

SOUTHERN LIONS

are representing Australia on the international stage at the
2023 AMATEUR RUGBY WORLD CUP



JOIN THE TEAM!

SPONSORSHIP PROSPECTUS

In 2023, for the first time ever France will host the inaugural Amateur Rugby World Cup during the Rugby World Cup. This event will involve 20 community club teams representing their nations. Australia will be represented by the Southern Lions.

This is your opportunity to be a part of the Southern Lions team and come on board as a sponsor.

The first edition of the World Amateur Rugby Festival will take place from 22nd to 30th September 2023 in the southern region of France with 7 partner cities hosting the competition. The event consists of more than 30 matches being played in 9 stadiums.

There is an expectation of 20,000 spectators at the event and over 1,000,000 viewers worldwide tuning in to the televised event. This gives an exceptional opportunity to get your company or brand extensive international exposure by supporting the Southern Lions.

Sponsor packages:	Naming Rights \$60,000	Gold \$30,000	Silver \$10,000	Bronze \$5000
Logo placement on the players' shirt or shorts	Shirt Zone 1	Shirt Zone 2	Shirt Zone 3/4	Shorts Zone 5/6/7
Logo placement on supporters swag	✓	✓	✓	✓
Logo, link and blurb to be shared on Southern Lions Facebook page which has over 1800 local followers	✓	✓	✓	✓
Logo to appear on ALL Southern Lions promotional advertising of the event	✓	✓	✓	✓
Social media posts advertising your company	2	1	1	
Your own supporters shirt (players shirt style)	✓	✓		
Your own supporters shirt (polo shirt style)	✓	✓	✓	✓
Tickets to catered sponsors' event prior to departure	8	6	4	2
Advertising banner displayed with team at matches	✓	✓		
Logo placement on supporters' merchandise (including singlet, bag and baseball cap)	✓	✓	✓	✓

The options listed in this prospectus are a great fit for some companies, but is it right for yours? Contact us to discuss other sponsorship opportunities should you not feel these suit you or your business.



Players shirt and shorts

Front



Back



Front



Back



For further information please contact:

Club President
Ronan O'Shea
+61 410 471 572
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Senior Vice President
Shaun Morrison
+61 474 821 113
vpseniors@southernlionsrufc.com

Acceptance Form

To be completed by sponsor:

Organisation / Business Name: _____

commits to provide sponsorship of the Southern Lions Rugby Union Football Club for the 2023 Amateur World Cup in the following sponsorship category:

☐ Platinum ☐ Gold ☐ Silver ☐ Bronze ☐ Other

Sponsorship Value: \$ _____

Signature: _____ Date: ____ / ____ / ____

Contact Name: _____ Position Title: _____

Address: _____

Tel: () _____ Fax: () _____

E-mail: _____

To be completed by the Southern Lions Rugby Football Union Club:

Southern Lions Rugby Football Union Club Executive Signature: _____

Southern Lions Rugby Football Union Club Member Name & Role:

(must be President or Vice President) _____

Date: ____ / ____ / ____

Please note: Tax invoice will be sent for payment

