



Amoskeag Rugby Club

Sponsorship Opportunities



www.AmoskeagRugby.com

Chris Pierce

ARFC Sponsorship Committee Chair

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Club Summary

- Representing NH in US Rugby's top-tier since 1984
 - US Division 1 since 1991
- Not-for-profit organization with 120 active players spanning Men's, Old Boys and U-19 squads
 - 500+ alumni
 - Players at U-19 and Club level have represented the US National Team (US Eagles)
- Current players and alumni represent a diverse set of professions:
 - Lawyers, doctors, plumbers, civil engineers, college students, high-school students, sales reps, accountants, state employees, physical therapists, bouncers, teachers and policemen
- Active within the community and with local charities



Club Mission

- Become the pre-eminent rugby club in the North East US and win the National Division 1 championship
- Provide top-flight Men's club, Old Boy's, Women's, and Under 19 rugby to the residents of NH
- Improve physical fitness, enhance mental toughness, build teamwork and establish lifelong bonds

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Sponsorship Opportunity

- Support the development of a sport that sustains athletes through all stages of life
A team sport that grows in participation (rather than shrinks) after High School
- Support of 120 active players, extended family and 500+ alumni
- Visibility at New England, North East and National rugby events and tournaments

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Rugby Overview

- Modern game developed in England in the 1800s
 - Earlier roots back to Roman times
- 86,000 players in the US
 - Compare with 270,000 players in England
- Played in over 100 countries world-wide
 - Together with soccer, one of the world's dominant sports (has NFL-like status in UK, NZ, Australia, France, Argentina, South Africa)



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Rugby's Core Values

- **Caring** - about the well being of your team mates
- **Citizenship** - helping others in your team and your community
- **Commitment** - to learn and improve on new skills under pressure
- **Courage** - to work hard for teammates in a challenging environment
- **Discipline** - to maintain focus and control under pressure
- **Fairness** - to play by the rules
- **Focus** - a tiring game that requires extra focus on individual skills
- **Leadership** - on the field every player makes decisions for benefit of their team
- **Loyalty** - to team mates both on and off the field
- **Respect** - for self, teammates, officials, coaches and opposition
- **Responsibility** - for individual skills, decision making and teamwork
- **Self Confidence** - all players get to run, catch, pass and score
- **Sportsmanship** - a code of conduct both on and off the field
- **Teamwork** - encourages all players to work for each other to achieve goals
- **Trust** - to rely on your team mates and for them to rely on you



Amoskeag Club Side

- 2nd Place in New England Division 1 competition in 2006 season
(best finish ever with 5-2 record)
- Commitment
 - 2 practices a week in season
 - 16 competitive matches + playoffs
 - Summer travel tournaments





Amoskeag Old Boy's XV

- Has its roots in the Concord Old Boys rugby club (*established in 1970s*)
- Rugby for athletes over-35 years old
- Old Boys fulfill many of the club's executive posts
 - Coaching
 - Fixtures
 - Fund raising





Amoskeag U-19 Program

- Founded in 1994
- 2 full teams compete with other New England teams in the Spring
- Draws from all regional high schools in Southern NH
 - Goffstown, Sauhegan, Trinity, Central and Bishop Guerten have strong representation
 - 2006 season saw first participation from students at State Youth Development Center
- 3 Players have gone on to represent the US U-19 National Team

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Activities

- Community
 - Host of U-19 New England tournament (20+ teams)
 - Host of New England college All Star game
 - Annual Red Cross blood drive
 - Annual habitat for humanity building project
 - Adopt-a-road project
 - Amoskeag U-19 program extended to students at the NH Youth Development Center
 - In 2000 hosted 5,000 rugby fans to USA v Ireland match at the former Singer Park (months of effort by the club) – International exposure for Southern New Hampshire
- Social
 - Annual awards dinner/banquet
 - 70/80s prom
 - Manchester Monarchs and Fisher Cats outings
 - Cigar nights
 - Casino nights

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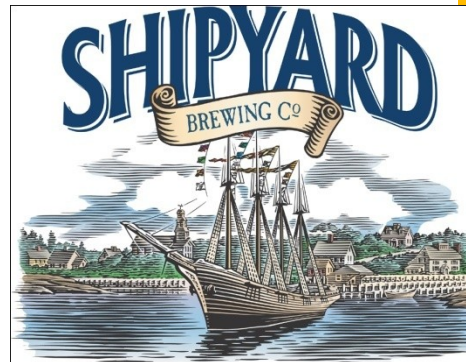
Sponsorship Packages

- Poster advertisement
- Web site link
- Jersey logo (sleeve)
- Jersey logo (front)

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Current and Past Sponsors



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Famous Rugby Players

- Tony O’Rielly – Chairman of Heinz Foods
- George W Bush & Bill Clinton
- Winston Churchill
- Bill Ford – CEO of Ford Motors
- Sir Edmund Hillary
- Peter O’Toole, Richard Burton, Richard Harris
- James Joyce
- Jaques Chirac
- Ernesto ‘Che’ Guevara
- James Baker

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