



SPONSORSHIP BROKERAGE SERVICES -

INFORMATION REQUEST

In performance of sponsorship brokerage services, Citizens Sports requests the following information that will be used in development of Sports Team Sponsorship Plan that shall include:

- an organization annual budget,
- a list of products and services that would benefit the Club in its operations,
- a prioritization of use of Sponsor's financial and other support,
- guidelines for placement of Sponsor logo based upon level of Sponsorship
- identification of opportunities of the Club for Sponsor logo placement
- schedule for Sponsor recruitment that aligns with the Club's playing season

Questions

1. What is the current number of Club members?
2. What is the highest number of Club members that the Club projects for 2022?
3. What is your schedule for 2022?
 - a. Pre-season
 - b. Regular season
 - c. Post-season
 - d. Tournaments
 - e. Exhibition or demonstration matches
 - f. Other
4. Please indicate which of the following items are needed:
 - a. Organization casualty and property insurance
 - b. Player injury / healthcare insurance
 - c. Uniforms
 - d. Equipment
 - e. Merchandise
 - f. Other apparel
 - g. Travel – air fare, hotels and ground transportation
 - h. Tours
 - i. Training
 - j. Contract personnel – referees, coaches and administrators
 - k. Facilities management
 - l. Event management
 - m. Organization management

- n. Communications management
- o. Concessions
- p. Ticket sales
- q. Post pads
- r. Portable goal posts

5. Please rank the importance of each item needed
 - a. Organization casualty and property insurance
 - b. Player injury / healthcare insurance
 - c. Uniforms
 - d. Equipment
 - e. Merchandise
 - f. Other apparel
 - g. Travel – air fare, hotels and ground transportation
 - h. Tours
 - i. Training
 - j. Contract personnel – referees, coaches, athletic trainers and administrators
 - k. Facilities management
 - l. Event management
 - m. Organization management
 - n. Communications management
 - o. Concessions
 - p. Ticket sales
 - q. Rent
 - i. Fields
 - ii. Equipment
 - iii. Buildings
 - iv. Storage
6. Do you have a budget for 2022?
7. Identify all sources of revenue and state the amount of revenue received from each source in 2021
 - a. Sponsorships
 - i. Do you have any current sponsorships? If so, please provide a copy of the sponsorship agreement or details of the sponsorship if there is no formal agreement.
 - b. Membership Dues
 - c. Expense Assessments
 - d. Ticket Sales
 - e. Other
8. What does the organization or its members spend money on directly out of their pockets?
 - a. Identify each item
 - b. Price each item; for example
 - i. Rent
 1. Fields
 - a. From whom
 - b. Hourly Rate
 - c. Multi-Sport or Rugby Specific
 - i. with rugby posts
 - ii. without rugby posts
 - d. Surface
 - e. Lights
 - i. Hourly Rate with Lights
 2. Equipment

3. Buildings
4. Storage

9. How do you communicate with
 - a. Players
 - i. Recruitment
 - ii. Practices
 - iii. Match schedules
 - iv. Travel
 - v. Other
 - vi. Play Assessments
 - b. Coaches
 - c. Referees
 - d. Sponsors
 - i. Reports
 - e. Fans
 - i. Website
 - ii. Newsletter
 - iii. Email
 - iv. Events
 - v. Other
 - f. Public
 - i. Flyer
 - ii. Announcements
 - iii.
10. Do you have a website? (please provide URL address)
 - a. Who set it up
 - b. Who updates it
11. Do you have a logo? If so, please provide a high resolution copy of the image.
12. Do you have a newsletter (please provide a copy)
 - a. Who authors it
 - b. Who edits it
 - c. Who distributes it
13. Do you use emails (please provide a sample)
 - a. Who sends emails
14. How do you promote the Club
15. How do you promote matches
16. Do you sell tickets?
 - a. How
 - b. Pricing
 - c. Number of tickets sold
 - i. Per Game
 - ii. Per Season
17. Do you host special events
 - a. Practices
 - b. Matches
 - c. End of Season

- d. Other
18. How do you keep books and records
- a. Bookkeeping (show example)
 - b. Profit & loss / Balance Sheet
 - c. Tax reporting
 - d. Who does this work?
19. How does the club govern its operations
- a. Articles
 - b. Bylaws
 - c. Other guidelines or written policies
 - d. How are officers elected
 - e. How do members vote
 - f. Who is in charge of day to day operations
 - g. What are the key job or officer positions
 - i. Duties
 - ii. Person currently holding that position
20. Do you have a program for engaging collegiate, high school or elementary organizations in rugby to serve a farm club (development pathway network) for recruiting new and future members?
- a. If so, describe
 - b. If so, identify each organization that is or may become part of a farm club
21. Do you have any community outreach or engagement program
- a. If so, describe