



**AMERICAN COLLEGIATE
RUGBY CHAMPIONSHIP**

2014 BOWL SERIES



2014 ACRC Bowl Series Broadcast Sponsor Kit
(Includes both Television and Livestream Opportunities)

COLLEGIATE RUGBY RISES



As sports in the United States continue to move further away from the traditional Big 3, participation in Emerging Sports like Rugby have enjoyed tremendous growth.

- 350% Growth in US Rugby
- More Players in US than Wales and Scotland
- Over 32,000 Collegiates Now Participate



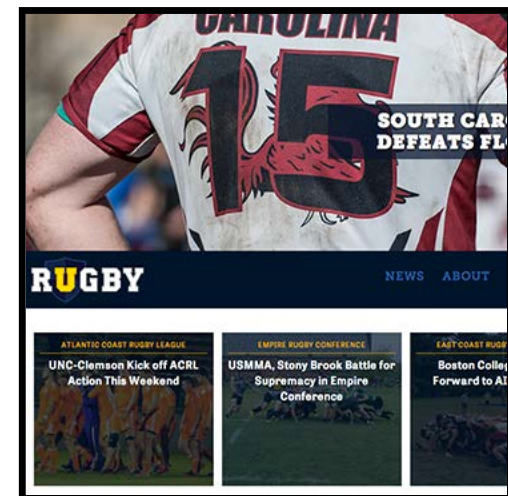
BETTER MEDIA HAS FUELED GROWTH



TELEVISION



LIVESTREAM



DIGITAL

The American Collegiate Rugby Championships Offers Multiplatform Distribution and Promotion



MEDIA DISTRIBUTION



Television

- 60+ Million HHs via Emerging Sports TV

Livestream

- 35-50,000 “Uniques” across 106+ Nations
- Laptop, Tablet, Mobile

Digital

- 150-250,000 Aggregate Interactions
- FB, Twitter, Chat +



RATE SCHEDULE FOR TV BROADCAST COMMERCIALS

Each Commercial Runs 30 Seconds

Rates discounted for multiple runs per event OR multiple runs throughout our broadcast season

Rate Per Commercial Run

- 1x - \$4,500
- 3x - \$4,050
- 13x - \$3,600

RATE FEE FOR LIVESTREAM COMMERCIALS

Spots Can Run 15, 30 or 60 Seconds

Our Livestream broadcast is more flexible than our television production. Choose the option that best fits your budgets and needs. Each promotional spot guaranteed to run 1x per hour across 10 hours of total coverage.

Rate Per Commercial Run Time

- 15 sec - \$750
- 30 sec - \$1,000
- 60 sec - \$1,600



TITLE SPONSORSHIP OPPORTUNITIES



Title Sponsor - \$200,000

Naming rights to the tournament
'The 2014 -your name here- ACRC Bowl Series'

Bowl Sponsor - \$25,000

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

Tournament Trophy - \$5,000

Tournament trophies branded with your company's logo. All trophies will feature your brand.



PRINT ADVERTISING



ACRC Magazine


The “Official Event Program.” 5000 copies will be printed as a full color, large format magazine.

Ad Sizes

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



ONLINE ADVERTISING



URUGBY ANNOUNCES ACRC 15S TOURNAMENT IN CHARLOTTE, NC



High-level collegiate rugby competition comes to Charlotte, N.C. Nov. 21-23, 2014 with the inaugural American Collegiate Rugby Championships 15s. This 16-team bowl competition brings the very best college rugby teams from around the country to Charlotte's Rugby Athletic Center, a sports and events venue located three miles from downtown.

The ACRC15s will feature 16 teams playing eight championship bowl games over three days. The participating teams are selected based on their finish in their respective collegiate conferences. The event will also include local high school matches and additional entertainment.

The tournament is managed by URugby, a division of Sevens Sports LLC, a sports event management and marketing company specializing in creating great experiences around the sport of rugby.

Participating Teams Include St. Bonaventure University, Kutztown University, Iona College, Life University and 2014 ACRC 7s champion American International College, as well as the top two teams from the Atlantic Coast Rugby League and the top two teams from the Southeastern Collegiate Rugby Conference.

Interested programs should act now as the field is rapidly filling up. Teams must have a winning record in their conference to be eligible for bowl competition.

ACRC Magazine

WWW.ACRCBOWLSERIES.COM AND WWW.URUGBY.COM

The "Official Tournament Websites." ACRC Bowl Series and URugby will be offering unique banner sizes and top level advertising. Opportunities will be on the site through October 2015.

Online Banner

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

Your logo with link sent to approx. 24,000 names.

One of 3 Broadcast Email Sponsors..... \$1,500

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



ADDITIONAL PROMOTIONAL MATERIAL



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



ADDITIONAL PROMOTIONAL MATERIAL



TOURNAMENT RUGBY BALL

Get tossed around the field all day! Ball printed in sets of 30. All three panels \$2,000
3 panels per ball (per panel)..... \$675

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 the official event lanyard or rugby bag tag.

One per player and VIP fan..... \$1,200



CONTACT INFORMATION

Stephen Siano

stephensiano@sevenssports.com

Work - 484.416.3064

Cell – 610.389.4474

63 W. Lancaster Ave, STE 4
Ardmore, PA 19003