



AMERICAN COLLEGIATE RUGBY CHAMPIONSHIP  
2015 BOWL SERIES

THE RUGBY ATHLETIC CENTER  
CHARLOTTE, NC

NOVEMBER 20-22, 2015

[WWW.ACRCBOWLSERIES.COM](http://WWW.ACRCBOWLSERIES.COM)





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## ACRC Bowl Series

The ACRC Bowl Series will return to Charlotte in Nov 20-22, 2015 for a 3-day 24-team collegiate championship event.

High-level collegiate rugby competition was on display in Charlotte, N.C. Nov. 21-22, 2014 with the inaugural American Collegiate Rugby Championship (ACRC) Bowl Series. This 20-team bowl competition brought 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 Bowl Series will also have matches at Mazzella Field on the campus of Iona College in New Rochelle, NY.

The ACRC Bowl Series featured nine collegiate bowl games with nine conference champions participating over two days. Conference champions included Clemson, American International College, Stony Brook, Bowling Green, Life University, West Virginia, Army, South Carolina and North Texas. The event also included a local high school match. Charlotte's state-of-the-art Rugby Athletic Center features well-lit fields, locker rooms, modern facilities and meeting rooms. Food, concessions and souvenirs were available on site.

**Expected 2015 Attendance:** 5,000-6,000

### 2014 PARTICIPATING CONFERENCES AND TEAMS

Atlantic Coast Rugby League (Clemson, North Carolina State)

Big Ten (Michigan)

East Coast Rugby Conference (American International College, Boston College, UMass)

Empire Rugby Conference (Stony Brook)

Mid American Conference (Bowling Green, Western Michigan)

Mid South Conference (Life University)

Keystone Rugby Conference (West Virginia)

Rugby East Conference (Kutztown, Army, Iona)

Southeastern Collegiate Rugby Conference (South Carolina)

Southwest Collegiate Rugby Conference (North Texas, Texas State)

Contact: Stephen Siano • 610.389.4474 • [siano@sevensports.com](mailto:siano@sevensports.com)



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## Sponsorship Opportunities

### WHY ADVERTISE?

#### PLAYER ATTENDANCE

24 Rugby Teams - 600 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.

### WHY RUGBY?

Rugby Sevens is part of the **2016 RIO OLYMPIC GAMES** and the **2020 TOKYO OLYMPIC GAMES**

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*

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

*Source: Spoteology*

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*

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# Sponsorship Opportunities

## TIERED OPPORTUNITIES

### TITLE SPONSOR: **\$250,000**

*Event Title Sponsor – entire event rebranded with your company name. Exclusive opportunity.*

- Exclusive Title Sponsor Branding on mid-field sideline signage
- Title Sponsor Branding in all event communications
- Title Sponsor Branding on the Official Event T-Shirt
- Title Sponsor Branding on the Official Event Pint Glass
- Title Sponsor Branding on each Official Event Rugby Ball
- Title Sponsor Branding on the Official Leather Trophy Rugby Ball and stand
- Premium VIP Weekend Pass seating for up to twenty-five (25) guests
- Tickets for twenty-five (25) guests with optional speaking opportunity to URugby Fan/Alumni/Parent Luncheon
- Invitations for twenty-five (25) guests with optional speaking opportunity to exclusive pre-event reception featuring collegiate coaches, administrators and special guests
- Back cover ad and branding on center spread in the event program book
- Business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)
- Editorial coverage on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)
- 60 sec ad spot at the start and halftime of Live Feed for each of the 12 match cycles

### MATCH TITLE SPONSOR: **\$50,000**

*Exclusive opportunity for each match in the series. Twelve (12) available opportunities.*

- Bowl Match Title Sponsor - naming rights to a single bowl with your company name
- Bowl Match Title Sponsor Branding on the Official Match Leather Trophy Rugby Ball
- Custom Designed Panel on Official Bowl Match Rugby Ball
- Premium VIP Weekend Pass seating for twelve (12) guests
- Tickets for twelve (12) guests with optional speaking opportunity to URugby Fan/Alumni/Parent Luncheon
- Invitations for twelve (12) guests with optional speaking opportunity to exclusive pre-event reception featuring collegiate coaches, administrators and special guests
- Inside front or back cover ad in event program book
- Business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)
- Editorial coverage on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)
- Recognition in all event communications
- Prominent sideline signage at the event
- 60 sec ad spot at the start and halftime of Live Feed for the match sponsored
- 10 sec ad spot at the start and halftime of Live Feed for each of the 12 match cycles

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## Sponsorship Opportunities

### **GOLD SPONSOR: \$15,000**

*Two (2) Gold sponsorship opportunities available*

- Premium VIP Weekend Pass seating for eight (8) guests
- Tickets for eight (8) guests with optional speaking opportunity to URugby Fan/Alumni/Parent Luncheon
- Invitations for eight (8) guests with optional speaking opportunity to exclusive pre-event reception featuring collegiate coaches, administrators and special guests
- Business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)
- Full-page ad in event program book
- Recognition in all event communications
- Sideline signage at the event
- 60 sec ad spot at the start and halftime of Live Feed for each of the 12 match cycles

### **SILVER SPONSOR: \$10,000**

*Four (4) Silver sponsorship opportunities available*

- Premium VIP Weekend Pass seating for four (4) guests
- Tickets for four (4) guests with optional speaking opportunity to URugby Fan/Alumni/Parent Luncheon
- Invitations for four (4) guests with optional speaking opportunity to exclusive pre-event reception featuring collegiate coaches, administrators and special guests
- Business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)
- Full-page ad in event program book
- Recognition in all event communications
- Sideline signage at the event
- 30 sec ad spot at the start and halftime of Live Feed for each of the 12 match cycles

### **BRONZE SPONSOR: \$5,000**

*Eight (8) Bronze sponsorship opportunities available*

- Premium VIP Weekend Pass seating for two (2) guests
- Tickets for two (2) guests with optional speaking opportunity to URugby Fan/Alumni/Parent Luncheon
- Invitations for two (2) guests with optional speaking opportunity to exclusive pre-event reception featuring collegiate coaches, administrators and special guests
- Business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)
- Full-page ad in event program book
- Recognition in all event communications
- Sideline signage at the event
- 10 sec ad spot at the start and halftime of Live Feed for each of the 12 match cycles

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## Sponsorship Opportunities

### EVENT SPONSORSHIP

#### **BOWL SERIES OPENING RECEPTION SPONSOR: \$3,000**

*Exclusive opportunity for this unique event*

- Invitations for ten (10) guests with optional speaking opportunity to exclusive pre-event reception featuring collegiate coaches, administrators and special guests
- Premium VIP weekend pass seating for two (2) guests
- Tickets for two (2) guests with optional speaking opportunity to URugby Fan/Alumni/Parent Luncheon
- Recognition in event program book and all event communications
- Business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)
- 10 sec ad spot at the start and halftime of Live Feed for each of the 12 match cycles

#### **FAN/ALUMNI/PARENT LUNCHEON SPONSOR: \$3,000**

*Exclusive opportunity for this unique event*

- Tickets for ten (10) guests with optional speaking opportunity to URugby Fan/Alumni/Parent Luncheon
- Invitations for two (2) guests with optional speaking opportunity to exclusive pre-event reception featuring collegiate coaches, administrators and special guests
- Premium VIP Weekend Pass seating for two (2) guests
- Recognition in event program book and all event communications
- Business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)
- 10 sec ad spot at the start and halftime of Live Feed for each of the 12 match cycles

#### **HS RUGBY CLINIC SPONSOR: \$3,000**

*Exclusive opportunity for this unique event*

- Tickets for two (2) guests with optional speaking opportunity to URugby Fan/Alumni/Parent Luncheon
- Invitations for two (2) guests with optional speaking opportunity to exclusive pre-event reception featuring collegiate coaches, administrators and special guests
- Premium VIP Weekend Pass seating for two (2) guests
- Recognition in event program book and all event communications
- Business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)
- 10 sec ad spot at the start and halftime of Live Feed for each of the 12 match cycles



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## Sponsorship Opportunities

### COPTER DROP SPONSOR: **\$3,000**

*Signage on helicopter that drops mini-balls on URugby target on field*

- Premium VIP Weekend Pass seating for ten (10) guests
- Tickets for two (2) guests with optional speaking opportunity to URugby Fan/Alumni/Parent Luncheon
- Invitations for two (2) guests with optional speaking opportunity to exclusive pre-event reception featuring collegiate coaches, administrators and special guests
- Recognition in event program book and all event communications
- Business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)
- 10 sec ad spot at the start and halftime of Live Feed for each of the 12 match cycles

### DIRECT SPONSORSHIP TO TEAM: **\$1,000**

*Choose \$1,000 worth of sponsorship – team will benefit 100%*

- Recognition in event program book
- Business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)

### CORPORATE HOSPITALITY TENT: **\$2,500**

*Private tent with access to premium food and drink service packages. Perfect for alumni groups or team supporters.*

- Premium VIP Weekend Pass seating for ten (20) guests.
- Each sponsor will receive a 20x20 tent space with prime location in the stadium. Each tent sponsor will also receive a FREE listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com).

### VENDOR BOOTH: **\$750**

*Market your company or services to the tournament players and attendees.*

- Each vendor will receive a 10x10 tent space and 8' table with prime location in the stadium.
- FREE business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com).



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## Sponsorship Opportunities



### LIVE FEED SPONSOR

*The spot will run at the start of each half of Live Feed for each of 12 match cycles.*

- Recognition in event program book
- Business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com)

**60-SEC SPOT: \$2,000**

**30-SEC SPOT: \$1,400**

**10-SEC SPOT: \$800**

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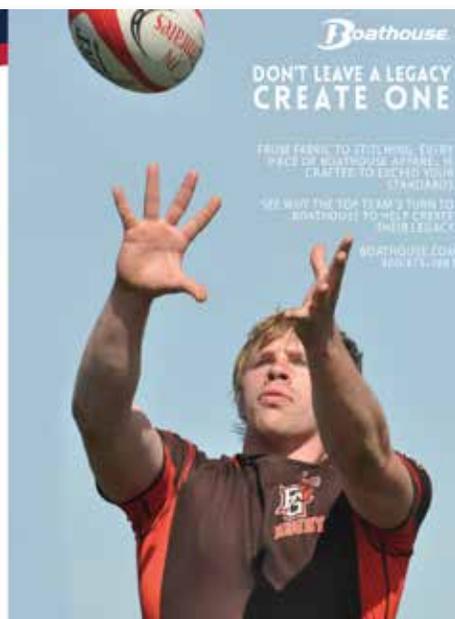


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# Sponsorship Opportunities

## PROGRAM ADVERTISING

This full color event program will be available for FREE for all attendees of the ACRC Bowl Series event.



**BACK COVER: \$2,500**

**FRONT OR BACK INSIDE COVER: \$1,500**

**FULL PAGE AD: \$1,000**

**½ PAGE AD: \$500**

**¼ PAGE AD: \$350**



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## Sponsorship Opportunities

### A LA CARTE SPONSORSHIP

#### T-SHIRT: \$2,000

Only one ad will be sold for 400 T-shirts and placed on back. The T-shirt sponsor will receive five Ts. The 400 Ts will be sold at the event. Each T-shirt sponsor will also receive a FREE business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com).



#### MATCH BALL: \$2,000 / \$675

Official Match ball of the ACRC Bowl Series. Exclusive Ball sponsorship is \$2,000, or one of three panels is \$675. Ball sponsors will also receive a match ball and FREE business listing on [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com).



#### PINT GLASS: \$2,000

One ad will be sold on the pint glass. Each sponsor will receive six pint glasses. Pint glasses will be awarded to winners of various divisions and sold at the event. The pint glass sponsor will also receive a FREE business listing on the [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com) websites.

#### VIP BADGE: \$1,500

One ad will be sold on 500 VIP and 600 Competition Badges. The badge sponsor will also receive a FREE business listing on the [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com) websites.

#### LOGO ON LANYARDS: \$1,000

One log will be sold on custom 500 VIP and 600 Competition Badge lanyards. The lanyard sponsor will also receive a FREE business listing on the [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com) websites.



#### ONLINE AD: \$500

Each online advertiser will receive a business listing on the [www.ACRCBowlSeries.com](http://www.ACRCBowlSeries.com) and [www.URugby.com](http://www.URugby.com) websites and a 250x175 ad



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# Sponsorship Opportunities

## TEAM / CONFERENCE SPONSORSHIP OPPORTUNITY

### \$1,000 DIRECTLY TO TEAM OR CONFERENCE

The first \$1,000 in sponsorship collected by your team or conference - no matter what the sponsorship - will go directly to the cost for the ACRC Bowl Series.

### ADDITIONAL 20% TO TEAM OR CONFERENCE

After the first \$1,000 in sponsorship collected by the team or conference, 20% of all sponsorship collected will go to directly to the team.

### DONATE TO A WORTHY CAUSE

Sevens Sports, LLC will donate 20% of your sponsorship dollars directly to one of the worthy causes below. If you'd like to donate to a rugby team or conference entering the ACRC Bowl Series, just check the box and fill in your team or conference.

- \*\*Donate 20% to Friends for Friends ([www.FFFCharity.com](http://www.FFFCharity.com)) \_\_\_\_\_
- \*\*Donate 20% to your favorite charity: \_\_\_\_\_
- \*\*Donate to your conference: \_\_\_\_\_
- \*\*Donate to your team: \_\_\_\_\_

**Type of Sponsorship Requested:** \_\_\_\_\_

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Amount Paid: \$ \_\_\_\_\_

Please make check payable to Sevens Sports, LLC.

*Note: All ads must be paid in full by November 2, 2015 and artwork received by November 2, 2015 to appear in the ACRC 15s Program.*



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## AMERICAN COLLEGIATE RUGBY CHAMPIONSHIP BOWL SERIES PROGRAM

### AD SIZES

- Back Cover: \$2,500
- Front or Back Inside Cover: \$1,500
- Full Page AD: \$1,000
- ½ Page AD: \$500
- ¼ Page AD: \$350



Sponsor Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Amount Paid: \$ \_\_\_\_\_

Please make check payable to Sevens Sports, LLC.

*Note: All ads must be paid in full by November 2, 2015 and artwork received by November 2, 2015 to appear in the ACRC 15s Program*

Please email ad artwork to Amy Siano at [amysiano@4x3.net](mailto:amysiano@4x3.net).

**SEVENS SPORTS, LLC**  
**63 W. LANCASTER AVE, SUITE 4**  
**ARDMORE, PA 19003**

### AD SPECS:

#### Full page:

trim size: 8.5 x 11"  
bleed size: 8.75 x 11.25"  
live area: 8.25 x 10.75"

#### Half Page Ad

trim size: 8.5 x 5.5"  
bleed size: 8.75 x 5.75"  
live area: 8.25 x 5.25"

#### Quarter Page Ad

trim size: 4.25 x 5.5"  
bleed size: 4.5 x 5.75"  
live area: 4 x 5.25"

For bleed ads, please keep live matter 1/4" from trim edges.

Artwork must be 300DPI, "print/press ready" PDF with \*all fonts embedded.