

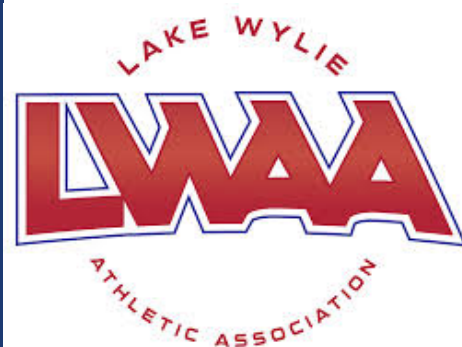
2024/25 SEASON



**WARRIORS
RUGBY**

Prospective Partner Packet

BRINGING COMMUNITY, CULTURE AND
KIDS TOGETHER THROUGH THE SPORT OF
RUGBY



What is Rugby?



Rugby is a dynamic and physically demanding sport celebrated for its intensity, teamwork, and strategic depth. Originating in England in the early 19th century, rugby has evolved into a global phenomenon, played in over 120 countries. The sport includes two main forms, Rugby Union and Rugby Sevens—a faster, more agile variant—enjoying significant popularity, particularly since its inclusion in the Olympic Games in 2016.

Rugby's core values—integrity, passion, solidarity, discipline, and respect—are central to its culture, fostering a strong sense of community among players and fans. These values resonate with businesses and organizations seeking partnerships that emphasize character and commitment.

The international appeal of rugby is highlighted by events like the Rugby World Cup and the Olympic Rugby Sevens tournament, which provide unparalleled exposure for sponsors. The USA Women's Rugby Sevens team, in particular, has garnered attention for their impressive performances (winning Bronze at the 2024 Olympics) helping to boost the sport's profile in the U.S. market.

Partnering with rugby offers sponsors a unique opportunity to engage with a passionate, loyal fan base, enhance brand visibility to over 3000 Lake Wylie Community members, and contribute to a sport that promotes health, teamwork, and respect on a global stage.

Who Are We?

The Lake Wylie Warriors Rugby Program, founded in 2019, is a dedicated rugby club based in Lake Wylie, South Carolina, which gives coed youth an opportunity to practice and host games in their own state. Since its inception, the Warriors have grown steadily, emphasizing the values of teamwork, sportsmanship, and discipline. They have become a significant presence in the regional rugby scene, offering training, competitive matches, and fostering a strong sense of camaraderie both on and off the field. The Warriors are committed to developing rugby skills and a love for the sport, contributing to the growth of rugby in the Lake Wylie area and beyond.



WHAT DO WE STAND FOR?

VISION

Develop the student-athlete's body and mind for success in all facets of life.

MISSION

Cultivate the physical and mental development of each player by coaching them to strive for excellence in the classroom, on the field, and beyond.

VALUES

To see each athlete as an individual first and a member of the team second.

WHY HELP US?

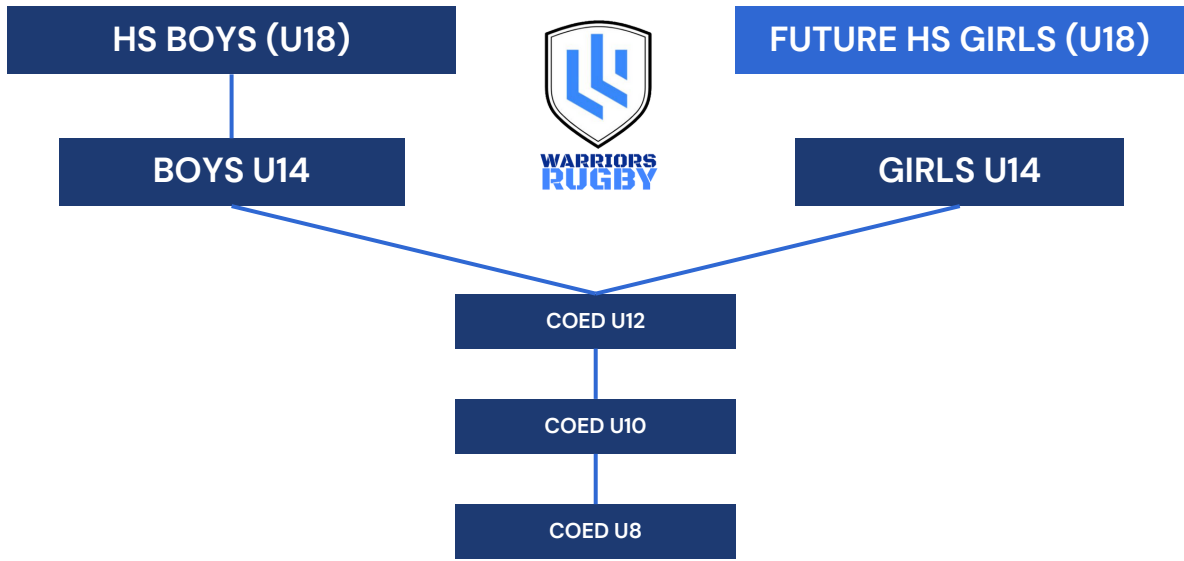
Lake Wylie Warriors Rugby is at the forefront of a rapidly growing sports market, particularly with the expansion of middle school, high school, and collegiate girls' rugby programs in the area. As interest in rugby surges, there is an urgent need for businesses and partners to invest in the infrastructure that will support this growth.

These new programs present a unique opportunity which require significant resources. Investment in fields, training facilities, equipment, and coaching staff is essential to ensure that players have the best environment to develop their skills and excel.

Financially supporting Lake Wylie Warrior Rugby is more than just a sponsorship opportunity for your business—it's a chance to be part of a movement that promotes youth development, teamwork, and physical fitness. By investing in the sport, partners will not only gain visibility within a rapidly growing residential area, but also empower young athletes, particularly girls, who are finding their place in a traditionally male-dominated sport.

The Lake Wylie Athletic Association, is a 501(c)(3), which means all donations tax-deductible, adding an additional incentive for businesses and individuals to make a contribution..

MAP OF THE ORGANIZATION TODAY



LAKE WYLIE RUGBY

MEMBERSHIP NUMBERS



2020



2021



2022



2023



**WARRIORS
RUGBY**



2024

JOIN OUR QUEST

LEGACY LEVEL

\$7000+

- SPONSOR BANNER AT ALL WARRIOR EVENTS
- 10 X 10 VENDOR SPACE
- 10 X 10 CUSTOM TENT WITH SPONSOR LOGO
- LOGO ON UNIFORM, AND WARM UP TEE (PREMIUM PLACEMENT AND SIZE)
- LOGO ON SOCIAL MEDIA & 5 POSTS OF THANKS (PREMIUM PLACEMENT AND SIZE)

PLATINUM

\$5000

- SPONSOR BANNER AT ALL WARRIOR EVENTS
- 10 X 10 VENDOR SPACE
- LOGO ON WARM UP TEE (PREMIUM PLACEMENT AND SIZE)
- LOGO ON SOCIAL MEDIA & 3 POSTS OF THANKS (PREMIUM PLACEMENT AND SIZE)

DIAMOND

\$2500

- SPONSOR BANNER AT ALL WARRIOR EVENTS
- 10 X 10 VENDOR SPACE
- LOGO ON WARM UP TEE
- LOGO ON SOCIAL

GOLD

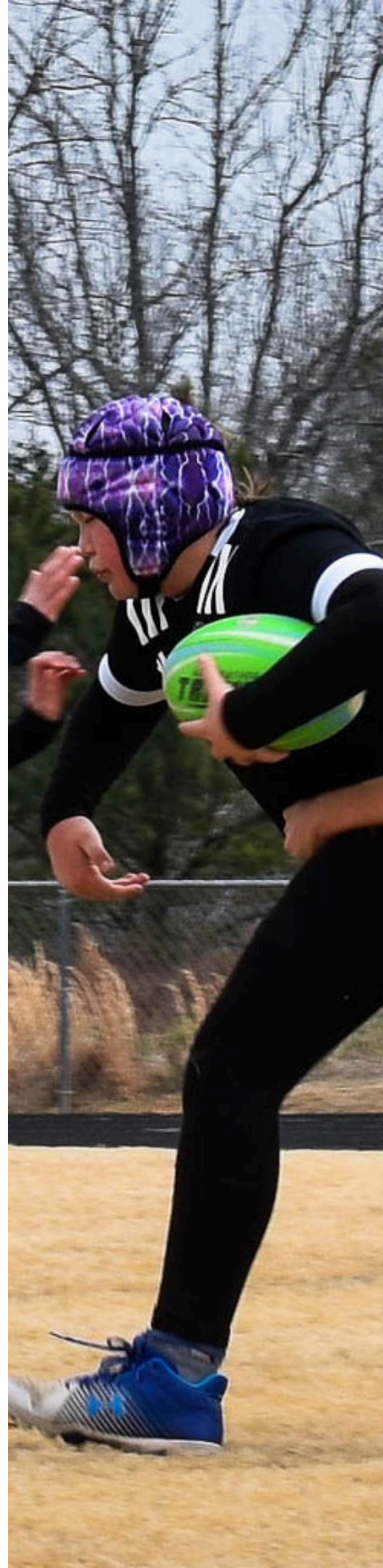
\$1000

- 10 X 10 VENDOR SPACE
- LOGO ON EVENT TEE
- LOGO ON SOCIAL MEDIA

SILVER

\$500

- 10 X 10 VENDOR SPACE
- LOGO ON SOCIAL MEDIA



Your DIRECT IMPACT

Donations play a vital role in sustaining and enhancing the rugby community, ensuring that every player, regardless of financial background, has the opportunity to participate and thrive. Here's how these contributions are put to good use:

1. Team Uniforms

Donations help provide high-quality uniforms for our players. These aren't just for appearances; uniforms symbolize team unity and pride, giving our players a sense of belonging and identity on the field. Proper gear also ensures that players meet the standards required for safe participation in matches.



2. Equipment and Maintenance for Safety

Rugby is a physically demanding sport, and safety is paramount. Donations fund the purchase of essential equipment such as pads, and tackle bags. Additionally, regular maintenance of this equipment is crucial to prevent injuries and ensure that everything meets safety standards. This is an ongoing cost that directly impacts the well-being of our players.

3. Live Streaming Services & Equipment

In an age where digital connection is vital, streaming services funded by donations allow families who can't be physically present at games to watch and support their loved ones. This also opens up opportunities to promote our partners, showcasing their support to a wider audience, enhancing community engagement, and broadening the reach of our games.



4. Scholarships

Because we believe rugby should be accessible to any child who wishes to play, regardless of his/her family's financial situation, scholarships are issued to those unable to afford the dues. Donations not only fund these scholarships, they help lower registration costs, making the dues financially affordable for most families. Not only does this foster goodwill, it ensures that no one is left out of the game.

5. After-Game Food and the Third Half Tradition

One of the most cherished traditions in rugby is the "third half." After the final whistle, both teams come together to share a meal, regardless of the game's outcome. This post-match gathering is a unique aspect of rugby culture, emphasizing sportsmanship, respect, and the bonds formed through the game. Donations help cover the costs of these meals, ensuring that the tradition continues and that every player, win or lose, leaves the field with a full stomach and a sense of fellowship. In conclusion, every donation is more than just financial support; it's an investment in the players, the community, and the enduring spirit of rugby. By contributing, donors help to uphold the values that make rugby such a special sport.



WITH GRATITUDE

We appreciate your interest in possibly providing a financial donation to help grow the Lake Wylie Warriors Rugby program. Every monetary gift will help us obtain essential resources and infrastructure necessary to sustain our growing program. Beyond the game itself, your generosity will help fuel strong values such as teamwork, discipline, and camaraderie.

Rugby players form a tight brethren who look after their own. In giving to the Lake Wylie Warriors Rugby program you in turn become one of us!

We are excited about the possibility of working together to make a lasting difference in the lives of our players and the community.

With sincere appreciation,
Lake Wylie Warriors Rugby Program

TESTIMONIALS

MY 9-YEAR-OLD DAUGHTER WAS NEW TO RUGBY LAST YEAR, AND THE LWAA COACHES WERE EXCEPTIONAL IN TEACHING HER THE GAME. SHE GAINED NUMEROUS BENEFITS, INCLUDING IMPROVED COORDINATION, STRENGTH, AND ENDURANCE. BEYOND PHYSICAL GROWTH, RUGBY HAS HELPED HER DEVELOP TEAMWORK, COMMUNICATION, AND MOST IMPORTANTLY RESILIENCE. IT HAS ALSO BOOSTED HER CONFIDENCE THROUGH SKILL-BUILDING AND GAME PARTICIPATION. MOREOVER, PLAYING RUGBY HAS BEEN A FUN WAY FOR HER TO MAKE NEW FRIENDS AND BE PART OF A SUPPORTIVE COMMUNITY. SHE LIGHTS UP WHEN SHE TALKS ABOUT PLAYING AND HAS FOUND A COMPLETE LOVE FOR THE SPORT.

RUGBY HAS BEEN ONE OF OUR BIGGEST BLESSINGS. WE TRY TO TEACH OUR 3 BOYS TO ALWAYS BE ACTIVE AND RUGBY HAS BEEN A GREAT OUTLET FOR THAT. HOWEVER, WE ALSO FEEL THE CULTURE AND ATMOSPHERE IN WHICH OUR BOYS ARE INVOLVED IN IS JUST AS IMPORTANT. RUGBY HAS PROVIDED A SPACE FOR THEM TO HAVE FUN, LEARNING AND GROWING IN THE SPORT WHILE ALSO PRACTICING DISCIPLINE AND RESPECT. WE COULDN'T BE MORE THANKFUL FOR THE SPORT, OUR COACHES AND OUR PROGRAM.

MY SON'S INTRODUCTION TO RUGBY AT 9 YEARS OLD WAS AMAZING. RUGBY IS THE ONLY SPORT TO KEEP HIM FULLY ENGAGED MENTALLY, PHYSICALLY, AND SOCIALLY AT BOTH PRACTICES AND GAMES. IT TAUGHT HIM A WHOLE NEW LEVEL OF TOUGHNESS AND STRATEGY, BUT ALSO GOOD SPORTSMANSHIP AND HOW TO BE THE BEST TEAMMATE. HIS CONFIDENCE SOARED AS HE WENT FROM ZERO RUGBY KNOWLEDGE AND SKILL TO BEING ON THE UNDEFEATED ALL-STAR LAKE WYLIE WARRIORS RUGBY TEAM!

"PLAYING RUGBY MADE ME FEEL STRONG. AT FIRST, I WAS INTIMIDATED BY THE IDEA OF GETTING HURT OR MAKING A MISTAKE IN FRONT OF EVERYONE. AFTER SCORING MY FIRST TRY AT PRACTICE, I FELT CONFIDENT I COULD PLAY. IN THE END, MY MISTAKES WERE LEARNING EXPERIENCES AND MY KNOWLEDGE OF THE SPORT GREW SO MUCH IN A SHORT AMOUNT OF TIME. I REALLY ENJOYED MYSELF AND HAD A LOT OF FUN."

