



[Date]

[Business Name]

[Business Address]

[City, State, ZIP Code]

Dear [Business Owner/Manager/Representative],

I am writing to you on behalf of the Pasadena Rugby Football Club, a proud institution in our community since 1971. Our club has been dedicated to promoting the sport of rugby and fostering a spirit of camaraderie among its members for over five decades.

Pasadena RFC is not just a rugby club; we are a family that values inclusivity, character development, and community engagement. Our programs cater to individuals of all ages and skill levels, with successful Men's, Women's, High School, and Youth teams competing at local, regional, and national levels.

As a 501(c)(3) charitable organization, your contributions enable us to support our players and growing the sport of rugby in Pasadena and beyond. We rely on the generosity of local businesses like yours to help us secure practice and game facilities, provide equipment, and subsidize participation costs for individuals facing financial barriers.

By partnering with Pasadena RFC, your business will not only be supporting a time-honored tradition in our community but also gaining exposure to our extensive network of players, families, and supporters. Your sponsorship will be prominently displayed on our website, social media channels, at our events, and through our mailing list, reaching a diverse audience of approximately 2,000 passionate sports enthusiasts.

Furthermore, as a registered nonprofit, all donations made to Pasadena RFC may be tax-deductible, providing your business with additional financial benefits. Please consult with your accountant to determine eligibility.

We offer a range of sponsorship packages to suit every budget, with customizable options to ensure that your investment aligns with your marketing goals and objectives, including but not limited to:

- Recognition in our newsletters, social media channels, and website
- Logo placement on team uniforms, banners, and promotional materials
- Exclusive networking opportunities with our diverse community of players, families, and supporters



Whether you're looking to increase brand visibility, engage with our community, or simply give back, we have the perfect opportunity for you.

We would be honored to have [Business Name] join us in our mission to promote rugby and enrich the lives of our players and supporters. Your support will make a meaningful difference in the success and sustainability of Pasadena RFC for years to come.

If you would like more information about our sponsorship opportunities or to discuss how we can tailor a package to meet your specific needs, please do not hesitate to contact me at [Your Phone Number] or [Your Email Address].

Thank you for considering this partnership opportunity. We look forward to the possibility of working together to make a positive impact in our community.

Warm regards,

[Your Name]

[Your Position]

Pasadena Rugby Football Club



PASADENA RUGBY FOOTBALL CLUB SPONSORSHIP TIERS

1971 CLUB	\$7,500+
<ul style="list-style-type: none"> ● Gold Tier benefits, plus ● Prominent logo on front of team home and away jerseys (no logo on back and sleeve plus front) ● Special recognition as a team sponsor through all communication channels on every communication ● Selection of Pasadena RFC merchandise ● Four tickets to the Pasadena RFC End of Year Banquet ● Commemorative plaque presented at End of Year Banquet and Awards ceremony 	
GOLD	\$5,000+
<ul style="list-style-type: none"> ● Silver Tier benefits, plus ● Logo on back of team home and away jerseys (no logo on sleeve plus back) ● Business and hyperlinked logo on all post-game social media communication ● Availability of players to assist as volunteers with community events, schedules permitting ● Two tickets to the Pasadena RFC End of Year Banquet 	
SILVER	\$2,500+
<ul style="list-style-type: none"> ● Bronze Tier benefits, plus ● Weekly, in-season, mention as a sponsor ● Business and hyperlinked logo prominently displayed on front page of our website ● Logo on sleeve on team home and away jerseys 	
BRONZE	\$1,000+
<ul style="list-style-type: none"> ● Supporter Tier benefits, plus ● 3' x 8' color banner displayed at all home events ● Business/Cause logo on social t-shirts/tops 	
SUPPORTER	\$250+
<ul style="list-style-type: none"> ● Friend Tier benefits, plus ● Business logo and hyperlink to your business/cause on our website sponsor page 	
FRIEND	>\$250
<ul style="list-style-type: none"> ● Beginning and end of year mention through all communication channels as a PRFC sponsor 	
OTHER SPONSORSHIP OPPORTUNITIES	



Please contact a Pasadena Rugby Football Club member to discuss tailored sponsorship opportunities that more appropriately suits your needs.

PASADENA RUGBY FC SPONSORSHIP TIERS	1971 Club	Gold	Silver	Bronze	Supporter	Friend
BENEFITS / TIER						
Beginning and End of Year Mention as Sponsor	▪	▪	▪	▪	▪	▪
Name/Business Logo on Website Sponsor Page	▪	▪	▪	▪	▪	
Hyperlink to Business on Website Sponsor Page	▪	▪	▪	▪	▪	
3' x 8' Color Banner at All Home Events	▪	▪	▪	▪		
Logo on Social Tops	▪	▪	▪	▪		
Weekly, In-Season, Mention as Sponsor	▪	▪	▪			
Logo/Hyperlink to Business on Front Page of Website	▪	▪	▪			
Logo on Sleeve of Home/Away Jerseys			▪			
Logo on Back of Home/Away Jerseys		▪				
Business Logo on Post Match Social Posts	▪	▪				
Volunteers for Community Engagement	▪	▪				
Logo on Front of Home/Away Jerseys	▪					
Logo/Hyperlink to Business on All Club Communication	▪					
Selection of Pasadena RFC Merchandise	▪					
Commemorative Plaque	▪					
Ticket(s) to End of Year Banquet	+4	+2				
For more bespoke, tailor-made opportunities, please contact a member of Pasadena Rugby Football Club to discuss options and availability.						





Sponsorship Agreement Form

Pasadena Rugby Football Club is dedicated to promoting the sport of rugby and fostering a spirit of camaraderie among its members for over five decades. Thank you for supporting Pasadena RFC's effort to secure practice and game facilities, provide equipment, and subsidize participation costs for individuals facing financial barriers.

My Organization Wishes to Be A...

- 1971 Club Sponsor \$7,500+
- Gold Sponsor \$5,000+
- Silver Sponsor \$2,500+
- Bronze Sponsor \$1,000+
- Supporter Sponsor \$250+
- Friend Sponsor >\$250
- Other Sponsorship

Please type or print:

Business/Organization: _____

Contact Name: _____ Title: _____

Business Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Total Amount Due: \$: _____



Payment Method: VISA MASTERCARD AMEX CHECK
Make checks payable to Pasadena Rugby Football Club (address below) FEIN: 20-4136374

Card No _____ Exp. _____ / _____ CCV _____

Signature _____