

**Sponsorship Opportunities with the
Canadian Classics**



**at the
Bermuda World Rugby Classic**

About the World Rugby Classic

The Classic, which features former top players once again representing their countries in international competition, encompasses eleven international matches over the course of the Classic Week. Regular entries include Argentina, France, British Lions, Canada, South Africa, USA, and Italy while New Zealand, Australia, Ireland, Japan, and Uruguay have also featured.



This tournament is the Premier sporting event on the Bermuda sports calendar with attendance pushing capacity every year and comprehensive media coverage. The World Rugby Classic has been seen around the world on television since 1990 and the 2018 Classic was seen in a two-hour program on four occasions on Sky Sports in the British Isles, mainland Europe and the Southern Hemisphere. Fox Sports broadcast the program on two occasions to over 40 million households in the United States, the Caribbean, Latin America, and parts of the Middle East. A ten-minute segment on the 2006 Classic was featured on Trans World Sport, a weekly sports program, which is seen in over 250 million homes worldwide. The Classic was also broadcast on the national stations of France, Monte Carlo, Austria, Singapore, Canada, USA, and Ireland.

Although highly competitive, the social atmosphere of the tournament is an element that has made this event one of the most popular in rugby circles around the globe. Features such as the packed grandstands, the busy Touchline Tavern with live entertainment and corporate tents with gourmet cuisine have ensured the tournament is entrenched internationally as a truly world class event.



WRC Sponsorship Levels

There are four levels of sponsorship: Title, Gold, Silver, and Bronze. Every package can also be tailored for the specific needs or requests of the sponsor.

WRC “Title” Level - \$20,000

- Two tickets to Bermuda, 9 nights’ accommodation at the Fairmont Southampton Princess, Tournament passes to Players Tent, Invites to all Canadian Classic social fixtures, team dinners and events.
- Company logo on front of all Canadian match and practice jerseys
- Company logo on team polo and other visible locations on all team kit
- Framed team photo and plaque
- One signed and framed match jersey
- Two complete sets of Canadian Classic clothing including: golf shirts, all – weather jackets, walking shorts, tee-shirts, ball hats, fleece jackets and key chains (or similar)
- Recognition at all Canadian Classic events and gatherings
- Recognition and link on Canadian Classics website
- Recognition and link on Canadian Classics social media accounts
- Opportunity for team photo for press release opportunities

WRC “Gold” Level - \$15,000

- Company logo on all Canadian match and practice jerseys
- Company logo on team polo and other visible locations on team kit
- Framed team photo and plaque
- One signed and framed game jersey
- Two complete sets of Canadian Classic clothing including: golf shirts, all – weather jackets, walking shorts, tee-shirts, ball hats, fleece jackets and key chains (or similar)
- Recognition at all Canadian Classic events and gatherings
- Recognition on Canadian Classics website
- Recognition on Canadian Classics social media accounts
- Opportunity for team photo for press release opportunities

WRC “Silver” Level - \$10,000

- Corporate recognition on Canadian match jerseys and other select teamwear
- Framed team photo
- One signed and framed match jersey
- Recognition at all Canadian Classic events and gatherings
- Recognition on Canadian Classics website
- Recognition on Canadian Classics social media accounts

WRC “Bronze” Level – \$5,000

- Company logo on Canadian match shorts
- Corporate recognition on select teamwear
- Recognition on Canadian Classics social media accounts

All other levels of support are welcome, greatly appreciated, and will receive recognition on the Canadian Classics social media accounts.

Thank you for your time in reviewing these opportunities and if we can be of any further assistance or provide more information, please contact us via the methods below.

Sincerely,



Tom Woods, President
on behalf of

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