



# WHO ARE WE?

**Abu Dhabi Harlequins Rugby Club (ADHRC) is a not-for-profit community rugby club based in Abu Dhabi**

The club was founded in 1970 and is currently based at its purpose built facility in Zayed Sports City and has been running successfully for over 50 years

The Club consists of the following sections: Senior Men's and Women's, Veterans, Juniors (aged 3-19)

The Club is a thriving part of the Abu Dhabi community with over 1,000 active members ranging from the age of 3 upwards



# 50<sup>th</sup> Anniversary AD Quins Junior Rugby Tournament

- Weekend of the **12/13 March** @ **Zayed Sports City** Abu Dhabi
- **185 junior rugby teams** competing from the region
- **c. 2,000 players** competing: from **U6 to U19 (Boys & Girls)**
- **3,000 to 4,000 attendees** expected, including **about 2,000 to 3,000 from Dubai**

- The players are members of local rugby clubs who train and compete with those clubs on a weekly basis as part of a League. This tournament combines all teams across one weekend and will include a full day of rugby matches for the players
- The event is very family orientated. Families and spectators will usually be at the event supporting their teams and players for the full week-end



ABU DHABI HARLEQUINS RUGBY CLUB

# QUINS

## JUNIOR RUGBY TOURNAMENT

12-13th March 2022

Zayed Sports City  
Abu Dhabi

(Further details to follow soon!)

ABU DHABI  
HARLEQUINS



RUGBY CLUB  
50<sup>th</sup> ANNIVERSARY



# Sponsorship Packages

## Main Event Sponsor

**AED 100,000**

- Branding of the Tournament as **“Your Company”** Abu Dhabi Junior Rugby Tournament
- Your sponsorship of the game acknowledged in our match day programme, announcements during the game
- Marketing material emailed/shared via our social media channels to the attendees of the Junior Tournament
- The opportunity to display promotional material around the ground during the tournament
- Your branding on our website with a link to your own website
- Your logo on the live games streaming channel
- The opportunity to award the Sponsors' 'man of the match'



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# Sponsorship Packages

## Tournament Programme with Social Media Marketing AED 10,000

- Your sponsorship of the game acknowledged in our match day programme, announcements during the game
- Marketing material emailed/shared via our social media channels to the attendees of the Junior Tournament
- Your branding on our website with a link to your own website
- We have an active social media profile through Facebook, Instagram, WhatsApp & Twitter.

## Add-On Packs: Display Advertising AED 10,000

- The opportunity to display promotional material around the ground during the tournament via sponsorship of gazebos displaying your corporate logo in conjunction with AD Quins'

## Add-On Packs: Rugby Balls AED 10,000

- Pack of 50 training and game Rugby balls emblazoned with your logo

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# Sponsorship Packages

## Hotel & Hospitality Provider with Social Media Marketing AED 20,000

- Marketing of your company as preferred provider for hotel accommodation and food & drink for the tournament
- Your sponsorship of the game acknowledged in our match day programme, announcements during the game
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- We have an active social media profile through Facebook, Instagram, WhatsApp & Twitter.

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