



SPONSORSHIP PROSPECTUS

In 2010 the Charters Towers Rugby Union Football Club is hosting its 30 Year Re-Union. The committee invites you to peruse the detailed sponsorship proposal attached, to determine if your business is interested in sponsoring this auspicious event.

GO THE BULLS

"The greatest benefit of having Charters Towers in any of our grades is that the club remains the most hospitable rugby host in Queensland Rugby".

Craig Stack, President - Townsville District Rugby Union 2005.



Rugby Union was established in Charters Towers in 1890 (earlier than most of Australia), but games were played here as early as 1885. The first Charters Towers representative team was selected in the year of its establishment 1890. Rugby Union continued to grow in Charters Towers until it became known as one of the premier Rugby areas in the state. Charters Towers produced nine Queensland representative players and two Australian representatives, the brothers EW "Long Bill" Richards and TJ "Rusty" Richards. Rusty was inducted into the North Queensland Sporting Hall of Fame on July 16, 1996.

The present day Bulls Rugby Union Club was established in 1980; a reserve grade team was entered in the 1981 Townsville District Rugby Union competition. The Bulls were Reserve Grade premiers in 1983/84. The club entered into the A Grade competition in 1985. Charters Towers' players have represented Queensland, Queensland Country and the Townsville Brolgas. The Bulls have hosted Townsville representative side games and international club sides from New Zealand, Canada and England.

The Bulls are well supported and integrated within the Charters Towers community and surrounding rural areas. The club is active in local community events particularly with the local schools, conducts junior carnivals and raise monies to assist community benefit programs. The family orientated and social atmosphere is a hallmark of the Charters Towers Bulls Rugby Union Club.



In 2007 the Under 14 Mickey Bulls were undefeated, taking out the Minor Premiership and Premiership of the TDRU competition. This was carried through to 2008 where the Under 16's also took out the Premiership of this same competition.

In 2009 the Bulls have entered a Reserve grade team, Under 17's, Under 16's, Under 14's and an Under 12's team into the TDRU competition.



Itinerary

DAY 1 - Thursday 10th June 2010

"Bang Tail Muster" (Meet & Greet)
6 pm - Bulls Clubhouse

Event to include: Registration of attendees, registration packages collected, entertainment and full bar and BBQ available.

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DAY 2 - Friday 11th June 2010

"Bulls Drive" (Golf Game)
8:30 am - CT Golf Club - Lynd Highway

Event to include: Round of Golf, BBQ lunch, Prizes for nearest to the pin, hole in one etc.

"Bulls Round-Up Ball" (Formal Dinner – Strictly Black Tie)
6:30 pm - Arthur Titley Centre - Mosman Street

Event to Include: Pre-dinner Nibbles, 3 Course Meal, Guest Speaker (Tom Lawton, former Wallaby – sponsored by **Maclean Partners – Chartered Accountants**), Live Band – "Counterpoint", Other Entertainment, Memorabilia, Full Bar

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DAY 3 - Saturday 12th June 2010

"Running with the Bulls" (Game Day)
1:00 pm Dave Thomas Oval - Rugby Union Sports Reserve

Event to Include: John Fry Memorial Game Day, Junior Games, Golden Oldies (captained by Tom Lawton and Peter Grigg, 2 members of the 1984 Grand Slam Wallaby team), Merchandise Sales, Full Bar and Canteen available, Live Band

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Day 4 - Sunday 13th June 2010

"Bulls Brunch" (Breakfast & Farewell)
9:00 am - Bulls Clubhouse

Event to Include: Smorgasbord Breakfast

"Enterprise Raffles" (Enterprise Hotel)
12:30 pm - Railway end of Gill Street



The CTRUFC is pleased to invite YOU to become a PLATNUIM, GOLD, SILVER or BRONZE sponsor for this long weekend of fun and frivolity.

It is expected up to **350 people** will be attending the Charters Towers Bulls "30 Year Re-Union" on the **June long weekend 2010**.

Past players and supporters are expected to come from all over **Australia** and other parts of the **World**.

Word of the Bulls 30 Year Re-Union has spread far and wide. **Interest in this prestigious event is extremely high.**

P Platinum sponsor sign locations



SPONSORSHIP BENEFITS

PLATNUM SPONSORSHIP INCLUDES:

Package 1: \$4500 per package

(Please note: There are 2 of these packages available!!)

- Corporate Logo on Bulls **Polo Shirts** (80 shirts, assorted sizes, right side front to be embroidered with your corporate logo)
- Corporate Logo on 30 Year Re-Union Program – front cover, **approx** 5 X 10cm size, colour
- Corporate Banner to be hung from front of Clubhouse (sponsor to supply)
- Corporate Banner on show at Bulls Ball (sponsor to supply)
- Signage X 2 around rugby oval - see cover page (sponsor to supply)
- Business leaflet/accessory included in registration pack (sponsor to supply - 300)
- Media coverage in local paper/web site (Business name mentioned when event is advertised)
- 4 tickets to "Bulls Round-Up" Ball
- 4 "Golf Drive" entry tickets
- 4 tickets to Bulls Clubhouse function (upstairs) on Game Day (includes free beer/wine during John Fry Memorial Game)
- 2 X shirts (Polo, appropriate to sponsorship)

Package 2: \$4500

(Please note: There is 1 of these packages available!!)

- Corporate Logo on Bulls **T-Shirts** (120 shirts, assorted sizes, right side front to be screen printed with your corporate logo)
- Corporate Logo on 30 Year Re-Union Program – front cover, **approx** 5 X 10cm size, colour
- Corporate Banner to be hung from front of Clubhouse (sponsor to supply)
- Corporate Banner on show at Bulls Ball (sponsor to supply)
- Signage X 2 around rugby oval - see cover page (sponsor to supply)
- Business leaflet/accessory included in registration pack (sponsor to supply - 300)
- Media coverage in local paper/web site (Business name mentioned when event is advertised)
- 4 tickets to "Bulls Round-Up" Ball
- 4 "Golf Drive" entry tickets
- 4 tickets to Bulls Clubhouse function (upstairs) on Game Day (includes free beer/wine during John Fry Memorial Game)
- 2 X shirts (T-shirt, appropriate to sponsorship)



GOLD SPONSORSHIP INCLUDES:

Event Sponsored Value: \$3500

(Please note: There is 1 of these packages available!!)

Sponsorship of the **"Bulls Round - Up Ball"** (Black Tie)

Friday 11th June 2010 – 6:30 pm

Arthur Titley Centre

- Corporate Logo on 30 Year Re-Union Program (back cover – business card size)
- Corporate Banner to be hung from clubhouse on game day (sponsor to supply)
- Corporate Banner on show at Bulls Ball (sponsor to supply)
- Business leaflet/accessory included in registration pack (sponsor to supply – 300)
- Media coverage in local paper/web site (business name mentioned when event is advertised)
- Business mentioned through-out this event as sponsor
- 2 X tickets to "Bulls Round-Up Ball" on **Guest of Honour** table
- 2 "Golf Drive" entry tickets
- 2 X tickets to Bulls Clubhouse Function (upstairs) on Game Day (includes free beer/wine during John Fry Memorial Game)

**Don't be 'backward' about coming 'forward'
as a Re-Union Sponsor!!**



SILVER SPONSORSHIP INCLUDES:

Please note: there are 3 different packages available.

Event Sponsored Value: \$2500

Sponsorship of the **"Bang Tail Muster"** (Meet & Greet)

Thursday 10th June - 6:00 pm - Bulls Clubhouse

- Corporate Logo on 30 Year Re-Union Program (back cover – business card size)
- Corporate Banner to be hung from front of clubhouse for this event. (sponsor to supply)
- Corporate Banner on show at Bulls Ball (sponsor to supply)
- Business leaflet/accessory included in registration pack (sponsor to supply - 300)
- Media coverage in local Paper/web site (business name mentioned when event is advertised)
- Business mentioned through-out this event as sponsor
- 2 X "Bang Tail Muster" tickets
- 2 X tickets to "Bulls Round- Up Ball"
- 2 X "Golf Drive" entry tickets
- 2 X tickets to Bulls Clubhouse Function (upstairs) on Game Day (includes free beer/wine during John Fry Memorial Game)

Event Sponsored Value: \$2500

Sponsorship of the Bulls Clubhouse Function on **"Running with the Bulls"** Game Day Saturday 12th June

2010 – 12 noon - Bulls Clubhouse

- Corporate Logo on Bulls 30 Year Re-Union Program (back cover business card size)
- Corporate Banner to be hung from clubhouse on game day (sponsor to supply)
- Corporate Banner on show at Bulls Ball (sponsor to supply)
- Business Leaflet/accessory included in registration pack (sponsor to supply – 300)
- Media coverage in local paper/web site (business name mentioned when event is advertised)
- Business mentioned through-out this Clubhouse Function event as sponsor
- 2 X tickets to "Bulls Round – Up Ball"
- 2 X "Golf Drive" entry tickets
- 4 X Tickets to Bulls Clubhouse Function (upstairs) on Game Day (includes free beer/wine during John Fry Memorial Game)

Event Sponsored Value: \$2500

Sponsorship of **"Bulls Brunch"** (Breakfast & Farewell)

Sunday 13th June 2010 – 9:30 am – Bulls Clubhouse

- Corporate Logo on Bulls 30 Year Re-Union program (back cover business card size)
- Corporate Banner to be hung from clubhouse on game day (sponsor to supply)
- Corporate Banner on show at Bulls Ball (sponsor to supply)
- Business Leaflet/accessory included in registration pack (sponsor to supply – 300)
- Media coverage in local paper/web site (business name mentioned when event is advertised)
- Business mentioned through-out event as sponsor
- 2 X tickets to "Bulls Round – Up Ball"
- 2 X "Golf Drive" entry tickets
- 2 X Bulls Brunch Tickets
- 2 X Tickets to Bulls Clubhouse Function (upstairs) on Game Day (includes free beer/wine during John Fry Memorial Game)

BRONZE SPONSORSHIP INCLUDES:

Please note: There are 3 different packages available.

Event Sponsored Value: \$1000

Sponsorship of the **"Golf Drive"** (Golf Day)

Friday 11th June 2010

Golf Club – Lynd Highway

- 2 X Corporate signs at Gold Club (sponsor to supply)
- Corporate Logo in 30 Year Re-Union Program/web site stating sponsorship of Golf Day (business card size)
- Business leaflet/accessory included in Registration pack (sponsor to supply – 300)
- Business mentioned at Presentation of Prizes
- 2 X "Golf Drive" entry tickets
- 2 X Tickets to Bulls clubhouse function (upstairs) on game day (includes free beer/wine during John Fry Memorial Game)

Event Sponsored Value: \$1000

Sponsorship of the Game Day Bulls **Ball Boys**

Saturday 12th June 2010

Bulls Clubhouse

- Corporate Logo on Ball Boys T-shirts X 6
- 2 X Corporate signage on Clubhouse wall (sponsor to supply)
- Corporate Logo in 30 Year Re-Union Program/web site stating sponsorship of Ball Boys (business card size)
- Business Leaflet/accessory included in Registration pack (sponsor to supply – 300)
- Business mentioned through-out day as Ball Boys sponsor
- 2 X Tickets to Bulls Clubhouse function (upstairs) on Game day (includes free beer/wine during John Fry Memorial Game)

Event Sponsored Value: \$1000

Sponsorship of **Live Band** – following closure of games

Saturday 12th June 2010

Bulls Clubhouse

- 2 X Corporate signage near Live Band when performing
- Corporate Logo in 30 Year Re-Union Program/web site stating sponsorship of Live Band (business card size)
- Business leaflet/accessory included in Registration pack (sponsor to supply – 300)
- Business mentioned through-out day as Live Band sponsor
- 2 X Tickets to Bulls Clubhouse function (upstairs) on Game day (includes free beer/wine during John Fry Memorial Game)



MEMORANDUM OF AGREEMENT
between

Sponsor:

and Charters Towers Rugby Union Football Club Inc

Introduction

- This memorandum is designed to set out the expectations that will apply to each part
- It is not a formal contract, but seeks only to set out the rights and obligations in advance to avoid any misunderstandings.
- The rights and obligations listed are not exhaustive, and both parties are encouraged to develop and implement innovative promotional opportunities around the sponsorship.
- This agreement is confidential and details will not be disclosed with other parties.
- Either party may terminate this agreement in written notice to the other party if the other party fails to perform any of its obligations under this agreement and does not remedy the failure within 14 days.

Obligations

Sponsor:

- Pay Charters Towers Rugby Union Football Club Inc \$..... when this memorandum is signed
- Where possible have a Sponsor (.....) business representative present at all significant events included in the sponsorship package

Charters Towers Rugby Union Football Club Inc:

- Ensure all sponsor logos are placed correctly in designated areas
- Provide all complimentary sponsors' tickets to selected sponsors prior to the event
- Provide areas for signage at ground and hall
- Promote the sponsorship to the local media/web site
- Provide photos of involvement of event to sponsor as soon as possible after the event
- This agreement will run from when the MOU is signed by both parties until the end of the 30 Year Re-Union event – approx 15th June 2010
- Will not accept sponsorship with organisations competing in the same market place as the sponsor

Signed: **Date:**

Representative (please print).....

Sponsor:.....

Signed: **Date:**

President (please print).....

Charters Towers Rugby Union Football Club Inc