

ESTABLISHING A JUNIOR RUGBY UNION CLUB

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This is a successful process I used in establishing a New Junior Rugby Union Club at Warnervale on the NSW Central Coast in 2000/2001.

A list of the processes:

- (1) Purpose to starting a New Club.**
- (2) Create Interest.**
- (3) Set a Public Meeting.**
- (4) Hold Meeting.**
- (5) Form a Working Committee.**
- (6) Registering as a Club Inc.**
- (7) Sponsorship & Fundraising Packages.**
- (8) Player Recruitment.**

by Greg Hulme

(1) PURPOSE TO STARTING A NEW CLUB.

The main purpose is to give young kids the opportunity to experience the game of Rugby Union and for them to be involved in a Club environment. It is important for kids to experience a team related sport to develop sportsmanship, discipline, competitiveness, health & fitness and also co-ordination skills.

When considering the idea there is also a number of points that need to be looked at:

- * Needs within the area where there is currently no Rugby Club.
- * Population to obtain another Sporting Club (Ground area or large number of kids).
- * Local Sporting Ground suitable to play Rugby games & training purposes.

(2) CREATE INTEREST.

Creating interest in a new sport is sometimes not as easy as it may sound. It may involve a bit of leg work but the following pointers may help:

- * Talking at local Pubs/Clubs.
- * Discuss with parents at Schools & Other Sporting Events.
- * Advertise in local Newspaper/Radio for expressions of interest.
- * Wear Rugby apparel to initiate conversations about Rugby.
- * Rally other Rugby enthusiasts within the area that you know of.

(3) SET A PUBLIC MEETING DATE.

The purpose of holding a Public Meeting is to see how much interest & support you have available within the area around the New Club Location. There is a number of important procedures to holding the first meeting.

- * Arrange a venue (local Club/Pub, Community Hall, Oval or Club House) within the area.
- * Select a Day/Night to hold meeting (Week Nights is usually the best days for people to be available).
- * Set a time (Pick a time to suit the majority of people) to allow for work commitments & travel.

Once you have arranged a suitable venue, date & time to stage your meeting you must look at advertising it.

Some of the better forms of advertising are:

- * Advertise in your local paper in the sports section.
- * Local Radio Station may do a story and talk about the advert.
- * Local TV (if available).
- * Poster of Billboard adds in local Shops, Businesses, Clubs/Pubs, Schools & Community Centres.
- * Advertise in local Schools Newsletters.

(4) *HOLDING MEETING.*

When staging your meeting try to have Rugby representatives from the Zone/Regional area and if possible High Profile Rugby Representatives to lend encouragement and help answer any questions you may have difficult with.

In the meeting state your purposes of holding this gathering and have a list of facts that you could outline.

- * Population in area.
- * Expected growth in a number of years.
- * Existing sports being played & the numbers playing those sports.
- * Schools in area + the numbers of students in those schools.
- * Outline the possible use of local sporting grounds that could be used.

At this first meeting pass around a pad and pen. Ask everyone to write down their name, address & phone number so that you have their details to enable you to keep in touch.

Once you have discussed all of your points and answered all the questions thrown at you, have a show of hands to see the support you have.

Set another date for a meeting in a couple of weeks time to discuss roles and next stage.

(5) *FORM A WORKING COMMITTEE.*

Forming a committee or electing roles for interested people must not be rushed or forced onto people or you may lose or scare them off.

Some people just like to be apart of a group and not be a leader or be in a position of responsibility, so forming a committee may take a little time and a couple of meetings.

The other option you have to start with is a working committee where nobody is the boss and the decisions are made by the committee as a whole and not just a couple of people.

This process works well until you have enough people willing to fill roles such as President, Vice President, Secretary & Treasurer.

(6) *REGISTERING AS A CLUB INCORPORATED*

Before you start advertising or try to raise any money you must register as a Club & be incorporated. The way to register is to visit or contact The Department of Fair Trading and fill out the appropriate paper work and information they require.

Once all paperwork & details of the new club is completed return it back to the department for them to do all the necessary name searches and clarify all of your details. A Fee of approximately \$150.00 will be needed.

When your Club becomes registered you are given a set of guide lines and operating procedures to follow to run your meetings and club process.

(7) *SPONSORSHIP & FUNDRAISING PACKAGES.*

In starting a New Club it requires funds to purchase training equipment & playing gear. The easiest ways I found in raising funds is through a Sponsorship Purposal and target local businesses within the community.

It is important to outline exactly what they will get for the money they spend and what exposure it will give to the Sponsors Businesses.

I have listed a proposal I used that raised a large amount of sponsorship dollars and went very well with minimal refusals.

SPONSORSHIP PACKAGES AVAILABLE

CLUB SPONSOR **Negotiable**

Naming on Ground Banner 2x700x1500
Naming on Club Shirts & Bags
Naming patch on Playing Jumper
Naming on bottom of Club Letterhead
Two (2) Tickets to Club Presentation
Advertisement on front page of Newsletter
Own Promotion at Ground
Supporter's gear - Polo Shirt

TEAM SPONSOR **\$600.00 1st year** **Reduced yearly options**

Naming on Team Jumper Patch
Naming on Ground Banner 700x700
Two (2) Tickets to Club Presentation
Advertisement under Team Report in N/Letter
Club Polo Shirt
Own Promotion at Ground

GOAL POST SPONSOR **\$600.00 1st year** **Reduced yearly options**

Naming on Goal Post Pads x 4
Advertising in Weekly Newsletter
Two (2) Tickets to Club Presentation
Club Polo Shirt
Own Promotion at Ground

WILDCATS SPONSOR
\$300.00 1st year
Reduced yearly options

Naming on Ground Banner 700x700
Advertising in Weekly Newsletter
Club Polo Shirt
Own Promotion at Ground

BLUE SPONSOR

Advertising on Back Page of Weekly
Newsletter (approx. 20 editions)
Club Polo Shirt
Own Promotion at Ground

FOUNDATION MEMBERSHIP
\$50.00

Become a Foundation Member of this
exciting new Rugby Union Club
Limit of 50 only
Stamped Key Ring Medallion

Enquiries can be made by contacting our Sponsorship Co-ordinator Greg Hulme,

Thank you for your kind sponsorship of Warnervale Junior Rugby. Your support of our Junior players is most appreciated and we trust that we will both have a successful year.

NAME:

BUSINESS NAME:

ADDRESS:
.....

CONTACT NO:

PLEASE ATTACH A BUSINESS CARD FOR US TO USE IN THE WILDCATS NEWSLETTER.

With any sponsorship it is very important to properly service that person of company well. Some ideas are:

- * Hold a Sponsors Day at a Home Game in a Hospitality Tent with food & drinks available and watch Club Play.
- * Invitations to Special Events held throughout the year ie; Presentation Day, Fundraising Dinner of Events, Grand Final etc.
- * Display their Company Sign's or Logo's wherever possible at grounds and club.
- * Encourage club members & supporters to use sponsored companies.
- * Keep them regularly informed of Club News & Events by posting Club Newsletters.
- * Advertise all sponsors in Newsletter.

(8) *PLAYER RECRUITMENT.*

There is a number of ways to recruit players to a new club and sometimes a new sport.

- * Advertise Registration or Training Days & Times with age groups & teams available in Local Paper, School Newsletters, Letter Box Drops, community Notice Boards & other Local Sporting Groups.

- * Signage Banners placed in locations around the area at busy intersections.
- * Poster in Business & Shop windows.
- * Hold School of Shopping Centre Promotions with a display board and distribute flyers to interested kids.
- * Word of mouth with other players to bring a friend.

