



INFORMATION FOR SPONSORS

# Ein Traditionsclub stellt sich vor!

Immerse yourself with us in a wonderful world of passes, tackles, scrums, rucks and mauls; in a sport where values such as courage, respect and friendship are upheld; in a sport where solidarity and team spirit can make the difference between defeat and victory.

Rugby has become trendy and has a great future. We have the pleasure, with this leaflet, to present to you one of the longest established rugby clubs in Austria, the Stade Rugby Club Wien, and would like to convince you to collaborate with us.

Sportily yours  
Pascal Gille  
*President of Stade Rugby*

## Dr. Georg Kaiser said:

*"We have always been a Club with a heart. What makes us special is the real friendship between our players. [...] Everything boils down to two syllables "Es-Prit"!"*

*Dr. Georg Kaiser  
Coach Stade Rugby U14*



# Activities

## Support of mini and junior players

Without youth, no future! We achieve best performances thanks to our sustained and coordinated work with mini (U8-U12) and junior players (U14-U18). We are the only club in Austria that offers a rugby academy for all age groups. We recruit children from three different schools and teach them the techniques and values of our sport.

Our technical director, a former professional player in France, is in a position to offer excellent and continuous coach education.

## Coaching and practice

Besides coaching mini and junior players, who are seen as our best investment for the future, the Stade Rugby Club Wien also progressively introduces adult Austrians to rugby through induction courses. The best example of our approach is the "OK-Rugby" course (a variant of rugby without physical contact for beginners), that we inserted in the program of the Vienna sport Institute (Universitätssportinstitut Wien). Beside supporting local young and adult players, the Club also recruits foreign players and coaches with international experience (former professionals or expatriates), thus improving its training abilities as well as its visibility abroad.



The most sought-after countries are France, Germany or Rumania. We reinforce our coaching with a year long training program and modern equipment, in order to give our players ideal development opportunities.

Our support and coaching policy has born fruits, since many of our players have been called upon to play in the Austrian national teams and we have been spotted by international scouts.

## Public relations work

As one of the longest established rugby clubs in Austria, we consider it of the utmost importance to widely publicize a sport which, while still peripheral, is quickly gaining ground.

Thanks to numerous international events, such as the 2015 Rugby World Cup 2015, and the 2016 Olympic games (where rugby will be included), the Austrians, who are sport enthusiasts, are increasingly showing interest in rugby. Public visibility of our club is

thus a necessity for us, in order to show our products, our services and our results. We therefore present ourselves to the public in a professional, strategic and planned manner. Our PR service strives to draw attention to the club, its goals and rugby in general via creative ideas and unusual actions. While using traditional media such as the written press, television reporting, flyers, posters and information stands during events, such as "sport days", we also use unconventional methods. We thus decided very early to extend our public relations work to social networks, which considerably increased our audience.

The Stade Rugby Club also organizes its own games (Sports Day) and takes part in tournaments abroad, as in Paris and Prag.

We are also strongly relying on our presence on the Web. This is why we publish interesting contributions and our best photos on our Webpage.

Sale of our promotional products, such as clothes, balls or caps, as well as rugby shirts, is also progressing. And last but not least, we also plan various activities and events for the public.

## Stade, more than just Rugby

As a long established club, it is important for us to pass on to junior players values such as respect, pride and courage and to put them into practice during training sessions.

We try to get our young players into action and help every one of them to reach their goals, both personal and in sports.

We see ourselves not only as a sports club but also as place of education, whose ambition it is to contribute to enhance strength of character in young people as well as in adults. Beyond team spirit, we offer to each and every player and supporter an opportunity to be part of the tradition of the biggest Austrian rugby club.



# Our goals



## Mini and junior players

- ☞ Give access to the Stade Rugby Akademie to still more schools.
- ☞ Take part in at least two big international tournaments with our U10, U12, U14, U16 and U18 age groups.
- ☞ Reach finals in the United World Games (big international tournament in which top clubs play) with at least two of our age groups.
- ☞ Win Austrian championship titles in all age groups (U8-U18)

## Adults

- ☞ With our lead team “Stade XV” win the championship title.
- ☞ Strengthen our reserve team “All Stade” in order to participate in the 2nd League championship.
- ☞ Establish a long-lasting partnership with a foreign professional club.
- ☞ Strengthen ties with partner clubs in Slovenia and the Czech Republic.

## Events

- ☞ Take part again in the United World Games (biggest youth sports event, with 5 000 participants) in all age groups.
- ☞ Take part in the “Askö Sporttag Brigittenau” and the Sports Day in order to promote our sport and our club in partner schools.
- ☞ Setting up a “Solidarity Club” (composed of former Stade Rugby players)



# Your support counts!



Stade Rugby is a good platform for businesses that want to link their image to a sound sports environment. Your support will help us in our work! You will invest in an exciting championship, in the passionate sponsoring of young people, and in the coaching of players from first practice to drafting in the national team.

Thanks to your support, we will finance the recruitment of internationally experienced coaches, tournaments abroad, as well as the Stade Rugby Akademie. Use sponsorship for your image: by sponsoring our mini and junior players, your company will invest in the future in a responsible and meaningful way.

## Our offer

- > 1000 followers and fans
- > 300 full members
- Around 150 active members
- 30 games per year
- Professional staff with international experience
- national team players' training
- Investment in the future: Stade Rugby Akademie für Jugendliche
- Organization of the USI courses
- „OK Rugby“ in the Sportzentrum Schmelz (course for beginners)
- Own medical team (two doctors and two physiotherapists)
- Partnerships with foreign professional teams and international games
- > 4 000 clicks per month on our Website
- Presence on social networks with professional Facebook business advertising
- Public relations work in the press, occasional reporting on TV
- Merchandising with optional printing as additional advertising platform
- e-newsletter for alumni and fans



### Youth Package > 2 000 €

- Exclusive support of young players and the Stade Rugby Akademie
- Naming company as youth sponsor and special relation to young players' promotion in the available media
- Insertion of the company's logo on our website + advertising possibility
- Insertion of the company's logo in our e-newsletter + flyer (> 3000 copies)
- Invitation to all events as well as to games of the junior teams
- Advertising possibility in the United World Games in Klagenfurt.



### Standard Package > 2500 €

- In addition to basic package
- Company's logo on the shirts (sleeves, back or shoulder)
  - Company's logo on Facebook fan page (included in professional Facebook business advertisements)
  - Advertising possibility in all events and on Information stands through roll-ups, transparencies or posters.
  - Possibility to call on team or various players for advertising purposes.



### Basic package > 1000 €

- Insertion of the company's logo on our website + advertising possibility
- Insertion of your logo in our e-newsletter + flyer (> 3000 copies)
- Invitation to all events
- Invitation to the national team local games
- Stade Rugby tie



### Business package > 5000 €

- In addition to standard package and sponsoring of junior players
- Main sponsor: large logo on the front of shirts and on all merchandising products, advertising of sponsor's products.
  - Printing of logo on training equipment (balls, water bottles, etc.)
  - Posting of the company's banner during local games in the ASKÖ Stadion Brigittenau
  - Invitation to our Christmas dinner

# More about us...

# ... and about rugby



The English player William Webb Eliss is considered the father of rugby. Legend has it that in 1823, as his football team playing in the city of Rugby was about to loose, he caught the ball with his hands and deposited it in the opponents' goal. Since then the rules of the game have evolved but not its principles. It remains based on swiftness, combat and bodily commitment. Whether tall or small, fast or slow, everyone can participate!

Fundamentally a team sport, rugby is based on values such as respect, integrity, pride, team and combat spirit. But rugby is also and above all FUN, because players belong to a community of boisterous "gentlemen" who learnt to love that sport.

The first Austrian club was created in 1978; the Austrian rugby federation was founded in 1990, and was integrated in the international federation in 1992. Today there are three national teams: a men's team, a women's team and a junior team (U-18)

The Stade Rugby Club Wien was born out of the Lycée Francais de Vienne Rugby Club (RCLFV), which had been set up in 1989 by a history teacher, who was a passionate rugby player.

Today, Stade Rugby is the biggest club in Austria. It won many titles, and many tournaments, especially in the junior players group, and is fully integrated in the Austrian rugby world.

With your support our club will be able to make what is now an Olympic sport even better known.  
Esprit!



# Our presence in the media

Media that drew attention  
to our club



**SPORTMAGAZIN**

„Der RC Stade Viennois schlägt in der zweiten Partie der Elite-Liga Vienna Celtic klar mit 33:22.“

Sport in Wien TV, 15.10.2011

**SPORT**tv  
in wien



„Das Hauptaugenmerk muss immer die Jugend bleiben, da umso früher jemand mit dem Sport anfängt, er natürlich viel besser die Werte als auch das Können in sich Entwickeln kann.“

Präsident Philipp Quendler im Interview mit Radio Wien, 26.10.2013

**radio wien**



„Das Ziel unseres Klubs ist und wird immer sein, Rugby mit all seinen Werten wie Respekt, Willenskraft, Disziplin und Kameradschaft in Österreich zu verbreiten!“

Milad Farkhondeh-Fal im Interview mit der-sport-blog.com, 19.06.2013

**DER-SPORT-BLOG.com**

mehr Infos unter [www.stade-rugby.at](http://www.stade-rugby.at)



# Join the Spirit!

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www.askoe-wien.at  
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