



San Diego Armada Rugby Football Club
1010 University Avenue, Suite 1678
San Diego, CA 92103
Email: board@sdarmada.org
Website: www.sdarmada.org
619.252.6527

September 27, 2009
re: Sponsorship Proposal

The San Diego Armada Rugby Football Club (SDARFC) is an inclusive and diverse non-profit organization dedicated to promoting the sport of rugby within Southern California by providing a safe and supportive environment where novice-level players can learn the game or improve their skills. Our focus is on welcoming underrepresented groups, including the gay and minority communities, and on fostering the social and community interactions that are a natural outgrowth of team sports. The SDARFC welcomes all players regardless of previous experience, physical ability, race, national origin, sexual orientation or fitness level. Our team currently consists of 30 members varying in age from 20 to 55 and we have an even larger fan base. The Armada has a diverse ethnic makeup as well.

The SDARFC covers part of its yearly operating expenses by collecting player dues and holding various fundraising events throughout the year. This income covers the majority of the day-to-day operations of the team such as purchasing equipment, renting playing fields, parent organization dues, tournament fees and player registrations. We are always looking for donations from local individuals, businesses, and organizations to supplement our operating budget in order to help defray the additional costs associated with the team, to offset the membership dues for individuals with financial hardships, the cost of team travel to matches and tournaments and to help support other organizations within the community as part of our charitable donations program.

The SDARFC is actively seeking sponsors for the 2010 season. This year, we have matches in LA, Scottsdale, and Minneapolis as well as all throughout the Southern California region. Our Sponsorships are designed to be flexible, making sponsorship opportunities available to a wide range of individuals, businesses and organizations to help us participate in these events. The SDARFC is currently pursuing Federal 501(c)3 tax exempt status. Currently, the SDARFC is a 501(c)7 organization and contributions are tax-deductible as an investment or advertising expense to the extent allowable by law, but are not considered a charitable donation. Once our status as a 501(c)3 has been accepted, contributions to the club will be fully tax-deductible.

SD Armada is currently looking for 1st and 2nd tier sponsors.

Tier 1 sponsors (\$2000+) have all benefits and receive the highest honors:

- Your logo (you supply patch or artwork) on our match jerseys and equipment (where applicable)
- Your logo featured on all pages of our website

- Your logo on all promotional material used by the club for that year
- A link to your site on our webpage
- Any events requested in your establishment listed on our website's calendar

Tier 2 sponsors (\$1000 - \$1999) receive the following:

- Your logo on our website
- Your logo on our practice jerseys (you supply patch or artwork)
- A link to your site on our webpage
- Your logo on all promotional material used by the club for that year

For information regarding the other tiers or other ways you can help, please contact me at vicepresident@sdarmada.org. We also have sponsorship opportunities that let you contribute directly to a specific area of club operations (ie. equipment, transportation, dues, etc) and in any amount.

I would love to speak to you personally to discuss how both of our organizations can benefit each other and can easily be reached at 619.252.6527 or via email at vicepresident@sdarmada.org. Thank you very much for your time and I look forward to hearing from you.

Sincerely,

Vladimir Reid
Vice President, Board of Directors
San Diego Armada Rugby Football Club