



WOLF PACK RUGBY

Sponsorship Packages

www.wolfpackrugby.com

Dear Sponsor,

A new competition featuring the elite male rugby players in Canada was launched in 2009. The format introduced regional teams that feature the best players in the country; many with international honours for Canada in both 15's and 7's rugby.

The prairies region team is based in Calgary. Our Wolf Pack had a competitive first season, beating the Ontario Blues and narrowly losing to the Newfoundland Rock. Five of the Wolf Pack players were named to the Canada A side that played Argentina; three named to the National Senior Team that played Japan and Russia and two selected for duty in the Canada 7's program.

For the Canada Rugby Championship in 2010, the Wolf Pack have two home games, the BC Bears and the Ontario Blues. This will be the highest level of rugby played in Calgary and the Prairies since the Churchill Cup in 2005.

This is also an excellent opportunity to position your products and services with a diverse and upwardly mobile audience that is actively engaged in an activity that they enjoy (please see our demographic information). This is a great way to strengthen your brand, entertain clients and reward your employees. We have many different packages available that can be tailored to meet your specific needs.

Thank you and we look forward to seeing you at the Calgary Rugby Park this summer.

The Wolf Pack

- Young, upwardly mobile, well educated with expendable income
- Size of rugby community in Canada: 250,000 (including regular spectators, followers of the game, supporters, etc.)
- Total active participation base in Canada: 42,000 (athlete competitors, coaches, officials)
- 62% male, 38% female
- 42% married
- Average age 34 years
- 82% with University/College degrees
- \$65,000 average annual household income
- 60% own stocks, bonds and/or mutual funds
- 52% own their own home
- 52% own a home-based computer



Introduction

Demographics



Sponsorship Packages Wolf Pack VIP Tickets

\$250 ¼ page advertisement in program, 2 general admission tix to each game

\$500 ½ page ad, 5 tix to each game

\$1,000 ½ page ad, 20 tix to each game, 2 VIP tix to each game

\$1,500 Full page ad, 30 tix to each game, 4 VIP tix

\$2,500 Full page ad, 50 tix to each game, 8 VIP tix, logo on website

\$5,000 Two page ad (spread), 60 tix to each game, 12 VIP tix, banner placements, logo on website, inclusion on all collateral and on all press release and related communications framed jersey, 4 tix to testimonial dinner

\$10,000 Two page ad (spread), inside back cover ad spot, 100 tix to each game, 20 VIP tix, logo on off-field kit, banner placements, field level signage, logo on website, inclusion on all collateral and on all press release and related communications, framed jersey, 8 tix to testimonial dinner

All costs for artwork, signage and banners are the responsibility of the client.

Come and enjoy the finest rugby in Canada this summer as the Prairies Wolf Pack hosts the BC Bears and the Ontario Blues in Canada Rugby Championship action at the Calgary Rugby Park.

VIP ticket packages provide you with a comfortable setting to take in the action.

As a VIP, you are entitled to:

- VIP Parking**
- Clubhouse and VIP Deck Access**
- Hors d'œuvres**
- Complimentary Beverages**
- Wolf Pack Gear**

Packages:

One Game: \$100.00 **Two Games:** \$175.00

We look forward to seeing you at the Calgary Rugby Park this summer.

The Wolf Pack
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HOME GAMES

August 14, 2010 Wolf Pack versus BC Bears
- Kick Off at 6:00 PM, gates open at 5:00

August 21, 2010 Wolf Pack versus Ontario Blues
- Kick Off at 6:00 PM, gates open at 5:00

*All games played at the Calgary Rugby Park,
9025 Shepard Road SE, Calgary, AB*