



PHILADELPHIA, APRIL 11-12 • VA BEACH, APRIL 25-26, 2015



Why Rugby?



Rugby Sevens will be included in the **2016 RIO** and **2020 TOKYO SUMMER OLYMPICS**



Rugby is the **FASTEST GROWING SPORT IN AMERICA**

1.2 Million participants in 2013

45% increase from 2007 through 2013

2,300 US clubs playing rugby

Source: Sports and Fitness Industry Association

9th

Rugby is ranked **9TH IN THE WORLD'S MOST POPULAR SPORTS** — tied with American football with an estimated 390-410 million fans.

Source: Sportology



Viewership for the 2012 USA Sevens on **NBC** earned successful ratings (0.7), **BEATING THE RATINGS** for an NHL match (0.4) and five college basketball games (0.1-0.3) **PLAYED THAT SAME WEEKEND.**

Source: USA Sevens



Rugby finds most popularity among males ranging in age from **18 TO 35.**

Rugby participants tend to be well educated and high earners. Despite being a male-dominated sport, the US women have one of the best teams in the world.

Source: USA Rugby.



Sevens Sports

Sevens Sports, LLC is a sports event management and marketing company, focused primarily on the growing sport of rugby in the United States. Sevens Sports recently hosted the inaugural American Collegiate Rugby Championship Bowl Series in Charlotte, NC. Eighteen college and two high school teams traveled to the Rugby Athletic Center for a series of championship matches.

July 2014 marked Sevens Sports' 11th annual Surfside Sevens rugby tournament in Stone Harbor, Wildwood and Wildwood Crest, NJ. The 80 team tournament celebrates rugby sevens at all ages and is our yearly festival that closes the sevens season.

Surfside Sevens was introduced to Virginia Beach in April of 2014. As part of Surfside Sevens Virginia Beach, Sevens Sports hosted the inaugural American Collegiate Rugby Championship Sevens (ACRC 7s). The event will return to Virginia Beach in 2015 and 2016.

In 2005, Sevens Sports principals managed the Ivy Rugby Championship held at A. A. Garthwaite Stadium in Conshohocken, PA. The two-day rugby 15s tournament featured all eight men's teams of the Ivy League.

SEVENS RUGBY

Sevens is played on a field approximately 130 yards long (including end zones) by 75 yards wide with seven players per side over seven minute halves. Sevens matches are played every 20-25 minutes in tournament format and take place over one or two days.

Twelve men's teams and twelve women's teams will appear in the 2016 Olympic Games in Rio next summer.

APRIL 11 & 12, 2015 - APRIL 25-26

In April 2015, Sevens Sports will host the inaugural URugby Sevens Challenge Cup. The event feature up to 32-team interconference collegiate sevens tournament over a two-day period.

Two weeks later, URugby will host yet another 32 team tournament over 2 days in Virginia Beach. The event will feature the American Collegiate Rugby Championship Sevens competition.

IN 2015, SEVENS SPORTS WILL HOST A SERIES OF RUGBY EVENTS

APR 11-12 '15 **URUGBY CHALLENGE CUP** — Malvern, PA

APR 25-26 '15 **URUGBY (ACRC 7S)** — Virginia Beach, VA

JUL 18-19 '15 **SURFSIDE SEVENS** — Stone Harbor, NJ

NOV 21-23 '15 **ACRC BOWL SERIES** — Charlotte, NC



URugby Sevens

TWO DATES: APRIL 11-12 AND APRIL 25-26

In April 2015, Sevens Sports will host the two events. On April 11-12 the inaugural URugby Sevens Challenge Cup kicks off in Malvern, PA. Later in April on the 25th and 26th, the second annual URugby Sevens Virginia Beach will feature the American Collegiate Rugby Championship Sevens. Both events host up to 32 collegiate sevens teams over a two-day period.

Our market segment includes teams from the Northeast, Mid-Atlantic, Atlantic Coast, Southeast, Midwest and into the Southwest, though all teams in the country are eligible to participate.

CONFERENCES AND TEAMS

Sevens Sports reached out to teams across the country to invite them to this tournament. Any team is welcome to participate but here is a list of some of the conferences and notable teams who plan to be in attendance.

CONFERENCES

Big Ten, Atlantic Coast, Rugby East, East Coast, Empire, Ivy Rugby, Keystone, Independent, Mid-Atlantic, Eastern Pennsylvania, Potomac, Tri-State, Southwest, Southeast Conferences

TEAMS

American International College, Bentley University, Bowling Green University, Colgate University, Columbia University, Drexel University, East Stroudsburg University, Fordham University, Georgetown University, Holy Family University, Kutztown University, Lafayette College, Lehigh University, Life University, Miami of Ohio, Middlebury College, Notre Dame College, Penn State University, Princeton University, Rutgers University, Sacramento State, St. Bonaventure University, St. Joseph's University, Stony Brook University, Temple University, Texas A&M, Texas State University, UMass Lowell, University of Cincinnati, University of Pennsylvania, Ursinus College, US Air Force Academy, Villanova University, Washington College, West Point, Western Michigan University



Success Story: ACRC Sevens Virginia Beach



May 3rd and 4th, 2014, Sevens Sports hosted our first tournament in Virginia Beach, VA at the Virginia Beach Sportsplex. The event featured top collegiate rugby teams from around the country including Penn State, Kutztown, Temple, St. Joseph's, University of Cincinnati and the American International College.

Surfside Virginia Beach was born out of the American Collegiate Rugby Championship Sevens. We expect, like Surfside Stone Harbor, for the event to grow each and every year. In 2015 the event was renamed **URugby Sevens Virginia Beach** and will still feature the **American Collegiate Rugby Championship Sevens**.

We've committed to three years in Virginia Beach including the weekend of April 25-26, 2015 and are working to forge a long lasting relationship with the Virginia Beach CVB and Virginia Beach businesses.

Expected Attendance: 3,000-4,000

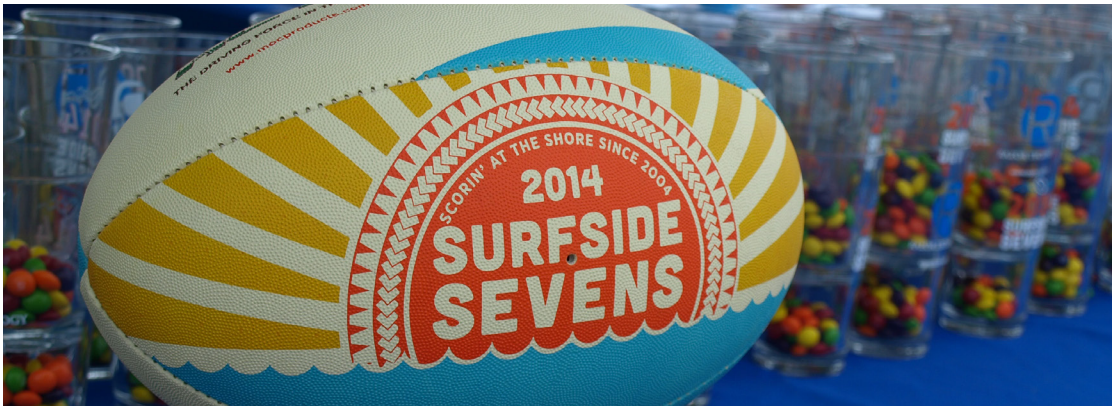




Success Story: Surfside Stone Harbor



In 2004, the Philadelphia Whitemarsh Rugby Football Club, in cooperation with Sevens Sports principals Stephen and Amy Siano started a rugby sevens tournament at the beach. The tournament, Surfside Sevens, started small with just one field adjacent to the beach in Stone Harbor, NJ. From its inception, Surfside Sevens has been the rugby festival celebrating the last tournament of the summer season in the Mid-Atlantic region.



In July 2015, Sevens Sports will host the 12th annual Surfside Sevens Stone Harbor. The event is scheduled for Saturday and Sunday July 18th and 19th. The event will host many age-divisions of play adding up to 80 participating teams. Last year's event drew over 2,000 participants and fans per day on four fields in three towns in New Jersey including Wildwood, Wildwood Crest and Stone Harbor making it the largest Surfside Sevens to date.

Expected Attendance: 4,000-5,000

As the tournament has grown, there has been an increasing interest from all over the country including teams from as far away as Aspen, Hawaii, California, Colorado, Cleveland, Charlotte, Atlanta, Boston, Bermuda and Toronto.

Surfside Stone Harbor is truly unique in the variety of ages that take to the field. Our oldest teams in the Old Boy division, had players in their sixties. Our youngest division consists of players all under the age of 13.

The festival of rugby to end the season is open to all teams on a first come, first serve basis. Any and all teams are eligible to participate. As the event matures, we've added more teams, more vendors and live music.



Sevens Sports

Sevens Sports, LLC was established to manage a series of sevens rugby tournaments throughout the year. Sevens Sports owns and operates the URugby and Surfside Sevens brands. Our goal is to continue the camaraderie of our sport while maintaining colorful and positive events.

Sevens Sports, LLC is dedicated to providing our teams, fans and vendors with spectacular experiences relating to our events. We are committed to providing products and services that benefit the players and the teams they represent.

We will maintain a financially strong, growth-oriented company for the protection of our employees and clients.

CONTACT

STEPHEN SIANO

stephensiano@sevenssports.com

W 484.416.3064 C 610.389.4474

63 W. Lancaster Avenue, STE 4

Ardmore, PA 19003

REFERENCES

DOUG SHIPLEY

Director of Development and Operations, Rugby Athletic Center Charlotte, NC

dshipley@rugbyathleticcenter.com

757.238.5770

MIRANDA DUCA

Director of Recreation, Borough of Stone Harbor, NJ

DucaM@shnj.org

609.368.1751

DANI TIMM

Sports Marketing Sales Manager, Visit Virginia Beach, VA

DTimm@visitvirginiabeach.com

757.385.6648



URUGBY SEVENS, PHILADELPHIA
APRIL 11 - 12, 2015

URUGBY SEVENS, VIRGINIA BEACH
APRIL 25 -26 Featuring the ACRC Sevens



WHY ADVERTISE?

PLAYER ATTENDANCE 88 Rugby Teams – 1300 Players/Staff in 2 cities

FAN ATTENDANCE 5,000 Spectators

DEMOGRAPHICS 18-65, Professionals, College Students, and Graduates. Consumers of Food, Beverages, Clothing, and Hotel Rooms



SPONSORSHIP AND ADVERTISING OPPORTUNITIES

BETTER MEDIA HAS FUELED GROWTH IN TELEVISION, LIVESTREAM, AND DIGITAL

URugby Sevens and The American Collegiate Rugby Championship Sevens offers multiplatform Distribution and Promotion

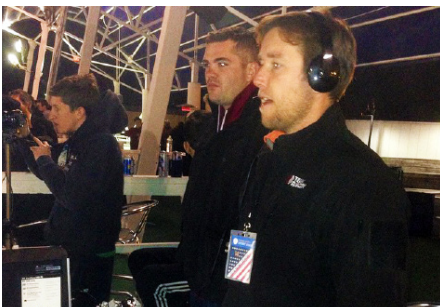


TITLE SPONSOR

NAMING RIGHTS FOR THE ENTIRE SERIES

(includes live feed)

The 2015 [your name here] URugby Sevens' \$200,000



LIVE STREAMING SPONSOR

TITLE NAME OF THE BROADCAST

'URugby live stream brought to you by [your name here]'\$15,000

Full production crew, Minimum 4 Camera coverage, Embedded link on your website, Play by play and color commentary, Sponsored open and close segments, Animated logos and sweepers, Customized graphics packages, Logo on all streamed shots.



LIVESTREAM COMMERCIALS

SPOTS CAN RUN 15, 30 OR 60 SECONDS

:15 | :30 | :60 Spot\$750 | \$1000 | \$1600

Rate Per Commercial Run Time. The Virginia Beach event will be Livestreamed to our audience with highlight footage from Philadelphia. 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 for each event.



PRINT ADVERTISING

URUGBY MAGAZINE

This is the Official Tournament Program for all locations. 5000 copies will be printed as a full color, large format 9"x 12" magazine, featuring all tournament and field information, articles, and information on local amenities and attractions. Space is limited.

AD SIZES

Business Card	\$100	Full Page	\$750
Quarter Page	\$250	Full Page Inside Covers	\$1,000
Half Page	\$500	Full Page Back Cover	\$1,500

ONLINE ADVERTISING

www.acrc7s.com and www.urugby.com

These are the "Official Tournament Websites." ACRC 7s 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

URugby will send 2 emails per week in March and April 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



TOURNAMENT TROPHY

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 | URugby pint glasses. Exclusive opportunity.

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

DRAW STRING 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.

Banner 8' wide x 3' high \$1,000



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

siano@sevenssports.com

610.389.4474





URugby Sevens Sponsorship

Philadelphia, April 11-12 • VA Beach, April 25-26, 2015

Program Ads

Business Card (\$100) _____ ½- Page (\$500) _____
¼- Page (\$250) _____ Full Page (\$750) _____
Inside Cover (\$1,000) _____ Back Cover (\$1,500) _____

Online Ads

Banner (\$300) _____ Business Listing (\$500) _____

Other

T-Shirt (\$3,000) _____ Pint Glass (\$2,000) _____

Sponsor Name: _____

Address: _____

Email Address: _____

Phone Number: _____

Amount Paid: \$ _____

Please make check payable to Sevens Sports, LLC

Sevens Sports, LLC

63 W. Lancaster Ave
Suite 4
Ardmore, PA 19003

Note: All ads must be paid in full by **March 20, 2015** and artwork received by **March 20, 2015** to appear in the URugby Tournament Program

Please send ad artwork to Amy Siano at amysiano@urugby.com.