



The Queen City 7's Rugby Tournament

Fact Sheet



Rugby is the fastest growing team sport in America today. In Charlotte, and across North Carolina, thousands of youth are introduced to, and are playing the sport in both school based clubs and recreational leagues. Matthews and South Charlotte have developed into Rugby's competition hub in the Southeast.

NCHSRA is again proud to host this event. As the Mecklenburg County Sportsplex venue develops to accommodate a 4,000-seat stadium & 12 multi-use fields, we foresee the Queen City 7's tournament to eventually be one of the largest rugby 7's tournament in the USA.

Tournament Facts

Date: Saturday, June 27, 2015

Time: 9:00 AM – 5:30 PM

Location: Mecklenburg County Sportsplex in Matthews

Attendees: General Public, 40 Teams of All Ages, Family Orientated. Expected attendance: 1,000.

Website: http://www.nchsra.org/events/2015_queen_city_7s

Marketing: Website, poster placement throughout region, flyer mailing, radio PSAs, web banner placement on relevant sites, email newsletters to database and networks.

Tournament Directors: Peter-John Anderson: panderson6@carolina.rr.com Tel. # (704)941-7310

Jeff Greene: jeffgreene@carolina.rr.com Tel. # (704) 491-5070

USA RUGBY DEMOGRAPHICS



FAST FACTS

- There are 373,000 core (8+ /year) Rugby participants in the U.S.
- There are 1,130,000 Rugby participants in the U.S.
- 68% of all Rugby participants are male; 80% of core (8+/year) Rugby participants are male
- 66% of all Rugby participants are between 25 to 54 years old; 73% of core (8+/year) Rugby participants are between 18 to 44 years old
- 43% of all Rugby participants have a household income of at least \$75,000 per year
- 65% of all Rugby participants reside in a market size of 2,000,000+
- 55% of all Rugby participants have a college degree or higher
- 38% of all Rugby participants also play tackle football, 40% play outdoor soccer, and 38% play indoor soccer



NCHSRA Queen City Rugby 7's Sponsorship Opportunities

Bronze, Silver and Gold Sponsors will receive the following:

- A banner ad on our event web page with a link to your website.
- Your Company Banner displayed at the Mathews Sportsplex on the date of the tournament. (Sponsor supplied)
- Sponsor's logo/name included in with link to your website on the Queen City 7's Facebook page.
- Sponsor's website address printed in emails to participating teams.

Sponsorship Levels

These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

	Banner Ad on Our Event Web Page With a Link to Your Website	Company Banner Displayed at Mathews Sportsplex (supplied by sponsor)	Promotional Insert in Participant Packages	Your Name/ Company name printed on event t-shirts
Gold Medal Sponsor \$250.00	★	★	★	★
Silver Medal Sponsor \$150.00	★	★	★	
Bronze Medal Sponsor \$100.00	★	★		

Silver Medal Sponsors

In addition to the Bronze Medal Sponsor benefits, Silver Medal Sponsors may supply promotional materials such as Flyers, Coupons and Giveaways to be inserted in the Queen City 7's participant packet. (Promotional materials must be received by 6/20/15)

Gold Medal Sponsors

In addition to the Silver Medal Sponsor benefits, Gold Medal Sponsors logo/name will be displayed on the event t-shirt. NCHSRA will also create a banner with your Company Logo to be displayed at the Mathews SportsPlex on the day of the tournament. (Sponsor must provide logo artwork by 6/5/15.)

Merchandise and Services

We also accept product donations. Snacks and Beverages, Apparel, Medical Services and Printing are just some of the goods and services that NCHSRA use during the course of the year. We are open to creative ideas. If you have a sponsorship idea for NCHSRA or the tournament please contact us.



Sponsorship Agreement for the Queen City Rugby 7's Tournament on June 27, 2015

Submit this form along with a check made payable to NCHSRA to the address below.

NCHSRA
P.O. Box 77883
Charlotte, NC 28277

Please direct all inquiries to: Jeff Greene, jeffgreene@carolina.rr.com Tel. # (704) 491-5070

In-Kind and trade proposal: please include a description and estimated value of your barter with this form. In Kind sponsorships and evaluations are subject to NCHSRA approval.

COMPANY NAME (Sponsor/Advertiser): _____

ADDRESS: _____ CITY: _____ ZIP CODE _____

TELEPHONE: _____ FAX: _____ EMAIL: _____

THE FOLLOWING SPONSORSHIP PACKAGE IS HEREBY ORDERED:

(Please Check) indicate your level of interest:

PACKAGE LEVEL

Gold Medal Sponsor - \$250.00

Silver Medal Sponsor - \$150.00

Bronze Medal Sponsor - \$100.00

GENERAL TERMS AND CONDITIONS: All Sponsorship Agreements are subject to the North Carolina High School Association's (herein referred to as NCHSRA) approval and acceptance. Acceptance of the Sponsorship Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and in the attached Sponsorship Opportunity information, and that this Agreement is subject to all such terms which are expressly made a part of this Agreement. Cancellations or changes in the Sponsorship Agreement are accepted only in writing to NCHSRA, and must be received on or before June 5, 2015. NCHSRA will schedule, run, and invoice all contracts in possession on the advertising closing date of June 5, 2015.

THE ADVERTISER/SPONSOR IS RESPONSIBLE FOR PROVIDING PHOTO QUALITY HIGH RESOLUTION DIGITAL ARTWORK TO THE PUBLISHER. Advertisers/Sponsors are responsible for the submission of any advertising copy, artwork and materials and these items must be received by NCHSRA or before by June 5, 2015.

Payment is due, by check, with the submission of this agreement and sponsor/advertiser is responsible for and agrees to pay for any and all penalties and fees arising from, as well as, a \$25 service charge to NCHSRA on all returned checks.

The advertiser/sponsor agrees to indemnify and hold harmless NCHSRA whom NCHSRA may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published.

Accepted this _____ day of _____, 2015

Sponsor/Advertiser:

Authorized Signature Sponsor/Advertiser Representative Signature

Sponsor/Advertiser's Name (please print) Representative Name (print)

North Carolina High School Rugby Association

Date