Rugby website linked to your website.**

Print Brand Exposure

- **Prominent logo placement on backlit signs at Vikings Erindale Club.**

Vikings Rugby Apparel

- **Provision of one Vikings Rugby polo**



Inclusions

This can be included as part of a larger package or as a standalone investment. This is an introductory level of partnership, providing your business maximum exposure by helping a player get on the field by assisting with their registration fees.

Game Day Brand Exposure

- **Company name featured in all ACTRU 'Stampede' publications.**

Vikings Rugby Events

- **One invite to Vikings Rugby Sponsors Day.**
- **Opportunity to purchase discounted tickets to Vikings Rugby networking events, such as Sponsors Day, Sportsman's Luncheon and Ladies Day.**

Additional Player Sponsors

- **Discount on sponsoring multiple players.**

Digital Brand Exposure

- **Company name next to Player photo on Vikings Rugby website, with link to your website.**
- **Logo on Rugby TV at Vikings Group of Clubs.**

Print Brand Exposure

- **Company name next to Player photo on Player Sponsor board next to Canteen at Viking Park.**

Vikings Rugby Apparel

- **Provision of one Vikings Rugby polo**



Vikings Rugby Tours

Vikings Rugby have a proud history of domestic and international Rugby tours. Through our unique Rugby tours, which occur biennially during our preseason, our players and support staff participate in training camps, matches and immerse themselves in foreign customs and cultures. In 2020, the Vikings travelled to Fiji, with sponsors branded on the exclusive tour kit, digital media and several even joined us as a Tourist.

Generation Red

The Vikings have a strong affiliation with the Junior Vikings Rugby Union Club. Many of our senior players, past and present, have progressed through our Junior Vikings pathway to become regular 1st Graders, Brumbies and Wallabies. Hence, we established our 'Generation Red' program in 2020, to support the development of our Junior Vikings and keep them actively involved in the Senior Club. Show your support for grassroots Rugby and include either a contribution to Generation Red in your sponsorship or Player Sponsor one of our talented Gen Red players. Perks include social media acknowledgment, field signage and invites to social events.

Modified Rugby Program (MRP)

An incredible opportunity to make Rugby an inclusive sport for all Australian's. The MRP is a world first, touch-only version of Rugby that caters for children with learning and perceptual difficulties. Your investment into this program will assist in paying for the participants registration, PlayerMentor training, apparel for the participants and equipment for the program. Take this opportunity and have your brand associated with a very special program.

Plus, much more.

Be Viking Proud.

For many of our players, support staff and fans, the Tuggeranong Valley Rugby Union Club is more than just a Rugby Club. For us, playing for the Vikings is a way of life – Vikings is a home away from home, a family everyone can belong to, an organization that radiates passion for Rugby as much as the players who take the field. 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. 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@y7mail.com

Official Website

vikingsrugby.com.au

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