



COLLEGE RIFLES RUGBY UNION & SPORTS CLUB INC.

Join us as our sponsorship partner as we celebrate our 125th Anniversary
Year!



Why Sponsor College Rifles?

We Connect You
To Our People...
through our
database, email,
website, onsite
activations,
naming rights,
signage and word
of mouth...

- * We are one of Auckland's leading multisport facility with over 6,500 members across all our sports.
- * Our players come from throughout the Auckland region: 24% Orakei, 36% South, 29% Central, 7% East, 4% North with 39% Pacific Island, 36% NZ European, 11% Maori, 3% Asian.
- * We have the most successful women's rugby club program in NZ with a high performing premier team in 2021.
- * And we have players from 4 years of age through to 80 years old.



STATISTICS 2021

SENIOR RUGBY:

302 Registered Senior Players

We field a total of 8 Senior Grade Teams

We field 2 Women's Teams

We field 1 Under 85kg Weight Restricted Team

We field 1 fully Social Team the CROCS

150+ Coaches, Managers and Volunteers

JUNIOR RUGBY:

480 Junior Players

428 / 89% boys

52 / 12% girls

150+ Coaches, Managers and Volunteers



And this Year is Like No Other – 125 years!



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- On April 23rd we're holding a family day at the club with food trucks, kid's games, premier games, and other fun activities for the Remuera community.
 - We're inviting former club members from all over New Zealand for a club night with food, fun and activities geared up to bring in current and previous teams.
 - On April 24th we're hosting a luncheon to celebrate our members, and we'll be inviting some special guests.
 - Then on April 25th we will remember the fallen, on ANZAC Day.
 - And finally, the life members will be celebrated on July 16th at a dinner to officially celebrate our Anniversary.





How Do We Connect You?

- For the Anniversary weekend of April 23rd, we are looking for a naming sponsor who will not only be all over our events comms, but you'll also be a part of the luncheon. Just let us know how you want to shape this sponsorship and we'll react.
- We're looking for \$12,000 dollars to support our Anniversary while we give you the best value.
- This is a great opportunity to reach our huge past and present membership base with the activatin of your choice...

AND... we have all our other regular opportunities to be a part of the club for our loyal family of sponsors..





OTHER SPONSORSHIP OPPORTUNITIES

- BACK OF JERSEY SPONSOR
- With the strength of our Women's Premiers, and interest from current sponsors, we now offer a dual sponsorship opportunity. You will get sole back of jersey logo on both our Premier Men's and Premier Women's jerseys. All you need to do is select which number.
- Price: Numbers 1-15 are \$1,500 + GST and numbers 16-23 are \$750 + GST.
- Share your brand - Pitch side banner, social media campaigns (social posts throughout the season to drive engagement with your brand and any promotions or developments), logo in weekly newsletter and logo on website.
- Sponsors Luncheon, Free use of Club facilities for events and functions, end of season Sponsors Function and access to players for Corporate Promotion.





OTHER SPONSORSHIP OPPORTUNITIES

- JUNIOR RUGBY NAMING RIGHTS SPONSOR
- Naming rights for our Club Junior Rugby programme. With over 40 Junior rugby teams, over 470 junior players and over 800 supportive parents this is an opportunity you don't want to miss out on. This is the first time we are seeking an official Junior Rugby sponsor and includes:
- Price: \$10k pa + GST.
- Sponsors brand on all ball "boy" shirts at Senior Grade home games.
- Share your brand - Pitch side banner, social media campaigns (social posts throughout the season to drive engagement with your brand and any promotions or developments), logo in weekly newsletter and logo on website.
- Sponsors Luncheon, Free use of Club facilities for events and functions and end of season Sponsors Function.

OTHER SPONSORSHIP OPPORTUNITIES

- MENS PREMIERS

- Our Premier Men compete at a very high level and consistently reach the semi final stages of the Auckland Rugby competition. We play an entertaining brand of rugby, different to most other teams in the competition.

- Price: \$15k pa + GST

- Team Naming Rights and Front of Jersey Logo

- Share your brand - Pitch side banner, social media campaigns (social posts throughout the season to drive engagement with your brand and any promotions or developments), logo in weekly newsletter and logo on website.

- Sponsors Luncheon, Free use of Club facilities for events and functions, end of season Sponsors Function and access to players for Corporate Promotion.



OTHER SPONSORSHIP OPPORTUNITIES

- WOMENS SPONSORSHIP

- The strength of women's rugby at College Rifles is testament to the culture developed over 25 years. We are working closely with Auckland and NZ Rugby to play a significant role during the Women's World Cup and Pacific Nations Cup to be hosted across Auckland and surrounds in 2021. We field women's teams in Premier, Development, U15 and growing Junior numbers.

- Price: \$15k pa + GST
- Team Naming Rights and front of Jersey Logo
- Share your brand - Pitch side banner, social media campaigns (social posts throughout the season to drive engagement with your brand and any promotions or developments), logo in weekly newsletter and logo on website.
- Sponsors Luncheon, Free use of Club facilities for events and functions, end of season Sponsors Function and access to players for Corporate Promotion.





OTHER SPONSORSHIP OPPORTUNITIES

MENS PREMIER DEVELOPMENT

Our Premier Development team also competes in the top four of their competition and have secured the championship trophy in 2018 and 2019. This grade is critical in the development of our young athletes.

- Price: \$7.5k pa + GST
- Team Naming Rights and Front of Jersey Logo.

Share your brand - Pitch side banner, social media campaigns (social posts throughout the season to drive engagement with your brand and any promotions or developments), logo in weekly newsletter and logo on website.

Sponsors Luncheon, Free use of Club facilities for events and functions, end of season Sponsors Function and access to players for Corporate Promotion.

OTHER SPONSORSHIP OPPORTUNITIES

- MENS U21's
- Rifles has consistently performed to a high standard in this grade with many players now having developed through into our senior men's teams. 2019 was a rebuilding year with a very young side who are looking to achieve great things in 2022.
- Price: \$7.5k pa + GST
- Team Naming Rights and Front of Jersey Logo
- Share your brand - Pitch side banner, social media campaigns (social posts throughout the season to drive engagement with your brand and any promotions or developments), logo in weekly newsletter and logo on website.
- Sponsors Luncheon, Free use of Club facilities for events and functions, end of season Sponsors Function and access to players for Corporate Promotion.



OTHER SPONSORSHIP OPPORTUNITIES

- **UNDER 85kgs**

- The growth of this grade is an appealing level to play in and has resulted in NZRU creating a National Tournament. Rifles has a long history in the U85s grade which we promote extensively as we have many players who meet this demographic. A great time for everyone, on and off the field.

- Price: \$7.5k pa + GST

- Team Naming Rights and Front of Jersey Logo

- Share your brand - Pitch side banner, social media campaigns (social posts throughout the season to drive engagement with your brand and any promotions or developments), logo in weekly newsletter and logo on website.

- Sponsors Luncheon, Free use of Club facilities for events and functions, end of season Sponsors Function and access to players for Corporate Promotion.





**For any further queries please contact:
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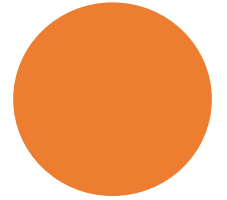
COLLEGE RIFLES RUGBY UNION & SPORTS CLUB INC.

APPENDIX
Our Values
Our Facilities
Our Community



OUR VALUES

- Respectful of our History and Foundations:
 - *As we move into 125th Celebrations in 2022, we are proud of our history and traditions that have been developed over many years but also that we are proactive, forward thinking & moving with the times to remain relevant in our community.*
- Inclusive:
 - *We encourage diversity, welcoming all who want to be a part of our Club and we provide a range of sporting options for all ages, size, ability and ambition levels with members coming from all walks of life and backgrounds to be a part of our Club.*
- A Focus on Healthy Lifestyles and Being Active:
 - *An extensive range of activities are undertaken at our Club with a focus on promoting Health & Wellbeing and active lifestyles in our community.*
- Innovative:
 - *Moving with the times, we have continued to evolve but remain steadfast in the knowledge that team-work, sportsmanship and competition are values which we foster and encourage.*



OUR VALUES

- A Safe Environment
 - *Our Club operates with a Code of Conduct for all members & users, along with maintaining a comprehensive Health & Safety Plan, taking measures to maximise safety on and off the sports field along with having a commitment to Mental Health & Wellbeing education and resources.*
- Sustainable
 - *We maintain practical ways to reduce our environmental impact and encourage less wasteful lifestyles and focus on reusable and sustainable products within the Club complex. We also support those who are struggling to be able to afford to play sport by reducing fees and assisting those in need where possible.*
- Fun
 - *As a sports club we maintain a focus on fun and enjoyment while undertaking activities at College Rifles. We encourage all to enjoy the facilities, make friends and relish the company of one another to develop longstanding relationships and friendships built through sport, teamwork and the community that exists at College Rifles as part of the wider community.*



FACILITIES & OPERATIONS

- Operates 15 hours a day, 7 days a week all year-round.
- Field usage of over 70 hours per week.
- 40% of all rugby in the Orakei Ward is played at College Rifles.
- Over 15,000 participants play sports matches on the College Rifles fields each year.
- A wide range of sports offered onsite including:
 - *Rugby, Touch, Netball, Soccer, Lacrosse, Badminton, Boxing, Tennis, Basketball, Cricket, Athletics, Gym, Yoga, Pilates, Cross Fit, Pre-School Activities.*
- Three covered training areas for use in inclement weather.
- Both playing fields are flood-lit for training and matches.
- Bassett House onsite is an Accommodation block used regularly by sports teams and cultural groups visiting Auckland from throughout New Zealand and Internationally.
- Fully equipped function rooms, Bar and a separate Café.
- We take pride in our excellent Match Day operations and playing environment for our teams and spectators & visitors to our grounds.



COMMUNITY USE OF GROUNDS

- 24/7 Security Cameras operating throughout the facility.
- We regularly host local school's sports events and trainings.
- Host a variety of community groups for sports activities and team building activities.
- NZ Services: Fire Service, Police, NZ Defence Forces regularly use our facility.
- Our playing fields are always open for casual use by members and the general public to encourage activity and play.
- We host Auckland Rugby & Blues fun days and promotions with our Junior players.
- We have kept our grounds open during the ongoing Covid-19 Lockdowns to allow our community to have a safe space for people to undertake fitness activities or to simply get outside and provide some relief from the monotony of Lockdowns.

