

# Prince Rupert Rugby Football Club

## Siren Sponsorship Opportunity



2025 Season



# Prince Rupert Rugby Football Club

First and foremost, thank you for taking the time to review this sponsorship package and potentially becoming part of the Prince Rupert Rugby Football Club family. The Prince Rupert Rugby Football Club is an amateur not-for-profit organization going back 50 plus years.

Rugby is a way of life for the club and its members, so being able to inspire, develop and grow the game within our community is a huge part of our club. The club's aim is that each and every player, coach and supporter embodies the PRRFC Core Values of Teamwork, Respect, Enjoyment, Discipline & Sportsmanship whilst ensuring all have fun. We encourage players of every age to be the best version of themselves that they can be both on and off the rugby pitch. Our club is an open club, and we encourage new players of all ages and experience to join our rugby family.

Rugby is a global sport that is becoming more popular throughout Canada every year. It provides people of all ages and gender the opportunity to learn the beautiful game, improve physical health, develop social skills, build self-esteem and confidence whilst making lifelong friends. These are all attributes that Prince Rupert Rugby embraces and promotes within.

To help our club remain sustainable and competitive, we do require the assistance of the community be it large or small. The purpose of this proposal is to provide prospective sponsors with a way to give back to our community through a sport with true passion. By building on the incredibly successful 2024 season our next season provides a great opportunity to be part of something special. If you have any questions at all or would like to propose something outside of this document, please feel free to reach out.





# Women's Rugby

Women's rugby is experiencing unprecedented growth both globally and locally, making it an exciting time for sponsors to get involved. Over the past decade, the sport has seen a surge in participation rates, with more women and girls picking up the game than ever before. This growth is reflected in the increasing number of women's teams, tournaments, and leagues at all levels, from grassroots to professional.



The visibility of women's rugby has also expanded, with more media coverage, higher attendance at matches, and record-breaking broadcast audiences. This momentum is creating a powerful platform for brands to align with a sport that embodies values such as teamwork, resilience, and community. Sponsoring women's rugby offers a unique opportunity to be part of a rapidly growing movement, reaching a diverse and passionate audience while supporting the empowerment of women in sports.





# The Prince Rupert Sirens

The Prince Rupert Sirens was founded in 2022 when a handful of women who had been practicing with the men, decided there was enough interest in establishing a women's team. The team competes within the Central Interior league which includes Prince Rupert, Terrace, Prince George, and Williams Lake. The Sirens team supports any youth girls interested in playing rugby, even having 2 youth girls play games during the 2023 season.

Over the last two years our team has experienced a ton of growth, recruiting players who had never played rugby before, and welcoming back some experienced players. This past season our Sirens team finished the regular season with 4 wins and 2 losses; and placed third at the annual Saratoga Cup Provincial Tournament which welcomed teams from across the province including: Terrace, Penticton, Cranbrook, and Kimberly.



# Marketing & Branding Opportunities

The Prince Rupert Siren's team has plenty of marketing opportunities for your company to capitalize on. As the team is looking to order new game day kits for the 2025 season you have the exciting opportunity to put your logo on our jerseys or shorts, and as we play across BC your company's logo will be showcased province wide. See below for specific marketing opportunities.

1. Your logo on our website sponsor page with link: this is included in each sponsorship tier. It will include your company logo on our website page with a link to your website's landing page.
2. Your logo on web content/social media: this is included in each sponsorship tier. It will include your logo on web content that the Rugby club creates, as well as mentions in social media posts.
3. Specialized social media post throughout the season: This is included in each sponsorship tier. It is a dedicated social media post for your company (specific details, content, and timing of post to be discussed).
4. Banner advertisement at home games: This is available for bronze and up sponsorship tiers. At our home games we will have your company logo on a banner promoting your organization to all in attendance.
5. Logo placement on shorts: This is available for the Silver & Platinum sponsorship tiers. Your logo will be on the women's game day shorts which will be worn throughout the province, showcasing your support.
6. Large logo placement on jersey: This is available for the Gold & Platinum sponsorship tiers however location of logo placement will vary. Your logo will be on the women's game day jerseys which will be worn throughout the province, showcasing your support.

# Sponsorship Tiers

The Siren's Rugby Team has 5 different sponsorship tiers: Siren Blue, Bronze, Silver, Gold, and Platinum.

Please look to see what tier best suits your organization. If there is something outside of this that would work better for your organization, please do not hesitate to reach out.



## WHAT YOU GIVE

\$500  
Siren Blue

\$1,000  
Bronze

\$1,500  
Silver

\$2,000  
Gold

\$3,000  
Platinum

## WHAT YOU GET

Your logo on our website  
sponsor page with link

Your logo on web  
content/social media

Specialized social media post  
throughout the season

Banner advertisement at home  
games

Logo placement on shorts

Large logo placement on  
jersey





# Gallery

