



ALL BLUES RUGBY

SPONSORSHIP PROPOSAL

A Message from the All Blues

Dear Future Supporter,

Established in 1978, All Blues Rugby is one of the pioneering rugby clubs in the country. For over forty years, we've led, inspired, and developed top athletes at the highest levels of domestic competition. Since our founding, we've built a vibrant community of women's rugby athletes and a rich legacy that few can rival.

Our mission extends beyond the field; we're dedicated to elevating the professionalism of women's rugby in the Bay Area and across the nation.

Competing as one of seven teams in the Women's Premier League (WPL), we're poised to lead the charge. Currently player-operated, our club thrives on the collective passion for the sport. Our track record speaks volumes: seven championships in the 13 years of WPL history and nurturing talents that have represented the United States on the international stage.

Despite our achievements, the financial strain on players remains significant, with extensive nationwide travel costs. With your support, we can amplify our impact, sustain our success, and seize the growing momentum in women's sports.

As we embark on the journey towards professionalization, we invite you to join us as a sponsor and advocate. Your partnership not only brings tangible benefits but also garners positive media exposure through association with All Blues Rugby.

If you're interested in exploring sponsorship opportunities, please reach out - we're eager to collaborate. We look forward to the possibility of working together to shape the future of women's rugby and uphold the enduring legacy of All Blues Rugby. Thank you for your consideration.

Warm Regards,
All Blues Rugby



Our Journey

For over four decades, we've been on a mission to lead, inspire, and develop top athletes at the highest levels of competition.

Past

- Established in 1978
- 17 National Championships
- 50 National team players, 3 olympians

Present

- National presence competing in Women's Premier League (WPL)
- International presence with players contracted abroad, team tours, and hosting visiting teams from abroad
- Select home games in stadium environment
- Promoting rugby at all levels with WPL, Division 2, 7's, and High School teams

Future

- Founding member of first professional women's rugby league, Women's Elite Rugby (WER), slated for 2025



Help Our Players Play

Club operations are funded by player dues, fundraising events, and sponsorships.

Our success is tied to our ability to compete at the highest level of domestic play. To remain competitive, players are responsible for significant individual costs in a single season.

Out-of-pocket expenses

\$4,000

Average paid per player in a competitive season

Expense	Cost
Season Flights <i>Not including preseason, postseason</i>	\$2000
Player Dues <i>League fees, coaching, fields, match officials</i>	\$450
Housing <i>Away game lodging in shared hotel rooms</i>	\$480
Transportation <i>Away game transportation</i>	\$480
Kit & Equipment <i>Cleats, mouthguard, training attire</i>	\$200
Medical Costs <i>Athletic trainers, physical therapy, treatment</i>	\$250
Strength/Conditioning <i>Gym membership, programming</i>	\$500



Connect With Our Fan Base

The United States boasts 4.1 million rugby fans and over 100,000 playing members across 2,500 clubs nationwide. Additionally, hosting the men's 2031 World Cup and the women's 2033 World Cup on home soil will galvanize the rugby community, draw new audiences to the sport and generate commercial opportunities.

The surge in popularity of women's sports signals an exciting opportunity for increased viewership and revenue generation.

Connect with our fan base to build brand awareness with the national rugby market!



Women's Premier League / Women's Elite Rugby (2025)

- Instagram: 5.5k followers
- Facebook: 5.6k followers
- Media coverage: [espn.com](https://www.espn.com), [theguardian.com](https://www.theguardian.com), [thegist.com](https://www.thegist.com)



All Blues Rugby

- Games in top DMAs: NYC, CHI, BOS, SF-Bay Area, MSP, DEN
- Instagram: 2.7k followers, 6.0k peak views
- Facebook: 2.0k followers
- Site: 300 visits/mo, 3.1k visits/yr
- Newsletter: 800 subscribers
- YouTube: 500 avg views per game



Partnership Activation Packages

Reach a national audience through partnership activations. We offer the following packages, but reach out with other opportunities - we are eager to collaborate!

Monthly Contribution	\$50+	\$100+	\$500+	\$1000+	\$1500+
Social Media Welcome Post	✓	✓	✓	✓	✓
Logo on Website, Newsletter	✓	✓	✓	✓	✓
Distribution of marketing materials at public events	✓	✓	✓	✓	✓
Annual season activity reports		✓	✓	✓	✓
Recurring recognition on social media and at events			✓	✓	✓
Logo on all future banners + displays purchased			✓	✓	✓
Logo on shorts*			✓	✓	✓
Logo on Jerseys*				✓	✓
Logo on Warm-up Shirt*					✓
Logo on Equipment*					✓

* Sponsor receives 1 sample of each merchandise with logo. All logos provided by sponsor.

**All Blues Rugby is a not-for-profit 501(c)(3) organization.
Your kind sponsorships and donations are tax-deductible.**

Charitable gifts should be directed to:
Performing Arts Social Society, Inc. (PASS Inc.), Federal Tax ID: 23-7103024



All We Need Is You!

With your investment, we can make an impact on our team and community.



Accelerate the growth of women's sports by expanding our fan base and community reach

Make high-level rugby accessible, not cost-prohibitive



Build a professional environment, elevating the game day player and fan experience



Contact Us

 allbluesponsorship@gmail.com

 [instagram.com/allbluesrugby](https://www.instagram.com/allbluesrugby)



ALL BLUES RUGBY

THANKS YOU!