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Rugby Club Berlin Grizzlies (GRIZZLIES) concepts and objectives

The Rugby Club Berlin Grizzlies, the “**Grizzlies**”, is similar to rugby in Germany overall, a sleeping beauty. But this ambitious top German club follows a new and professional approach, one that will lead them to reach international top standard. The concept is not just local or regional, but also effective on a broader level that will have an impact nationally and internationally. Through dominance of German rugby in future years, the GRIZZLIES have set their sight on the international arena and to be the model club and driving force behind German rugby.

This professional, long-term and sustainable approach consists of **three core elements**:

1. **Marketability:** Development of a product which can be branded at a premium level and marketed effectively. This is predominately a successful and professional first team.
2. Integrated and deep-rooted **rugby concept:** Competitive matches at all age levels on a regular basis are the key to develop Berlin’s and Germany’s rugby potential. The rugby philosophy, style and values have to be defined, conveyed to and lived by the GRIZZLIES family. Key aspects to achieve this include: junior development system and academy; consistency of management and coaching throughout the whole club - from the Minis to the Old Boys; development of a local/regional/national school championship of all age groups; high performance unit; professional rugby competition in Germany; German 7s series; top class events and tours; and, player recruitment.
3. **Marketing and Revenue Streams:** Critical for the success of the overall development of rugby in Berlin and Germany is the right marketing and media strategy and management. The right image has to be conveyed to as many people as possible to watch and play rugby. The more known and popular rugby is, the more funds can be generated to achieve the set targets.

By sponsoring the Rugby Club Berlin Grizzlies and their events, you are a key partner in developing Rugby at all levels in Berlin and Germany, and you have prime and direct access to all the benefits this has to offer.

This will also play a major role for Germany to qualify for the **Rugby World Cup** in 2015/2019 and the **Olympic Games** in 2016/2020.

All aspects outlined above contain a whole range of potential benefits for organisations who will get involved at this early stage of the development of rugby in Berlin and Germany. To stake your claim early has two major advantages. Firstly, your engagement is reasonably priced and you are a founding partner of the professional development of rugby in Berlin and Germany. And secondly, the claim you secure now might not be available at a later stage, or only at a much higher price.



What is Rugby?

Rugby is among the five most popular sports globally, ranking number one in the southern hemisphere. Rugby's global reach is clear when you consider that the Rugby World Cup, which takes place every four years, is the third largest sporting event in the world, after the Olympic Summer Games and the FIFA Football World Cup. The table below shows world rankings by country, based on figures supplied by the International Rugby Board (IRB).

World Ranking (April 2011):	European Ranking (April 2011):
1. New Zealand	1. England
2. Australia	2. Ireland
3. South Africa	3. France
4. England	4. Scotland
5. Ireland	5. Wales
6. France	6. Italy
7. Scotland	7. Georgia
8. Argentina	8. Russia
9. Wales	9. Romania
10. Fiji	10. Portugal
...	...
36. Germany	17. Germany

Rugby is experiencing rapid growth in Europe and globally on many levels, including increases in both team and spectator numbers. The sport has grown globally by 5 to 10 per cent per year in terms of active player numbers since the professionalisation of rugby in 1995. In comparison to this, rugby grew over proportionally in Germany over the past 5 years with 5-10% growth per year. This growth is expected continue in the coming years and will grow even more rapidly under well-managed conditions.

Rather than acting as competition for the more established sports in Germany, rugby offers a new platform for sponsors with a wide range of possibilities. It has the added benefit to sponsors of being free of the sorts of scandals that affect some other high-profile sports.

How is the game played?

Physically speaking, rugby is a tough sport played with limited protective equipment, which means that fairness is paramount. Teams of 15 players battle to carry the ball into the opposition's try zone. In rugby the ball can be kicked forward down the field or passed by hand, but only in a backward direction. Players can also tackle opposition players in order to prevent them from gaining ground. For more detailed information about rugby, please see the appendix to this document.

The British have the following saying about rugby: "Football is a gentleman's game played by ruffians and rugby is a ruffian's game played by gentlemen". We believe that rugby is not just a sport, but is a way of life.



Image values

The image values associated with this sport that are especially attractive for sponsors include, among others, toughness, team spirit, camaraderie, passion, communication, open-mindedness and non-prejudicial behaviour, respect, loyalty, fairness and honesty. For more information on the image aspects of rugby in comparison with other sports, please see the appendix to this document.

Rugby is a physically tough and demanding sport, which is played in a fair environment. It challenges each player's cognitive, mental and physical abilities. At the same time a strong and united team focus is required to win the match. Each individual player has to make his or her goals subordinate to those of the collective team if they want the team to win.

What is especially fascinating in the game of rugby is the way players with different physical and mental characteristics can all work together seamlessly. In this sport there is room for a range of physical types, including the strong, heavy-set front row players, the strong, taller second row players, and the backrow forwards of the scrum, who are known for their endurance and athleticism. The ball winning ability of the forwards would be in vain if it weren't for the speed, agility, ball handling deftness, and kicking ability of the backs.

Rugby is not just a sport – it is a lifestyle complete with its own community and values. The socialisation of rugby players is strong. From an early age, new participants not only learn the skills and teamwork required to play the game, but also the values associated with the sport. These rugby values include: good communication, which is extremely important in rugby; open-mindedness and non-prejudicial behaviour; the development of leadership qualities; teamwork, respect, loyalty and integrity (as seen in the camaraderie of the rugby family); and fairness and honesty. Without these key values, rugby would be unable to function.

The term “rugby family” reveals a great deal about the coherence and togetherness within clubs. The notion of community applies not only to the interaction within the clubs, but also the interaction between the clubs and rugby players and supporters around the world. There is a global rugby community in play, in which camaraderie is not just a word, but is an essential part of the lifestyle. As the IRB proclaims in their RWC advertisements and theme song, it is “the world in union” that defines the sport.

There is evidence that rugby could play a major role in the betterment of the current social and corporate environment in Germany. Studies show, for example, that the sport has proved to be very effective in the area of violence prevention, because the game gives players the chance to relieve excess energy on the field in a highly regulated and fair environment.

It's not surprising, then, that the sorts of spectator problems that are encountered in other sports (such as crowd violence) are alien to rugby. Although both rugby players and rugby spectators are naturally very passionate about the game, but their passion is expressed within a strong socially responsible framework, leaving the game free of problems.

The sport is also clear of scandals. Doping does not play a role and exorbitant salaries and transfer fees are virtually unknown in this sport. In short, rugby is like the lively football (or soccer) of the “good old days” of the 1950s. Thanks to its wholesome image and values, rugby is a great social and cultural equaliser, bringing the world “together in union”.



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Target Groups

Rugby appeals to diverse target groups that are not currently being reached in Germany through existing marketing channels.

Existing target groups include former and current university students who have played or still play rugby, as well as a number of ex-patriots from other rugby playing countries. These groups are situated in higher income sectors and their numbers can be expanded.

In addition, new target groups can be won through targeted programs and measures. These include: The development of school rugby and a school championship competition; the establishment of street rugby projects, which can assist in the prevention of violence in social hot spots; and rugby fitness programs and rugby camps for company employees.

Another key focus group of interest is middle-income earners, both as prospective rugby spectators and players. Similarly, parents who want to impart the relevant rugby values to their children are another important target group, as are parents of children living in problem areas, who see the opportunities for their children that rugby offers in terms of violence prevention and the development of strong social values.

As rugby is associated with such a wide range of strong social values, it is the ideal medium for carrying targeted messages to audiences in a broad range of social groups. Sponsoring companies can then choose the individual value or values that associate best with their brand and use them in targeted marketing campaigns.



Team Sponsoring

Team sponsoring offers a complete range of sponsorship opportunities. The sponsorship opportunities available for the various teams (15s or 7s, male or female, senior or junior) are detailed below. The team sponsorships include all competitive matches played home and away. Additional information in regards to further GRIZZLIES sponsorship opportunities can be found in the appendix to this document. It is especially beneficial (in terms of outlay and returns) for sponsors to book the teams as packages. However, the teams can also be sponsored individually.

Sponsors who get involved in the early stage will have the honour of playing a significant role in the development of professional rugby in Berlin and Germany. These sponsors will also be critically involved in the establishment of Germany's professional league (2017), and in the qualification for and the participation in the Rugby World Cup (2019), as well as the qualification for and the participation in the Olympic Games (2020). All sponsors will be sincerely welcomed into the international rugby family.

Sponsoring media

In addition to the traditional sponsoring media at events and matches, a number of further sponsorship opportunities are available. Sponsors can boost their traditional advertising and promotional opportunities on a number of levels, by adding activities both within their organisations (such as via staff training camps and matches), and within the rugby stadium, the city or the region. For example, sponsors can organise themed company presentations in pavilions at matches or gain exposure at special events and functions for their customers, business partners, and employees.

Team Sponsoring

Customised sponsorship packages are available offering the sponsorship benefits tailored to suit your company's needs. Four main categories of sponsorship are available:

- Principal sponsor (including jersey and name integration rights)
- Main sponsors
- Sponsors
- Official partners

Principal sponsor

The principal sponsor will be the first senior team's major partner. The principal sponsor has immediate national and international marketing opportunities. Besides an attractive, individually tailored package consisting of elements from the various sponsoring media, the principal sponsor also obtains jersey and name integration rights. The most important marketing opportunity is the central positioning of your company name, brand or logo on the front of the jersey. Name integration is also possible. Furthermore, you will be guaranteed to be the exclusive provider of your product type, to maximise communication opportunities. For example, there can be only one brewery sponsor, one telecommunication sponsor and so on.

Main sponsors

Other companies that would like to champion professional rugby in Berlin and Germany can become involved as main sponsors. This sponsorship category is limited to a total of five (5) sponsors. The sponsors in this category have the opportunity to use rugby to call attention to



their organisation or brand. In addition to an attractive and individually tailored sponsorship package made up of elements from the various sponsoring media, each main sponsor also receives a minimum of one positioning of their company name, brand or logo on the back side or the sleeves of the team jersey or on the shorts. In addition, each main sponsor receives opportunities to include their company name and/or logo on playing field and stadium signage at home matches.

Sponsors

Each sponsor will receive an attractive and individually tailored sponsorship package made up of elements from the various sponsoring media. In addition, sponsors in this category are able to supply a part of their sponsorship contribution through in-kind, tangible means (such as through the provision of equipment). These sponsors will be the exclusive providers of their particular product type.

Official partners

Businesses which want to have a foot in the rugby business, but make a less sizable contribution than the sponsors, can choose to become an official partner. Official partners can choose a single sponsoring medium rather than an entire sponsorship package, for which they pay an individual rate.

Sponsoring media

Competition area

- Sponsor's logo or advertisement/s on playing field and stadium signage
- Sponsor's logo or advertisement/s on goal post protectors, playing field flags, etc.
- Sponsor's logo on the match ball
- Sponsor's logo on merchandise items
- Name integration
- Sponsor's logo on jersey or shorts
- Sponsor's logo on warm-up equipment (such as T-shirts, club polo shirts, drink bottles, etc.)
- Sponsor's logo on the team bus
- Sponsor's logo on sponsor wall
- Sponsor's own pavilion area in the stadium during the games (at home matches, for use in agreed activities)
- Sponsor advertising and promotional opportunities on-site (at home matches)
- Sponsored stadium announcements (at home matches)
- Sponsor's logo in match day program (at home matches)

Media

- Sponsor's product or company name and logo on marketing material (flyers, posters, etc)
- A press release at the beginning of the sponsor's cooperation announcing their involvement in the event and/or team
- Sponsor's logo in the footer of all reports to the press as well as in all advertising materials
- Sponsor companies mentioned in interviews and reports in relation to the event/s and/or team/s (TV, radio and print where possible; editorial guarantees not provided)
- Top players and coaches made available for off-site promotions of sponsor's choosing



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- Option to include the team names and logos in the sponsor's own advertising or promotional materials
- Inclusion of sponsor names and logos in website content and e-marketing materials
- Forwarding of sponsor's promotional materials via extensive database

Extras

- B2B networking and cross-marketing opportunities
- An allocation of free entry tickets to event/s and home matches for sponsors (for use by staff, clients etc.)
- VIP invitations for sponsors to events, matches and special functions, as appropriate
- Membership for sponsors to the "Business Club" (see additional benefits documentation)
- The option of one-off or ongoing rugby fitness/conditioning training for sponsor company employees, either on or off-site, by agreement
- The option of rugby camp for sponsor company employees (for team building, etc.), by agreement
- The option of one-off or ongoing touch rugby matches for sponsor company employees, by agreement
- Sponsorship of individual people (players, coach, etc.)
- The option of sponsor team merchandise packages (caps, beanies, polo shirts, T-shirts, fan bags, signed team photos, signed team jerseys, etc.), by agreement

Further sponsoring opportunities are available by individual arrangement. The objective of each sponsoring package is to create a partnership that lasts several years, making it advantageous and profitable for both parties. We believe this mutually beneficial approach together with our tailor-made sponsor packages will lead to marketing success for your company. A consultant from our team will contact you shortly and will remain your ongoing point of contact throughout your time as a sponsor.

Rugby @evolution

Rugby @evolution's mission is to increase the popularity and profitability of rugby in Berlin and Germany. The organisation plans to lay the groundwork to get the sport developed nationally to such an extent that the success of Rugby Club Berlin Grizzlies at a top international competitive level is assured. The founders of Rugby @evolution have extensive rugby and major event experience. Their aim is to see the Germany qualify for the 15s Rugby World Cup in 2019 in England and at the 2020 Olympic Games in Rio de Janeiro for 7s.

Our analysis indicates that those targets are achievable. Berlin is particularly suited to the establishment and development of rugby because there are strong metropolitan areas and rural regions. Both areas also demonstrate sufficient personnel and economic potential for a sport like rugby to thrive. The success of the sport in these areas will be boosted by junior development (via academies and school competitions) and elite player care (via academies, high performance centres and professional teams), as well as the professional marketing and associated increased image of the sport.



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APPENDIX

Sponsoring the GRIZZLIES – further options

Besides a direct sponsorship of the GRIZZLIES' teams, a range of further sponsorship opportunities exist in general. Those include, but are not limited to the following:

- GRIZZLIES/RRe organised events and tours
- 7s tournaments/series
- Professional competition
- Street Rugby
- Coaching Clinics and Academies
- High Performance Unit
- Rugby Centre
- Rugby Stadium
- Specific Programs



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Estimated assignment of image values to sports (1 = very applicable to 3 = not applicable)

Sport Images	Rugby	Soccer	Handball	Basketball	Ice-hockey	American Football	Boxing	Cycling
General image aspects								
Demotic/popular	2	1	2	3	2	3	2	1
Camaraderie	1	2	1	2	1	1	3	2
Tolerance	1	2	1	1	1	2	2	2
Multicultural	1	1	2	1	2	2	2	2
Fairness aspects								
Fair	1	2	2	2	1	1	2	1
Without doping	1	2	1	2	2	3	3	3+
Team aspects								
Team sport	1	2	1	2	2	2	3	2
Interaction	1	2	1	2	2	2	3	2
Strategy	2	2	2	2	2	1	1	2
Communication	1	2	2	2	2	2	3	2
Sportive aspects								
Activity	1	2	1	2	1	2	1	1
Dynamic	1	2	1	2	1	2	2	2
Technical	1	1	2	2	1	2	1	3
Endurance	1	2	1	2	2	3	1	1
Power	1	3	1	2	1	1	1	2

“Football is a gentle game by rough men and rugby is a rough game by gentlemen.”

The above saying captures much of the spirit of rugby. Some people who aren't familiar with the game are surprised to find that rugby isn't played with helmets and heavy shoulder pads like American football. They are even more surprised to find that without this sort of protection, rugby is not considered to be a very dangerous game.

In fact, a glance at the international injury statistics shows that rugby trails behind many other sports including football (or soccer), handball, basketball, and even volleyball in regards to the severity and frequency of injuries. And these low injury figures are not due to player number, as internationally rugby is almost as widespread as soccer.

Rugby is the number one national sport in many countries. In the southern hemisphere, in particular (including Australia, New Zealand, all the Pacific Islands, South Africa, and Argentina), this sport is almost a religion.



So, where do these good injury statistics come from? Simple, every rugby player learns in training how to act in any given playing situation. In addition, players who train regularly are also physically fit, which reduces the chance of injury. Some playing situations also look worse from the spectator's perspective than they do to the players involved.

Furthermore, rugby is a very strongly regulated sport. Pushing, barging, checking, and kicking are not allowed. Similarly, the sort of unpleasant foot attacks that occur in soccer cannot be found in rugby, as the ball is not controlled with the feet. One thing that is allowed is "tackling". This means the player in possession of the ball can be clasped below the shoulder line by another player. This move can bring the ball holding player to the ground. In an ideal scenario the tackling player tries to clasp the legs of his opponent to stop his progress down the field.



Rugby matches are also strictly controlled by referees. Referees are highly respected and on-field discussions between referees and players do not occur.

Below are some of the most important basic rules of rugby:

- The main difference between rugby and other ball sports is that the ball can only be passed backwards. The ball can only move forwards down the field by being carried or through a well-placed kick.
- Each team consists of 15 players plus seven substitution players. Of the 15 players, eight are forwards (numbers one to eight) and spend a lot of their time in "scrums" and "line-outs". The remaining seven players (numbers nine to 15) are the backs.
- The playing field consists of two halves. Each half consists of the try or end zone (behind the goal posts), the 22m zone (directly before the try or end zone), the 10m zone (before the midline), and the usually 18m long zone (between the 10m and 22m zone), which does not carry a particular name. The width of the playing field corresponds roughly to that of a soccer field (50m).

- Points can be scored in various ways. Five points are scored when the rugby ball is touched down in the opposition try or end zone. This is called a “try”. After each try, it is also possibility to make a conversion kick, which earns two points. A successful penalty kick earns three points, as does a successful drop kick that becomes a drop goal or field goal.
- Other important rugby terms are “ruck” and “maul”. A ruck is a phase of play where one or more players from each team, who are on their feet, in physical contact, close around the ball on the ground. The maul occurs is when at least three players from either side are in contact together, challenging the player with the ball, moving towards a goal line. But what makes the maul different to the ruck is the ball is not on the ground but in hand.
- A rugby match has two halves with a break in the middle. Each is 40 minutes in duration and unlike other sports there are no time-outs, although there are stoppages for injury or to allow the referee to take disciplinary action, which means the game can take longer than 80 minutes. In addition, if time expires while the ball is in play, the game continues until the ball is “dead”.

