



ACRC BOWL SERIES

NOVEMBER 21ST - 22RD

CHARLOTTE, NC • RUGBY ATHLETIC CENTER

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Why Advertise?

PLAYER ATTENDANCE

18 Rugby Teams – 540 Players/Staff

FAN ATTENDANCE

5,000 Spectators

DEMOGRAPHICS

Age Group: 12-65, Professionals, College Graduates

Consumers: Food, Beverages, Clothing, Souvenirs, and Room Accommodations

The tournament will be promoted in the local media, and through a series of broadcast emails.



Print Advertising

ACRC MAGAZINE

This is the "Official Tournament Program." 5000 copies will be printed as a full color, large format magazine, featuring all tournament and field information, articles, and information on local amenities and attractions. Space is limited. Traditional advertising space is available as well as a center fold, custom local area map business listing.

AD SIZES

Business Card.....	\$100	Full Page Inside Covers.....	\$1,000
Quarter Page.....	\$250	Full Page Back Cover.....	\$1,500
Half Page.....	\$500	Business Listing on Map.....	\$50
Full Page.....	\$750		

Online Advertising

WWW.ACRCBOWL SERIES.COM AND WWW.URUGBY.COM

These are the "Official Tournament Websites." ACRC Bowl Series and URugby will be offering 3 unique banner sizes along with the top level advertising featured page organized as a community directory for businesses. These advertising opportunities will be on the site through October 2015, capturing returning tournament users viewing pre-registration and post-tournament photo galleries. All banners will randomly cycle through all pages.

ONLINE BANNER:

On the Sponsor Page and a banner loading randomly on each page.....\$300

WEBSITE BUSINESS DIRECTORY:

Full listing, includes photo, map, contact info and the online banner.....\$500

BROADCAST EMAIL

ACRC Bowl Series will send 2 emails per week in October and November prior to the event. Your logo or ad with link will be featured on the tournament email which is sent to approximately 24,000 names (and growing).

One of three Broadcast Email Sponsorship.....\$1,500

Exclusive Broadcast Email Sponsorship.....\$3,500



Sponsorship Opportunities

TITLE SPONSOR

Naming rights for the entire event

(includes live feed and 30 minute cable production)

'The 2014 your name here – ACRC 15s'.....\$200,000

BOWL SPONSOR

Naming rights to a single bowl game - 'The – your name here – Bowl'

(includes live feed and field banner)\$30,000

TOURNAMENT TROPHY

Tournament trophies branded with your company's logo

All trophies will feature your brand.....\$5,000

Promotional Materials

Have the chance to have your advertising last for years to come! Sponsor a Promotional item for the tournament.

T-SHIRT

This is the "Official Tournament Shirt." 1000 shirts will be printed.

Exclusive opportunity.....\$3,000

PINT GLASS

400 custom made ACRC Bowl Series pint glasses. Exclusive opportunity

Pint glasses presented to teams and available at the event.....\$2,000

DRAW STRING CINCH-UP BACKPACKS

Custom backpacks provided to all tournament teams. Exclusive opportunity\$1,200

TOURNAMENT RUGBY BALL

Get tossed around the field all day! Ball printed in sets of 30.

3 panels available per ball\$2,000/\$675 per panel

FIELD BANNER

Promote your company or service all weekend with a sideline banner. Banners will line the field. Includes printing 8' wide x 3' high.....\$1,000

PLAYER BADGES/VIP PASS SUVINEER

Promote your company on a lanyard or rugby bag tag

(one per player and VIP fan)\$1,200

PA ANNOUNCEMENTS

All sponsors will be recognized throughout the event with a series of public address announcements in the stadium.

For More Information Contact:

STEPHEN SIANO, TOURNAMENT DIRECTOR

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sevenssports.com

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