



## **About Bay Area Pelican Rugby Football Club Inc**

Bay Area Pelican Rugby Football Club Inc is a not for profit organization dedicated to the promotion and development of the sport of rugby football in the greater Tampa Bay area. Bay Area Pelican Rugby Football Club Inc is the parent organization for the Pelican Rugby Football Club (PRFC).

PRFC, founded in 1977, is the oldest active rugby club in Florida. The team attracts many players with and without rugby playing experience who enjoy the club's close-knit social fellowship and enthusiastic level of play. PRFC is well known for its willingness to train new ruggers from scratch and regularly fields a 'B' team men's side, a Summer 7's team, an Olde Boys (35 and Older) side, an U19 youth team and plans are in place to start a women's team. The club is registered with the national governing rugby body, USA Rugby, and competes in the Florida Rugby Union (FRU), which includes clubs in Daytona, Jacksonville, Tampa and Orlando to mention some.

## **Membership**

PRFC have a registered membership of over 100 individuals. With over 30 years of history in the Tampa Bay area, the club has developed a robust network of fans, former players, and active social members in addition to the athletes who suit up to play each weekend.

The majority of the club members are college-educated males between 21 and 40 years of age and this group includes a diverse mix of professionals, government employees, and business owners.

The club also has also been noted for its diverse mix of nationalities with the majority being from the USA we also have members from South Africa, Australia, England, Scotland, Wales, France and New Zealand.

## **Community Service & Social Events**

Off the field, team members can be found engaged in numerous social and service activities.

Recently, the club has volunteered its time and resources to support the Relay for Life for the American Cancer Society and has been the top fundraiser for the event 2010 and 2011.

From our Family Day & BBQ at Ft DeSoto Park, to our AGM, to our Awards Night, to our monthly social, we encourage the growth of the sport in the area and we invite rugby fans and newcomers to watch televised matches, have a few pints, and enjoy the brotherhood of rugby off the pitch.



## Press & Other Resources

### Web Resources:

Pelican Rugby Football Club: [www.pelicanrugby.com](http://www.pelicanrugby.com)

USA Rugby: [www.usarugby.org](http://www.usarugby.org)

Florida Rugby Union: [www.floridarugbyunion.com](http://www.floridarugbyunion.com)

### Press:

Social Media –

page with regular club updates to our worldwide fan base - over 150 fans (Sept 2009); [www.facebook.com/pelicanrugby](http://www.facebook.com/pelicanrugby)



Micro blog – [www.twitter.com/pelicanrugby](http://www.twitter.com/pelicanrugby)

Press Coverage - Press Releases of upcoming games, results and events are sent to all local sports media outlets, including Bay News 9 and the St Pete Times for their review and coverage.

### Club Organization:

President – Peter Gibson

Secretary - Russ Boring

Treasurer - Craig Chalmers

Team Manager - Nick Fraser

Fixture Secretary – Tim Madigan

Tournament / Events Director - Mark 'Hawkeye' Hawkins

Game Day/Field Manager – Tim Madigan

Social Secretary – Aran Johnson

PR Officer – Nick Fraser

Head Coach – Malakai Tubavuya



## Sponsorship Opportunities

PRFC is primarily funded through membership dues but club management makes every effort to keep costs to individual players as low as possible so that the sport can remain accessible to all.

Operational costs include union dues, insurance, referee fees, field rentals, team uniforms and equipment as well as travel. Through sponsorships and donations from individuals and businesses, many of these expenses can be covered or subsidized.

### **Bay Area Pelican Rugby Football Club Inc's 2011/2012 sponsorship schedule is as follows:**

#### **A) Primary Sponsorship - \$2000**

Each year we accept only one Primary Sponsor and recognize them with exclusivity across the chest of our jerseys, any required team attire and an exclusive pitch side team banner at all home games; in addition to a banner link on our webpage and all social media outlets. The Sponsor's logo will be displayed on mandated team off-field shirts (aka number 1's). The Sponsor's logo will be put on select Pelican RFC apparel available to the general public through our on-line store. Additionally, you will receive a plaque as a token of our gratitude to show off your patronage of our club. A 'special edition' t-shirt will be available through our online store honoring our Primary, Gold and Silver Sponsors– size of logo on shirt is relevant to level of sponsorship.

#### **B) Gold Sponsorship – \$1000**

Each year 1 gold sponsor will be recognized on the back of our jerseys, any required team attire and receive recognition of your contribution by way of a Sponsor's logo displayed on mandated team off-field shirts (aka number 1's); an pitch side team banner at all home games; in addition to links on the club web page and all social media outlets. A 'special edition' t-shirt will be available through our online store honoring our Primary, Gold and Silver Sponsors – size of logo on shirt is relevant to level of sponsorship.

**C) Silver Sponsorship - \$250.** We acknowledge silver sponsors with a link on our webpage and all social media outlets. A 'special edition' t-shirt will be available through our online store honoring our Primary, Gold and Silver Sponsors– size of logo on shirt is relevant to level of sponsorship.



D) **Field Banner Sponsorship - \$250.** Sponsor will be acknowledged by way of 3' x 5' banner displayed at all home matches and club functions. The Man-of-the-Match will be awarded courtesy of the Match Ball Sponsor.

### **Contacts**

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