



**STRATHCONA
DRUIDS RFC**

SPONSORSHIP PACKAGES

ABOUT THE DRUIDS



The Strathcona Druids Rugby Football Club was founded on a night out in 1959, when Welshman Chris Battin boldly proclaimed that he would form a rugby team that would beat any others in the province of Alberta. Since then, “the Druids” have lived up to their co-founder’s boisterous proclamation, winning numerous championship titles at both the city and provincial levels within all their programs.

While we only fielded a senior men’s program originally, the Druids eventually expanded to include a junior boy’s program in the 1980’s and junior girl’s and senior women’s programs in the 1990’s. Currently, the Druids field boy’s and girl’s junior teams at all age-grade levels, from Under 5 all the way to Under 19, as well as senior men’s and women’s teams at both the second and Alberta Premier division levels. Currently, the Druids are home to 301 junior and over 78 senior players, as well as their countless alumni members and loyal supporters who faithfully support their club at every home game.

The Druids programs have produced some top talents within Canadian rugby, with many former and current players going on to compete at the national, international, and professional level. Notable examples include Chelsea Ross, who represented Canada extensively as a member of the women’s National 15’s team, including at the 2017 Women’s Rugby World Cup; Dewald Kotze, who plays professionally for the Dallas Jackals in the MLR; and Brock Gallagher, who plays for the SoCal Loggerheads in the PR7s circuit. The history and successes of our club and members are proudly celebrated within our clubhouse, with plaques, photographs, and autographed jerseys adorning its walls.

The Druids moved into our current home in 1996, two years after co-founder Lynn Davies secured the lease for land that was once the Edmonton Gun Club. We built our home pitch from quite literally the ground up, cleaning the soil of clay pigeon fragments, shotgun shells, and lead contamination, laying seed, and raising the goal posts, all by hand. The effort was well-worth it, however, as the end-result was one of the Edmonton area’s first-class rugby facilities.

As the premier rugby grounds in Strathcona County, the aptly named Lynn Davies Rugby Park hosts hundreds of high school and club rugby games every year, along with the Lynn Davies Tournament, the largest high school rugby tournament in Alberta. It has also been the site of several incredible events such as the University Rugby Championships and the Western Canada Games and is regularly hired out year-round for private functions and events. This regular influx of activity means our facilities are well-positioned for sponsorship and advertising activities, as we welcome thousands of people from across Alberta and beyond onto our grounds every year.

On behalf of our entire organization, we hope to welcome you as proud members of our Druids family!

#itsagreatdaytobeadruid

OUR PURPOSE

VISION & MISSION

VISION: “RUGBY FOR EVERYONE”

MISSION: To promote the game of rugby, support our Players, Coaches, and Managers both on and off the field, and to foster a family environment that promotes inclusiveness, respect, camaraderie, and fun for all.

VALUES

- **Attitude and Effort:** We promote a positive, hardworking attitude within our club that is portrayed through our language, attitude, and actions.
- **Respect:** We seek to exemplify respectful behaviour through our interactions with ourselves, our teammates, our opposition, and match officials.
- **Inclusiveness:** We believe that rugby is for everyone, and so we actively support and encourage all Druids (past, present, and future) and work collaboratively with all members for the good of the club and the game we love.
- **Celebrate:** Our activities as a club are driven by an aim to celebrate our past, enjoy the present, and build our successful future.

STEPS TO SUCCESS

- Provide a home that actively serves grassroots rugby and our community
- Maintain our financial sustainability
- Continue to provide a top-choice club option to all players in our region
- Improve governance and encourage Board diversity
- Continue to encourage and facilitate quality rugby experiences for all members, which translate to on-field successes



FACTS & FIGURES

4 Senior teams in 2022

Aiming for

4

SENIOR
TEAMS
In 2023

(2 Men's & 2 Women's
rugby Teams)

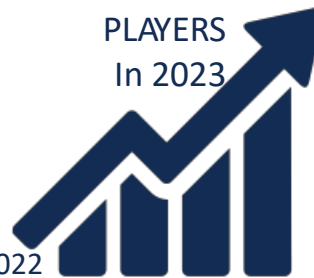


Aiming for

83

SENIOR
PLAYERS
In 2023

75 Senior
Players in 2022
(59% male | 41% female)



13 Junior teams in 2022

Aiming for

13

JUNIOR
TEAMS in
2023



Aiming for

325

JUNIOR
PLAYERS
In 2023

300 Junior
players in 2022
(57% male | 43% female)



CITY
CHAMPIONS
2022(Men)



663

Facebook
Followers



ALBERTA CUP
Finalists 2022
(Men)



1641

Instagram
Followers



EW2
CITY CHAMPIONS
2022 (Women)



395 MEMBERS



295 Member Families

PREMIER JERSEYS SPONSORS

MEN'S PREMIER TEAM SPONSORSHIP • 4 PACKAGES

Our club seeks a two-year sponsorship arrangement with you and your business. Please find below an outline of our new sponsorship structure, which we hope will provide you with a suitable option.

PLATINUM HEADLIND SPONSOR – Front – \$4000 *2- Year Term

- Main shirt sponsor with logo on front of Men's Premier team jerseys
- 2 x Social Memberships
- Internal Club signage on Sponsors Board
- Acknowledgement in all Druids publications and programs
- Branding on the Druids Website
- Social Media mentions with Sponsor backlinks
- Invitations to Club events
- First right of refusal for next round of Premier Jersey sponsorships



1 AVAILABLE

GOLD TEAM SPONSOR – Lower Back – \$3000 *2- Year Term

- Main shirt sponsor with logo on lower back of Men's Premier team jerseys
- 2 x Social Memberships
- Internal Club signage on Sponsors Board
- Acknowledgement in all Druids publications and programs
- Branding on the Druids Website
- Social Media mentions with Sponsor backlinks
- Invitations to Club events
- First right of refusal for next round of Premier Jersey sponsorships



1 AVAILABLE

SILVER TEAM SPONSOR – Sleeve/Shoulder – \$1500 *2- Year Term

- Shirt sponsor with logo on sleeve of Men's Premier team jerseys
- 2 x Social Memberships
- Internal Club signage on Sponsors Board
- Acknowledgement in all Druids publications and programs
- Branding on the Druids Website
- Social Media mentions with Sponsor backlinks
- Invitations to Club events
- First right of refusal for next round of Premier Jersey sponsorships



4 AVAILABLE

PLAYER JERSEY SPONSORSHIP



MEN'S PREMIER JERSEY SPONSORSHIP • \$150 PER ANNUM • 22 JERSEYS AVAILABLE

We provide an opportunity to businesses to sponsor an individual Premier jersey, from numbers 1 - 22.

The sponsorship is for a term of 24 months, commencing on the 1st day of March. Numbers are allocated on a first-come, first-served basis. Please contact Ken at president@druidsrfc.com to find out when the next cycle of jersey sponsorships will be released.

Strathcona Druids will provide the Sponsor with the following:

- 1 x Social Membership
- Branding on sponsored Men's Premier Playing Jersey(s)
- An opportunity to present the sponsored Premier Playing Jersey(s)
- Internal Club signage on Sponsors Board
- Acknowledgement in all Druids publications and programs
- Branding on the Druids Website
- Social Media mentions with Sponsor backlinks
- Invitations to Club events
- First right of refusal for next round of Premier Jersey(s) sponsorships

The cost of the Sponsorship includes the following:

- Printing logo on rear of Premier Jersey(s)
- Internal signage printing costs

Payment Instalments:

- First 12-month period: \$150.00
- Second 12-month period: \$150.00



Est. 1960

DECK SIGNAGE

The Strathcona Druids Rugby Football Club also offers an affordable advertising opportunity. If you've ever visited our facility before, you may have noticed advertising panels along the fencing in front of our clubhouse deck, directly overlooking the playing fields. There are still multiple panels available for lease that are both affordable and located in high-visibility areas, both internally and externally.

This advertising opportunity includes signage production costs and is currently being offered at a limited-time pay for 12 months of exposure. First 12 months will cost **\$750**

This opportunity also includes first right of refusal to renew for a further 12 months after the initial 12-month period at a discounted rate of **\$500**.

For the full Deck Signage Brochure, you can either contact Ken at president@druidsrfc.com or download it from the Sponsorship Opportunities page on our website: www.druidsrfc.com



MATCH & TRAINING BALLS



The Strathcona Druids Rugby Football Club has a great new opportunity that has been added to the sponsorship program for the 2023 season. The Match & Training Ball sponsorship package gives a local business the perfect opportunity to promote their business by putting their logo in the hands of every Druids senior rugby player.

Putting your logo on our match and training balls places your company right at the heart of gameday at the Lynn Davies Rugby Park, while you, your family, and your guests enjoy the hospitality of the Strathcona Druids clubhouse and facilities

This sponsorship package costs **\$2500** for a 24-month term and will place your logo on one panel of each match and training ball used by the Druids Senior Rugby program. This means your logo will appear on roughly 50 balls over the 2-year period.



"Want to be a sponsor? Contact Ken at president@druidsrfc.com.





THANK YOU

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www.druidsrfc.com



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