



# ABU DHABI HARLEQUINS RUGBY CLUB



## **SPONSORSHIP PROPOSAL FOR ABU DHABI HARLEQUINS RUGBY CLUB (ADHRC) 2011/12 SEASON**

### **INTRODUCTION**

ADHRC is a community rugby club in Abu Dhabi, the capital of the United Arab Emirates. With over 1600 club members, of which over 600 are youth players, it is one of the largest rugby clubs in the Arabian Gulf.

### **RUGBY UNION**

Rugby Union is widely considered to be one of the top five most popular sports in the world with over two million registered members in 97 countries and many more following the game. The Rugby World Cup is the third largest televised event in the world (behind the Olympics and Football World Cup) with over 2.4 Billion viewers in 2007.

### **THE CLUB**

ADHRC is based at its purpose built facility in **Zayed Sports City** located in the heart of Abu Dhabi island. The club will have three purpose built floodlit pitches, the ability to use the stadium, full fitness and changing room facilities and a restaurant/club house. There will also be the opportunity to make use of other Zayed Sports City facilities for major events.

## **1. The Junior Section.**

The junior section is a thriving part of the club with age groups ranging from under 5s to under 18s. There are **c600 active junior rugby players** in the Club.



**A. Training.** The Junior section trains during the week on Thursday evenings (under 5s to under 18s), Sunday and Tuesday evenings (under 11s to under 18s). The under 7s to under 18s age groups play matches and tournaments on almost every weekend from September to May. **Thursday evening training regularly sees over 800 club members (players and parents) at the rugby club.**

**B. ADHRC Junior Rugby Festival.** The highlight of the season is the ADHRC Junior Rugby Festival where the club welcomes over **1500 young rugby players and over 6000 spectators** to Abu Dhabi for two days of exciting junior rugby. The 2011/12 event will take place at the end of October 2011.

**C. Tours.** The section enjoys touring and in 2008/09 season over 160 players traveled to Malaysia for the Bingtang 10s tournament in Kuala Lumpur. Another tour is planned for 2011/12.

**D. Competitions.** All the ADHRC junior teams from U10s to U18s were in the finals of the Arabian Gulf Junior League and the U18s won the U18 Dubai 7s playing the final in front of 45,000 spectators in 2009/10 season.



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## **2. The Senior Section**

Our senior section is a very successful part of the club with **over 100 players** representing our men's 1<sup>st</sup> XV and 2<sup>nd</sup> XV, Veterans and Ladies squads.



**A. Training.** The Senior squads train on Monday and Wednesday nights and regularly get 60 players on each occasion.

**B. Ladies Sevens Tournament.** The Ladies team is one of the most successful in the club and annually hosts a leg of the Gulf Ladies Sevens Tournament. The 2010/11 event was a great festival of rugby with Juniors, girls as well as men's fixtures taking place around the Women's tournament. This saw in excess of 2000 people come to ADHRC to play and watch rugby.

**C. Tours.** The Veterans toured to Bahrain in 2009/2010 and both the Men's 1<sup>st</sup> XV and Ladies team played around the GCC as well as regularly in Dubai and Sharjah. The men are traveling to Beirut in April 2011 to play an exhibition match and to help develop rugby in other areas of the Middle East.

**D. Competitions.** All of the Senior sides field teams in the Dubai Sevens. Both the Men's 1<sup>st</sup> XV and the Ladies were AGRFU champions in 2008/09 and runners up in 2009/10. 2010/11 saw the Vets play in the final in front of 40,000 spectators. The 1<sup>st</sup> XV compete in the UAE Premiership and the Gulf Top Six competitions.



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The 1<sup>st</sup> team won the Danway Cup in 2009/10 and the final was televised live across the GCC on Bahrain TV. The win was also given extensive coverage in the print media.

The 2<sup>nd</sup> team play in the 2<sup>nd</sup> division (Conference) of the UAE league and regularly host touring teams to Abu Dhabi. The Veterans are an integral part of the club playing in many Veterans tournaments around the region.

## **PLAYING KIT**

For the 2011/12 season the whole club will be playing in Kukri rugby kit. The club plays in the national colours of the United Arab Emirates (red, green, white and black). This year will see ADHRC playing kit sold on site at the rugby club and internationally online through Kukri's online store. Shorts, socks, shirt and a training shirt are given out free to all members of the club who wear it with pride socially, during training and during games.

## **EXPOSURE**

**Print Media** – Abu Dhabi Week runs weekly match reports with a photograph on the Men's 1<sup>st</sup> XV games and has run pieces on the Ladies' Tournament with photographs. The National newspaper has run pieces on the Men's 1<sup>st</sup> XV league games as well as the Ladies Tournament and ADHRC's move to Zayed Sports City, all with photographs.

**Television** – When the 1<sup>st</sup> team won the Danway Cup in 2009/10 the final was televised live across the GCC on Bahrain TV. ADHRC's new home in Zayed Sport's City and its ability to use the 45,000 seater stadium there for home games means that the club will be looking to pitch televised coverage of the Men's 1<sup>st</sup> XV games to the Abu Dhabi Sports Channel.



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**International and professional games** LV= professional rugby game – In January 2011 ADHRC were actively involved in the first ever professional rugby game to be held in the UAE. The London Wasps played against London Harlequins (ADHRC affiliate club) in the LV= Cup at Emirates Palace. ADHRC provided ball boys and girls, tunnel of honour and team mascots as well as our U6s playing an exhibition



game at half time. The match saw 4500 spectators watch the game live and approximately 20 million viewers watched it on Sky Sports around the world. In addition ADHRC provided training facilities for both professional clubs in the build up to the game.

**Asian Five Nations International Rugby** – ADHRC has been successful in bidding to host one of the Asian Five Nations international rugby matches. On Friday 29 April the UAE will play Kazakhstan at Zayed Sports City. With an estimated 2000 spectators and large media interest this is another excellent opportunity for ADHRC to continue to gain great exposure for its sponsors.

**2011/12** – Due to the success of the Wasps v Harlequins game and the facilities on offer to host the Asian Five Nations it is highly likely that future professional games and internationals will be played at Zayed Sports City and hosted by ADHRC next season.



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## Match exposure –

Juniors = 19 match days including 6 tournaments. Match day attendance varies from 200 to 1300 players and spectators. Tournament attendance will vary from 3000 at the lower end to 45000 at the Dubai 7s

ADHRC Junior Tournament = 111 teams, 1500 players, 12 clubs, 4 overseas clubs, 6000 spectators. Seniors = The men will play in the region of 25-30 matches either home or away and up to 6 tournaments in the Gulf region. The women will play in 8 tournaments in the Gulf region.

Social – The club is the largest regular gathering of western expats in Abu Dhabi. Over 800 people regularly attend Thursday training, 6000 attended the Junior Festival in 2010 and up to 200 people attend the Men's 1<sup>st</sup> XV games and Ladies Tournament. The club is socially highly visible and the players wear their kit after games and as casual wear.





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## **DIAMOND SPONSOR**

**2011/12 Season.**

**ADHRC shall provide:**

- 1) Logo on front of playing shirt (prime position).**
- 2) Prime position on ADHRC website.**
- 3) Advert in ADHRC monthly news letter (full page).**
- 4) Presence (company literature/leaflets) at club registration nights/match days and training evenings.**
- 5) One soft (email) 'mail shot' to ADHRC membership per month during season (Sep – May).**
- 6) Advertising reach feedback from ADHRC.**
- 7) Company literature attached to membership form.**

**For the 2011/12 season the cost of the Diamond Sponsorship is AED 300,000. The Diamond sponsorship goes towards the buying full playing kit to give to all ADHRC members from U5-Vets.**



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## **PLATINUM SPONSOR (Shirt)**

**2010/11 Season. ADHRC is proud to announce that Etihad Airways will continue to be its Platinum Sponsor for the 2010/11 season.**

**ADHRC shall provide:**

- 1) Logo on back of playing shirt.**
- 2) Strong presence on ADHRC website.**
- 3) Advert in ADHRC monthly news letter (half page).**
- 4) Presence (company literature/leaflets) at club registration nights/match days and training evenings.**
- 5) One soft (email) 'mail shot' to ADHRC membership per month during season (Sep – May).**
- 6) Advertising reach feedback from ADHRC (members who have Etihad guest accounts, members who book and fly with Etihad during 2010/11 season).**
- 7) Etihad guest membership form attached to ADHRC club membership form.**



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## **PLATINUM SPONSORSHIP (Warm up top)**

All ADHRC players will wear the club warm up tops to all matches and tournaments during the season giving the sponsor exceptional exposure within the region and internationally. All club players are given the warm up top free when joining the club. It has also proved to be a popular purchase amongst visitors to the club and to Abu Dhabi.

The sponsorship of the Warm up top is available for the 2011/12 season which shall include:-

- 1) Sole presence on ADHRC Warm up tops.
- 2) Strong presence on ADHRC website.
- 3) Advert in ADHRC monthly news letter (half page).
- 4) Presence (company literature/leaflets) at club registration nights/match days and training evenings.
- 5) One soft (email) 'mail shot' to ADHRC membership per month during season (Sep – May).
- 6) Advertising reach feedback from ADHRC (extent tbc when sponsor is identified).
- 7) Company literature (one page) attached to ADHRC club membership form.

For the 2011/12 season the cost of the Platinum Sponsorship (850 warm up tops) is AED 100,000.



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## **GOLD SPONSORSHIP**

All ADHRC players will wear the club shirts for all matches and tournaments during the season giving the sponsor exceptional exposure within the region and internationally. All club players are given the playing strip free of charge when joining the club. The club strip has proved to be a popular purchase amongst visitors to the club and to Abu Dhabi.

The sponsorship of the left and right sleeve of the playing shirt and the right leg of the playing shorts is available for the 2011/12 season which shall include:-

- 1) Presence on either playing shirt sleeve or playing shorts.
- 2) Presence on ADHRC website.
- 3) Advert in every second ADHRC monthly news letter (half page).
- 4) Presence (company literature/leaflets) at club registration nights/match days and training evenings.
- 5) One soft (email) 'mailshot' to ADHRC membership every two months during season (Sep – May).
- 6) Advertising reach feedback from ADHRC (extent tbc when sponsor is identified).