

MEMBERS BEER GARDEN NAMING RIGHTS SPONSOR



\$5,500 per year
2 or 3 year commitment

The Bond University Members Beer Garden Naming Rights Sponsorship allows your business to engage directly with the Members, Students and Guests at all Home Match Days.

Your Business will have exclusive branding of the Premium Field Side Members Beer Garden, surrounded by white picket fencing, including picnic tables with umbrellas, permanent white premium shade tents and exclusive bars for members to enjoy.



Major Benefits of Members Beer Garden Sponsorship include:

- **Exclusivity**
 - Exclusive Naming Rights sponsor for Bond University Rugby Field's Members Beer Garden.
 - Your Business Logo displayed prominently on signage within the Member Beer Garden
 - Option to have your Business branded umbrellas (at extra cost)
 - Your Business Name recognised on all Member Beer Garden Collateral
 - Signage and recognition at the home ground of the Gold Coast's only QLD Premier Rugby Program.

- **Naming Rights Sponsor for the Bond University Members Beer Garden**
 - Naming Rights and Logo recognition during the Live Streaming of the Bond University Home Rugby Matches
 - Naming Rights and Logo recognition on all home match advertising collateral
 - PA Recognition and MC recognition throughout the home matches
 - Opportunity for display of signage throughout the Bond University Members precinct

- **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

- **Bond University Rugby Season Launch**
 - Option to participate in the official unveiling of the Naming Rights Sponsor of Bond University's Members Beer Garden at the 2016 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
 - Select number of invitations to the Bond University Rugby End of Season Presentation

- **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 Logo to be displayed prominently within the Members Beer Garden
 - 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)

- **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)

- **Corporate Hospitality Opportunities**
 - Select Number of Invitations to Bond University home match VIP Tent (All food and drink hospitality provided throughout the match day)
 - Option to purchase Discounted Tickets to Bond University home match VIP Tent (All food and drink hospitality provided throughout the match day)
 - Select Number of Invitations to the End of Season Presentation
 - Select number of 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.

- **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 membership collateral
 - Your logo to be included on all home match 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.

