



Abu Dhabi Harlequins Rugby Club 50th Anniversary Sponsorship Prospectus Growing Stronger Together



HARLEQUINS
AFFILIATE CLUB

A perfect partnership... for our 50th anniversary year

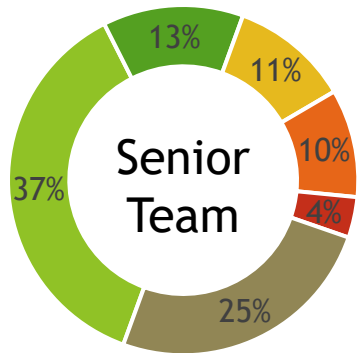


- ▶ We are the biggest, most successful and fastest growing Rugby Club in the UAE with aspirations to continue our success in our 2021/2022 season
- ▶ We celebrate our **50th anniversary** this year & plan to celebrate with a big bang at choice venues

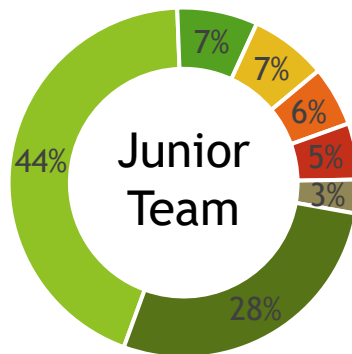
Who are we?

- ▶ Abu Dhabi Harlequins Rugby Club (ADHRC) is a not-for-profit community rugby club based in Abu Dhabi.
- ▶ With over 2,000 club members, of which over 500 are youth players, it is one of the largest rugby clubs in the Arabian Gulf.
- ▶ The club was founded in 1970 and is currently based at its purpose built facility in Zayed Sports City.
- ▶ The club has five purpose built floodlit pitches, the ability to use the stadium, full fitness and changing room facilities and a restaurant/club house.
- ▶ Our senior section is a very successful part of the club with close to 200 players representing our men's 1st, 2nd & 3rd XV, Veterans and Ladies 1st VII and 2nd VII squads.
- ▶ The junior section is a thriving part of the club with age groups ranging from under 5s to under 18s and featuring both girls and boys. There are over 500 active junior rugby players in the Club.

We are extremely proud of our inclusiveness & multi-cultural background, as well as to be led by our Emirati Club Captain...



■ UK ■ South African ■ Irish ■ American ■ Mena ■ Other



■ UK ■ Australian ■ French ■ American ■ Irish ■ MENA ■ Other



Mansour Al Zaabi - Club Captain

[Sport360 article covering Mansour Al Zaabi, our Club Captain](#)

Our achievements: the most successful club in the UAE...

AE Rugby Premiership Champions 2016-17 & 2018-19



Trophy winners at Dubai 7s, Western Clubs Champions League, West Asia Premiership Winners, West Asia Cup Winners, UAE Premiership Winners, UAE Conference Winners



Individual accolades for players and coaches of the year, it is obvious that we are the most successful club in the region, with several players taking up positions in premiership clubs.

What are the benefits of partnering with us?

Your Logo



Brand Promotion - Through presence at national & international competitions not least at the Dubai7s, on shirts, banners, gazebos, team transportation...

Media Coverage - Through traditional & social media articles, our sponsors' branding is seen every week throughout the Gulf as we play in Bahrain, Muscat and all over the UAE, featuring in national newspapers such as The National, Gulf News, Yalla Rugby and Sport 360, in addition to the London Harlequins website and Tweets.



Access to Market - Over 5,000 people actively involved in the club and reachable, through emails, social media and website. A significant proportion of our members are high net worth expatriates holding senior & influential positions.



Social Responsibility - Developing all age ranges in Abu Dhabi and adding to the community

Branding: Logo placement on Match Shirts & Training Kits



Branding: Abu Dhabi Junior Rugby Tournament

- ▶ Highlight of the Junior season, held in October at our home in Zayed Sports City, Abu Dhabi for 2 days of exciting junior rugby
- ▶ 1,500 rugby players & over 5,000 spectators from Abu Dhabi, Dubai, GCC & as far as Sri Lanka
- ▶ National & GCC-wide media coverage

Official Partner - Co-branding opportunities for the tournament

Marketing - Opportunity for you to hold demos/ promotional & marketing activities at Zayed Sports City during the tournament.

Media Coverage - A usual feature in national newspapers such as The National & Gulf News as well as sports-centric publications such as Yalla Rugby & Sport 360

Quins in the Media



Yalla's Rising Stars

Three of our players recently featured in Yalla Rugby's Rising Stars campaign. [Click here to view the videos.](#)



Laoise, Under 15 Girls Team

Player in the under 15 girls team, Laoise is doing it for the girls! She has played for the Abu Dhabi Harlequins for five years, and also represents the Middle East in her age group. Laoise attends Al Yasmina Academy school and has aspirations to play internationally for a professional team in the future.



James, Under 11 Boys Team

James has been selected as the captain of the under 11 team because win or lose, he motivates the team to always give 100% and most importantly- to have fun. His rugby heroes are his Dad, Sam Underhill, and Jonah Lomu.



Conor, Try Rugby Team

Conor is 15 and plays in the Try Rugby team. Playing in the Try Rugby team has not only taught Conor the foundational skills of rugby, but it has given him a sense of independence and helped to develop his social and interaction skills.

Giving back to Abu Dhabi and helping the community Grow Stronger...

Touch Rugby:

The touch rugby league is an alternative to full contact and develops vital skills for people wanting anything from developing rugby skills, improving fitness through to creating a solid social network. With over 100 members that participate within the league, it offers a large audience for all age ranges and abilities from novices to professionals to enjoy the sport of rugby.

Try Rugby:

Our Try Rugby group is a community development program that sees the Harlequins promoting rugby to those people with disabilities, learning or social difficulties within Abu Dhabi and beyond. This program is 100% volunteers who take time to develop all aspects of children's lives, promoting fitness, social skills, team building and importantly self-confidence. We are extremely proud of this expanding section and wish to enhance this further to ensure the Harlequins promotes its social responsibilities within Abu Dhabi

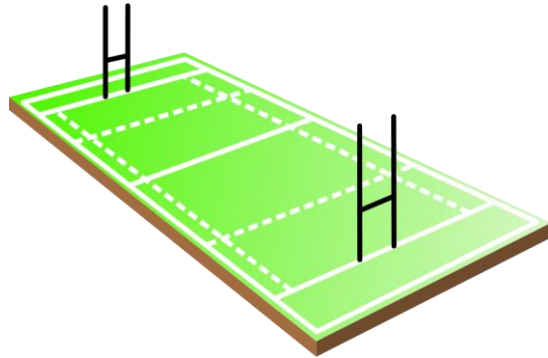


Sponsorship packages...

Description	Platinum	Gold	Silver	Bronze
Contribution	AED 250,000	AED 100,000	AED 50,000	AED 25,000
Naming Rights	Junior Tournament	-	-	-
Logo Position	Front of shirt (Prime position)	Back of shirt	Front of warm up tops	Left / right sleeve of playing tops
Presence on the ADH website	Prime presence & co branding	Strong presence	Strong presence	Light presence
Advert in the monthly news letter	Prominent full page advert	Strong advertising presence	Half page advertisement	Advert in every 2nd month news letter
Additional advertisements	Leaflets / company literature handed out at registration and club nights	Leaflets / company literature handed out at registration and club nights	Leaflets / company literature handed out at registration and club nights	Leaflets / company literature handed out at registration and club nights
Direct email to members	Once a month (during season)	Once a month (during season)	Once a month (during season)	One email every 2 nd month (during season)

*Each of the above packages can be discussed in further detail, as a guideline the higher the sponsorship level the more prominent you are on our shirts, website and other social media, in addition to being able to contact our members more frequently.

Where will your money be used?



To pay for continuing to use the exceptional facilities at Sports Zayed City



Allows us to keep our membership fees affordable & competitive to be as inclusive as possible



To help pay for kit and the running of the club shop - providing sporting essentials



To provide transport to and from games and tournaments

We look forward to hearing from you soon!



Riyad Abbasakoor
Club Commercial Officer

Abu Dhabi Harlequins
Zayed Sports City

M: +971 56 301 7733
riyad.abbasakoor@outlook.com