



Hartford Wild Roses Women's



Rugby Inc. Sponsorship Package



Overview



Established in 1976, the Hartford Wild Roses are one of the US's oldest women's teams. We are a nationally ranked Division 2 club rugby team based in Hartford, CT. We regularly travel all over New England and the Mid-Atlantic states for matches and tournaments. We provide opportunities for women of all ages and experience levels to play rugby and we have ambitions of fostering the development of the youth game in Hartford.

Sponsorship of women's sports is an inexpensive way for businesses to reach valuable, targeted audiences and potential customers. (Kidd, Robert. *Why Women's Sports Sponsorship Is An Opportunity Brands are Missing*, Forbes Magazine, Nov 2. 2018) Women's rugby is the fastest growing sport in the U.S. We regularly have high attendance at our matches, maintain a vibrant alumni network, and we have over 1,000 followers across social media.

Purple - \$2,500

The Purple Level Sponsorship is the highest level of investment which ensures the most visibility for businesses looking to support the Roses. This includes everything included in the Black and Green sponsorships, as well as prime visibility on player jerseys. The Purple Level Sponsorship includes:

- Logo prominently displayed on player jerseys
- Logo featured on lawn signs to be displayed at matches and promotional events
- Recognition on the Hartford Roses website at www.hartfordroses.org for the duration of the season and a direct link to your business
- Link to business website directly from Hartford Roses website
- Recognition on Hartford Roses Facebook Page with 2 posts per month during the Spring and Fall Seasons
- Recognition on Hartford Roses Instagram page with 2 posts per month during the Spring and Fall Seasons
- Opportunity to feature information through additional avenues such as warm-up attire, at team events, etc.
- Opportunity to participate with table/tent at Fall Alumni Day to distribute information to players, families, and fans
- Opportunity to discuss additional business visibility opportunities through events, etc.



Black - \$1,000

The Black Level Sponsorship welcomes businesses looking to support the Hartford Roses through increased recognition and visibility online through digital media and during events and game days directly with members and fans. The Black Level Sponsorship includes:

- Recognition on the Hartford Roses website at www.hartfordroses.org for the duration of the season with a direct link to your business
- Recognition on Hartford Roses Facebook Page monthly posts during the Spring and Fall
- Recognition on Hartford Roses Instagram page monthly posts during the Spring and Fall
- Opportunity to participate with table/tent at Fall Alumni Day to distribute information to players, families, and fans



Green - \$500

The Green Level sponsorship welcomes businesses looking to support the Roses through recognition and visibility online and through digital media.

The Green Level Sponsorship includes:

- Recognition on the Hartford Roses website at www.hartfordroses.org for the duration of the season with a direct link to your business
- Recognition on Hartford Roses Facebook Page monthly posts during the Spring and Fall Seasons
- Recognition on Hartford Roses Instagram page monthly posts during the Spring and Fall Seasons
- Opportunity to discuss including business information in Visitor's Packet distributed to visiting teams

Additional Opportunities Warmup Jersey Sponsor

Want us to wear your logo but can't invest in an above tier at this time?

Reach out to discuss cost to feature logo on warm-up jerseys, jackets, etc.

Event Sponsor

We are always looking for sponsors to participate in team events, including raffles, season kick-off events, and end-of-season celebrations.





Hartford Wild Roses Women's Rugby Inc. Sponsorship Agreement

Business Name:

Primary Contact:

Phone Number:

Email:

Business Address:

Website:

Hartford Wild Roses Women's Rugby, Inc. is a non-profit 501(c)(3) organization and will provide receipt of sponsorship indicating that all funds are tax-deductible. Please select one of the sponsorship levels listed below:

- ☐ Purple Sponsorship - \$2,500
- ☐ Black Sponsorship - \$1,000
- ☐ Green Sponsorship - \$500
- ☐ Warmup Jersey Sponsor - \$_____
- ☐ Event Sponsorship

All sponsorship inquiries or questions may be directed to Aliya Vandal, Fundraising Chair at hartfordrosesrugby@gmail.com.