

DARTMOUTH WOMEN'S RUGBY CLUB

Established 1978

Team Profile 2009

Since its inception in 1978, the DWRC has had great success both on and off the field. The DWRC competes in Division I League play every fall and tournaments and playoffs, including the Ivy League Championship, every spring. The DWRC is credited with two Northeastern Union championships, nine appearances in the national round of sixteen tournament, three elite eight finishes, and nine Ivy League titles. This year the DWRC has once again qualified for the National Playoffs, and heads to Orlando in April to compete in pool play and an opportunity to advance to the Final Four.

In addition to its athletic successes, the DWRC fosters a community of diversity, respect, and discipline. It is culturally heterogeneous, accepting, and tolerant. Among many things, the team prides itself on its openness and ability to bring people of differing backgrounds and experiences together to achieve common goals.

As a collegiate club team, the squad elects executive officers to lead the team on and off the field in an organizational and management capacity. The combination of athletic and administrative roles taken by teammates instills deeper ties within the team while developing leadership skills in its members.

Additionally, the team is committed to community service, which includes working with the Special Olympics Winter and Spring Games on an annual basis. During fall 2008 pre-season camp we entered a team in the Alzheimer's Run for Memory, and this spring we are organizing a trail run to benefit the National Eating Disorders Association.

While it has worked tirelessly at home to further the success of the team, the DWRC also embarks on a 10 day training tour during spring break every year. Typically, this tour takes the team abroad to experience different styles of rugby and to prepare for the upcoming spring season. In previous years the team has traveled to France, England, Canada, Wales, Ireland, and Scotland.

Because we are a club team, most of our funding comes from sources outside of the Dartmouth College Athletic Department's budget. We rely on financial support from businesses and individuals in order to continue competing at the highest level in USA Collegiate Rugby while providing amazing athletic, managerial, and cultural experiences to each new generation of Dartmouth Women's Rugby players. In return for your support we provide a valuable opportunity for your company to be associated with a team of strong, well-respected female athletes with very high standards of community, performance, and integrity.

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Opportunities for Advertising and Sponsorship

From advertising in our newsletters to tournament and jersey sponsorships, there is a level of participation available for every interest and budget. Gear and Field Sponsorships are two-year contracts. Tournament, Tour, and Newsletter Sponsorship are one-year contracts.

Gear Sponsorship:

- **Granite Sponsor (\$10,000/2 years)**

*Your company's name will appear on the **team's track suits and match jerseys**. The team wears these to both home and away games and when traveling on tour. Also includes a ¼ page advertisement in four newsletters (readership of 425 active alumnae and parents), recognition as a lead sponsor on our website, in every email sent to our friends' group (weekly pre-match reminders and post-match reports in-season- 20-30 emails/year), and in any tournament or tour booklet published within your contract years.*

- **Green Jersey Sponsor**

- **Chest or Back of Jersey (\$5,000/2 years)**
- **Sleeve (\$2,500)**

*Your company's name will appear on our match jerseys. The team wears these to both home and away games, in National Tournaments, and when traveling on tour. Also includes all print and electronic advertising benefits of **Granite Sponsor with recognition as a significant sponsor (rather than lead sponsor)**.*

- **Ivy Leaf Shorts Sponsor (\$5,000/2 years)**

*Your company logo will appear on the team's game and practice shorts. Also includes all print and electronic advertising benefits of **Granite Sponsor with recognition as a significant sponsor (rather than lead sponsor)**.*

****Granite, Green Jersey, and Ivy Leaf Sponsors have the option to also sponsor the team's practice jerseys for an additional \$1,500****

Field Sponsorships:

- **Dartmouth Rugby Goal Post Pad Sponsor (\$5,500/2 years)**- *Your company logo will appear on Brophy Field Goal Post Pads during all home matches for Dartmouth men's and women's teams during your contract period. Also includes all the benefits of **Granite Sponsor with recognition as a significant sponsor (rather than lead sponsor)**.*

- **Brophy Field Sponsor (\$3,000.00/2 years)**-*Signage on Brophy Field at all women's home matches and tournaments, and all of the benefits of being a **Granite Sponsor with recognition as a significant sponsor (rather than lead sponsor)**.*

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Tournament and Tour Sponsorship:

● **DWRC Tournament Sponsor (\$5,000/year) (AVAILABILITY TBA 2009-2010)** *Have our annual tournament named after your business! Includes a full page ad in the tournament booklet, all of the benefits of **Big Green Advertiser plus recognition as a significant sponsor**, and a banner display at tournament and all women's home games for the year.*

● **Green & White Tour Sponsor (\$1,200.00/year)** - *Funds allocated specifically to sending players on tour. Includes the benefits of being a Big Green advertiser with a special "thank you" for Tour Support in our spring newsletter.*

Advertising in our newsletter:

● **Big Green Advertiser (\$500.00/year)**

Includes a ¼ page advertisement in two newsletters (readership of 425 active alumnae and parents), advertisement on our website, recognition in every email sent to our friends' group (weekly pre-match reminders and post-match reports in-season- 20-30 emails/year), and recognition in any tournament or tour booklet published within your contract year.

● **Ivy Business Advertiser (\$200.00/year)-Business Card Size**

These advertisements are guaranteed placement in our next two newsletters and any other programs or literature produced by us for team purposes.

Ivy Business Advertisers may also advertise on our website (www.dartmouth.edu/~dwrc) and receive recognition in our emails for an additional **\$100.00**.

Advertising Size Specifications (All advertisement prices are based on camera ready ads):

● **Big Green Advertiser (\$500.00) – 1/4 Page Ad**

-3 ½ x 5" Vertical (Newsletter)

-2 x 3 ½" Vertical (Tournament Booklet)

● **Green Advertiser (\$200.00) – Standard Business Card Size**

Up to 3 ½ w x 2.5h (Newsletter)

Business Card Size (Tournament Booklet)

● **Website Advertisement (\$100.00)**

-160 x 200 pixels Vertical (Sidebar)

-500 x 100 pixels Horizontal (Bottom of page)