



BC RUGBY
SEVENS
2010 SERIES | WEST VANCOUVER



**2010 Capilano RFC
Sevens Tournament**

Information & Sponsor Package

The 2010 Capilano Rugby Sevens

Introduction

The inaugural Capilano Rugby Sevens tournament is a new leg of the **2010 British Columbia Rugby Sevens Series**, being held across the Lower Mainland this summer. This exciting event takes place at West Vancouver's Klahanie Park on:

Saturday August 14th, 2010

This tournament will boast both Men's and Women's competitive divisions – as well as a Men's Social division.



History

Seven-a-side rugby is a fast-paced, exciting variation of Rugby Union, with matches lasting 15 minutes. Played on a full size field, this game of skill, speed and stamina generates lots of excitement for spectators and players alike. These fast paced matches produce many scoring opportunities during the shortened games and the quick turn-over of teams makes this an ideal spectator sport.

In May of 2009 the International Olympic Committee announced that Rugby 7s would be added to the 2016 Summer Olympics. The recent success of non-traditional rugby playing nations on the International Rugby Board Sevens circuit has piqued global interest in the game. BC Rugby has introduced a talent identification program aimed at 11-16 year olds to expose them to international competition. Together with the introduction of the BC Rugby Sevens Series, the aim is to improve the standing of the game in Canada and our chances of success in 2016.

The Opportunity

The Capilano Rugby Club is seeking partners, supporters and sponsors that are interested in being part of this exciting North Shore event.

We are looking for companies and organizations that believe in building an annual community sporting event which will create new opportunities and provide you with the ability to leverage your investment over the long term. The unique culture of Rugby 7s and the fact that it is one of the fastest growing sports in the world, presents an exceptional opportunity to participate at the ground level in building an event that will become known province and country-wide.

The Capilano Sevens Tournament

- Creates promotional and sales opportunities for your products and services
- Creates consumer awareness and allows you to promote directly to your customers
- Creates brand awareness through mediums such as; print and online marketing



The Target Market

The target market for the Capilano 7s is threefold: players, fans from the rugby community, and the general public.

Players

We anticipate that close to 300 players across two competitive divisions and one social division will take part in the tournament. These players will be representative of a broad spectrum of the Lower Mainland and Vancouver Island rugby clubs with potential attendance from teams from outside of the lower mainland (Washington State, BC Interior, and other Provinces).

Rugby Fans

Each club or team attending will also bring family, support staff and fans to the event. During a normal game day at Klahanie Park, the stands are filled with 300-500 fans from just two clubs. The Capilano 7s tournament will host at a minimum 8 different clubs and the spectator numbers are expected to be commensurate with team attendance. The Capilano 7s is the 7th leg of the 9-weekend series and competition will be heating up as teams vie for championship points. The timing of the Capilano tournament will ensure that interest in our event from the rugby community is high.

General public

Rugby Sevens generates its own family oriented culture. Extremely talented athletes compete on the field, while spectators create a Carnival like atmosphere, with supporters showing their appreciation through music, song and costumes. The history of this new Olympic sport, whether the famous Hong Kong 7's or the always competitive Wellington 7's in New Zealand, is one of crowd participation and fun. Teams of supporters adopt fanciful costumes and engage in face painting and chanting, to encourage their favourite team.

With appropriate publicity beforehand and mid-August sunshine, we anticipate a large turnout from the general public for a day of family fun. We will do everything in our power to ensure that everybody has a wonderful time and leaves with a feeling of warmth towards the Capilano Rugby Club and our Sponsors.

Sponsor Opportunities

Title Sponsor - \$5000

- naming rights – The Capilano (Your name) Rugby Sevens
- media exposure – newspaper, radio and television
- game day recognition
- signage
- website recognition
- corporate box

Gold Sponsor - \$2500

- media exposure – newspaper, radio and television
- game day recognition
- signage
- website recognition
- corporate box

Silver - \$1000

- game day recognition
- signage
- website recognition
- corporate box

Bronze - \$500

- game day recognition
- signage
- website recognition

Corporate Box - \$500

- 10 tickets
- premium reserved seating
- food and drink

