

# FIELD DRESSING CORPORATE SPONSOR

Post Pads and Line Markers



# BOND UNIVERSITY RUGBY

\$10,000 per year  
2 or 3 year commitment

*The Bond University Field Dressing Sponsorship offers the your business exceptional brand exposure through significant signage throughout the playing field via 4 x fully branded post pads, and 14 x fully branded corner pads and line markers.*

*The Field Dressing Sponsorship allows your business to be at the focal viewing point of all home match days.*



## Major Benefits of a Corporate Field Dressing Sponsorship include:

- **Exclusivity**
  - *Exclusive Home Ground Field Dressing sponsor for Bond University Rugby Field; the home ground of the Gold Coast's only QLD Premier Rugby Program.*
  - *Your Business Logo displayed prominently on the 4 x Goal Post Pads*
  - *Your Business Logo displayed prominently on the Try Line and In Goal Padded Posts*
  - *Your Business Logo displayed prominently on 5m, 22m, 40m & Half Way Padded Post markers*
  - *Your Business Logo displayed on field fence signage*
- **Benefits**
  - *4 x Invitations for VIP Hospitality at all Bond University Rugby home matches*
  - *2 x Invitations to the 2016 Bond University Ladies Day*
  - *Exclusive VIP invites to Bond University Networking Events*
  - *Direct target marketing to all Bond University Students, staff, members and other sponsors*
  - *Significant partnership between two iconic and successful organisations*
- **Bond University Rugby Season Launch**
  - Option to participate in the official unveiling of the Major back of Jersey Sponsor at the 2016 Bond University Rugby Season Launch
  - 4 x Invitations to the Bond University Rugby Season Launch
- **Bond University Rugby End of Season Presentation**
  - Option for your business to be part of the End of Season Presentation formalities
  - 4 x Invitations to the Bond University Rugby Season Launch
- **Links with Bond University**
  - Access to Bond University students to take up internships with your Business
  - Investigate opportunities for your business to connect to students at a social, academic or customer level.
- **Member & supporter Apparel**
  - Receive an official Bond University Rugby Supporter Polo Shirt
  - Receive an Official Bond University Rugby Supporter Cap
  - 10% off all additional Apparel purchases
- **Access to Bond University Players, Coaches and University Ambassadors**
  - Ability to access Bond University staff, players and ambassadors for promotional opportunities and events
- **Signage**
  - Your Business Logo displayed prominently on the Goal Post Pads
  - Your Business Logo displayed prominently On Try Line & In Goal Padded Posts
  - Your Business Logo displayed prominently on 5m, 22m, 40m & Half Way Padded Post markers
  - Your Logo to be displayed prominently on all training Shirts across all 4 teams.
  - Option for match day pop up displays and signage for your business or products
  - Option for pop up displays and signage for your business or products both within Bond Rugby and the within Bond University as opportunities arise (e.g. Bond University Events)
  - Match balls feature your Logo (additional costs for this)

- **Corporate Hospitality Opportunities**
  - 4 x Invitations to Bond University home match VIP Tent (All food and drink hospitality provided throughout the match day)
  - 4 x tickets to the Annual Bond University Ladies Day Event
  - Option to purchase additional discounted tickets to the Bond University home match VIP Tent (All food and drink hospitality provided throughout the match day)
  - Option to purchase additional discounted tickets to the Bond University Ladies Day Event
  - 4 x Invitations to the End of Season Presentation
  - 4 x invitations to the Season Launch
  - Select Number of Invitations to the National Rugby Championship match held at Bond University shown on Fox Sports
  - Select Number of Invitations to the u20's Oceania Championships held at Bond University (Australia, New Zealand, Japan and Samoa)
  - Continual liaising between Bond University and your business to act on opportunities that may arise.
  
- **Networking Opportunities**
  - Select number of invitations to the Bond University Business Links Seminars (A series of informative presentations from Australian and International business experts)
  - Select number of invitations to the Bond University Business Leaders Forum
  - Select Number of invitations to the Bond University Business Chicks event
  - Select Number of Invitations as available to the Bond University Corporate Events and Corporate partner Events when available (e.g. QLD Reds Corporate Box)
  
- **Media and Marketing Exposure**
  - Your Business to be acknowledged on the Bond University Rugby Website
  - An agreed number of dedicated Social Media posts acknowledging your Business
  - Your logo to be included on all hard copy and digital marketing collateral
  - Your logo and acknowledgment in all Bond University home match programs
  - Opportunity for Bond University Rugby dedicated deals and specials through your business
  - Acknowledgment of your business by ground announcer throughout the 4 x matches at each home game
  - Acknowledgment of your business throughout the Bond University home match Live Streaming
  - Opportunity to have dedicated raffles and prizes to boost exposure at all Bond University home matches
  - Cross promotion of your business events through the Bond University Rugby Database and at agreed Bond University events
  
- **Opportunity for Pop Up Displays of your Business and Products**
  - Pop up display of your business, its products and signage at all 9 x Bond University home matches
  - Pop up display of your business, its products and signage at The Associated Private Schools (APS) Rugby Finals Gala Day held at Bond University.
  - Pop up display of your business, its products and signage at the u20's Oceania Rugby Championships held at Bond University
  - Pop up display of your business, its products and signage at the QLD Country Championships matches held at Bond University

- Pop up display of your business, its products and signage at the Australian Rugby Junior Gold Championships held at Bond University
  - Pop up display of your business, its products and signage at various other events put on by Bond University as opportunities arise.
- **Increased Customer Awareness**
    - Your business Logo, Specials and details in the *Bond University Rugby Supporter booklet* encouraging all players, coaches, managers, members and supporters to access and drive business to the sponsors of the Rugby program.