

OMAN RUGBY

The future pathway of rugby in the Sultanate

OPPORTUNITIES TO WORK WITH OMAN RUGBY



Further develop your brand name and brand image with us as we grow

OPPORTUNITIES TO WORK WITH OMAN RUGBY

National Governing Body

Become the face of our sport alongside the committee, be known as the brand that helped lead our success story over the coming years

Oman Rugby HQ

The home of Rugby in the Sultanate will breed the love of the game, become related to our success by developing the headquarters of our sport.

Tournament Sponsors

Join the ORC in the development of domestic and international competition by being named as tournament sponsors, showcase your brand within the views of the sport and the ever increasing participation - co branding and naming the tournaments to effect a high corporate image.

Series/League Sponsors

Our 2 league structure is growing this year and will be immersed in talent from within the Sultanate. Help showcase this talent that the Sultanate has and become league sponsors

Grassroots & Youth

Our Superstars program is the newest and most anticipated schools program to be initiated for sports. Our youth are the next generation - support us to find the next batch of Superstars

Team Sponsors

Teams around the Sultanate are growing and developing the talent. Support them in multiple ways from on field/off field kit to affiliations, to training facilities. Everything is worth while to build their opportunities to grow players

Ball & Pitchside

Get noticed and be involved in all things Rugby, pitch side equipment and branding, along with balls, bibs corner flags, shades. We have a diverse and extensive list of branding opportunities to offer

WHY SPONSOR OR WORK TOGETHER



One of the biggest advantages of building a partnership with a team, individual, or sports property is the opportunity to not only build positive brand association, but also to activate and enhance the fan experience. By investing in a sponsorship, you're directly impacting the fan base in a positive way by providing access to positive times and experiences!

1. PROVIDES ACCESS

Fans are more likely to associate with a brand from an integrated sponsorship because a sponsorship can add value to fans via increased entertainment, access to a brand's product, or engagement opportunities. For example, if your brand is prominently displayed on a team's jersey or given the opportunity to activate on-site, you're able to directly interact with loyal fans and begin the process of turning those fans into your dedicated customers and ambassadors. Access is key when evaluating sponsorship opportunities.

2. GUARANTEES ENGAGEMENT

Sports fans are passionate about their allegiances to teams and organisations. By deciding to build a sponsorship with a team, athlete, or venue, a sponsor is agreeing to the opportunity to engage with some of the most diehard, emotional, and engaged target audiences available in sports fans. If an alignment exists between your brand and a particular sports team or property, there is no better way to reach your target customers than by interacting with them and making their sports experience the best it can be. You can reach them in a forum associated with positive times, powerful memories, and an energetic community.

3. GENERATES EXPOSURE

One of the greatest parts about a sponsorship is that it provides a brand numerous different channels to activate within. From physical and in-person assets such as signage, logos on jerseys, and in-venue advertising to on-site activation and sampling to integrated digital and social media campaigns, a sponsorship can garner a brand tons of exposure.



NGB SPONSORS

Federation Branding

Opportunity to showcase your passion to sport and development of Omani's

Sports provide a positive contribution to the local community, so it's a great CSR opportunity to show your support

Wider brand awareness

Demonstrates personality around the brand and its products / services

Benefits

Oman Rugby is affiliated with 2 Rugby bodies - Touch (FIT) & Contact (World Rugby)

Federation Sponsorship is all about the professional showcasing of our brand off field- alongside our governing bodies.

Professional Uniforms - Executive level meetings and conferences.

Social Media coverage - Website & 4 SM platforms, advertised on Asia Rugby Website with Oman Rugby section

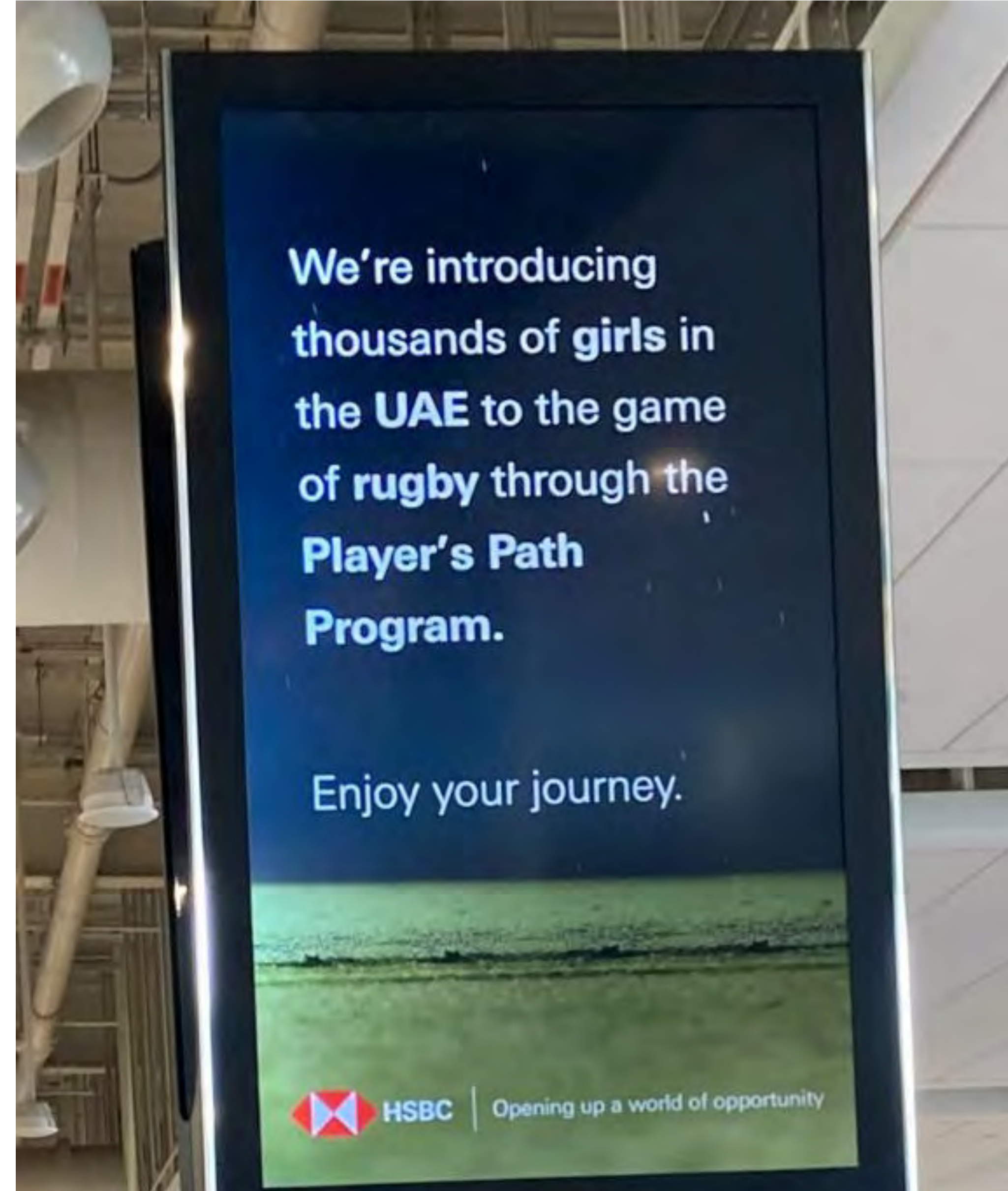
Asia & World Rugby meetings - Asia EXCO coming to Oman

Branded as our Technical/Professional Partner

All stationary and professional off pitch items to be co-branded

Your legacy is to be the company that got Omani's into the newest recognised Olympic sport in Oman

Any programmes or newsletters to promote and showcase the brand



Contact us to discuss

OMAN RUGBY HQ - HOME OF RUGBY



Oman Rugby HQ is a specially designed office space for the home of our administrators and controllers of Rugby in the Sultanate.

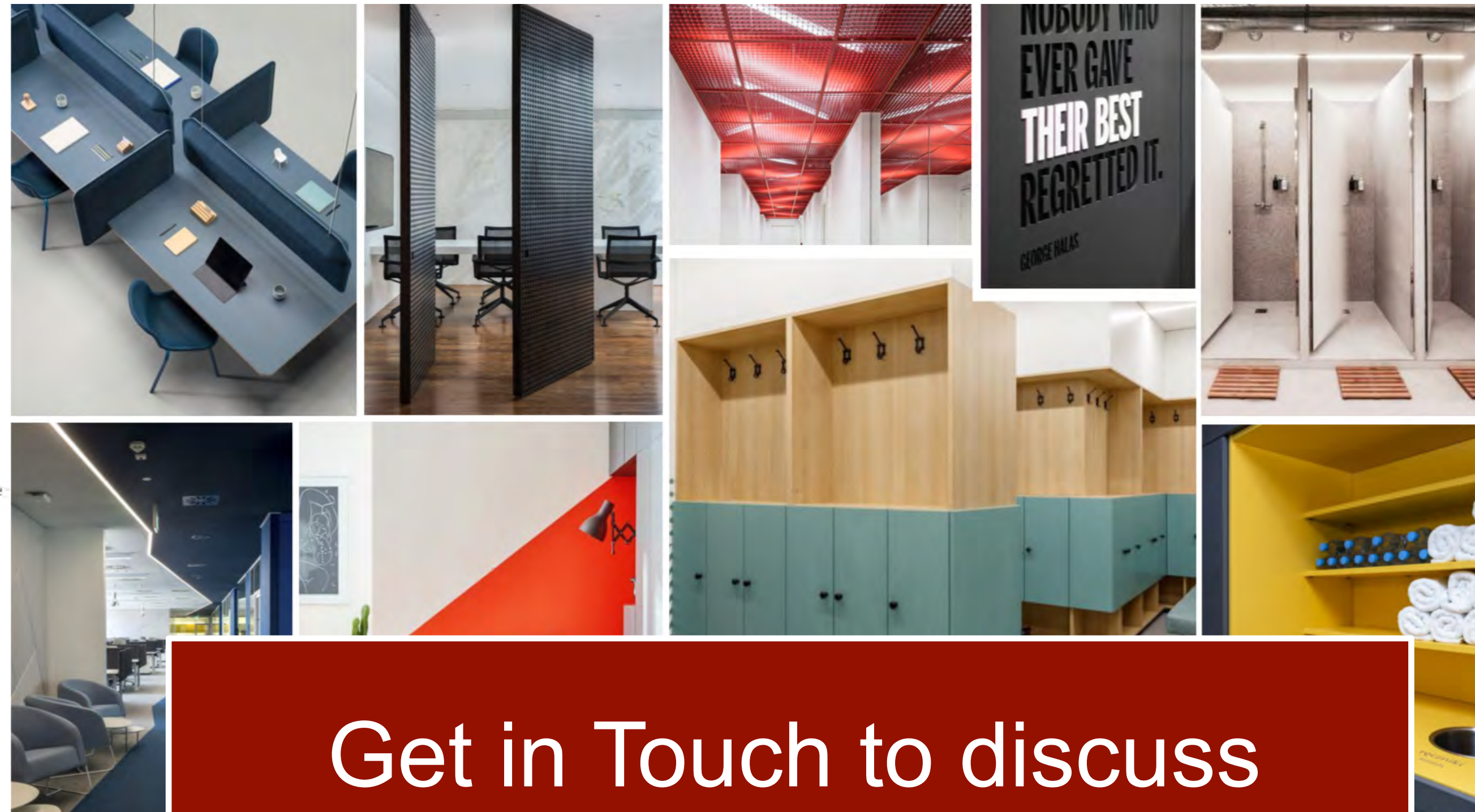
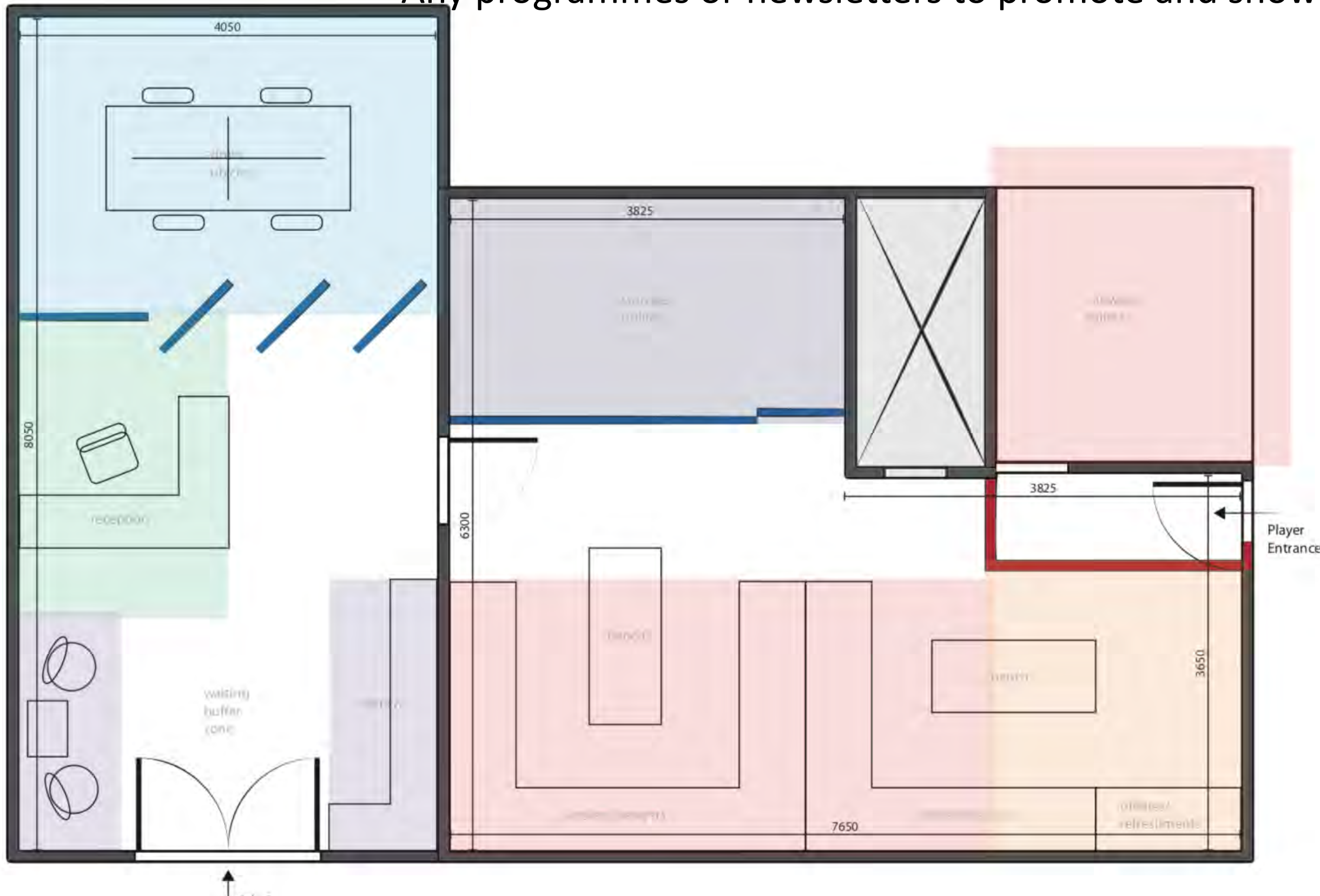
Rename the HQ Building to market your brand alongside us.
All official correspondence will include the name of the building
Official Registered building name

All media entries to mention the **Home of** Oman Rugby will be of the brand
Signage on the outside and for visitors/staff alike to promote the brand
Any programmes or newsletters to promote and showcase the brand



HQ Branding

Building Name, Signage both inside and outside, officially registered



Get in Touch to discuss



Be known for the developer and support of our National Team(s).
 All items worn and displayed by Coaching staff, and players - all training and competitions.
 All National team merchandise offered to fans will be inclusive of the branding



Women's Rugby is HUGE in World Rugby !!

Be the leader in on field development for the Mens and Women's teams in Oman

National Team Sponsor
 Supporting our National team takes your brand to all kinds of levels - Full kit sponsor for all players and Coaching staff items - on/off field

NATIONAL TEAM - MENS & WOMENS

Discuss opportunities now

TOURNAMENT SPONSORS - OT6S

Enjoy the opportunity to be a renowned leader in Oman.

Tournaments will make up the key focus areas of showcasing the skills and participation levels within the Sultanate.

Increased brand exposure through the event itself, event advertising, and media coverage. In-event speaking opportunities that help boost the brand equity. Direct contact with an audience full of potential warm leads - key advertising strategy alongside your own strategies to boost prestigious and CSR

All advertising of the events can include branding

- Programmes
- Prize giving
- Branding of the event
- Flags
- Pitchside A Frames
- Presentation Backdrops
- Arch ways to the event
- Press Conference with backdrop co branding



WORLD RUGBY™



SEVENS SERIES

Event Sponsors

Co Naming of the yearly tournaments generates high visibility of a brand

Complete Brand Awareness - Contact us to discuss

SERIES/LEAGUE SPONSORS

Enjoy the opportunity to be a league leader in Oman.

Touch Leagues will make up the playing basis for all levels of player

Increased brand exposure through the league blocks, pitch advertising, and social media coverage. Presentation and awards ceremonies that help boost the brand equity.

Get in
Contact to
discuss

All advertising of the leagues will include branding with:

- Media advertising
- Prize giving
- Branding of the league
- Pitch side setups
- Press Conference with backdrop co branding



Event Sponsors

Naming and running leagues generates high visibility of a brand continuously



GRASSROOTS & YOUTH - *Create your Legacy*



The generation of tomorrow.

To support our proposals on developing Oman and Rugby within, grassroots is the key to unlocking future success.

Children and the youth are our next champions and will be the role models of tomorrow. But this all needs to be unlocked in them to allow the best opportunity.

Supporting Grassroots and youth development is one of the biggest supporting CSR incentives available and will be etched in everyone's memories.

All kit here is different to that of the senior standard.

Branded Bibs, Popup pitch signs, balls, tags are all essential and highly visible for branding.

"SUPER STARS"



Complete Brand Awareness across schools in Oman - Develop the next superstar

TEAM SPONSORS

Team kits are a crucial opportunity for businesses to show support to the sport and build long term relations
Kit can be customised to provide the logos required in a number of places on shorts, shirts, bags, training shirts.

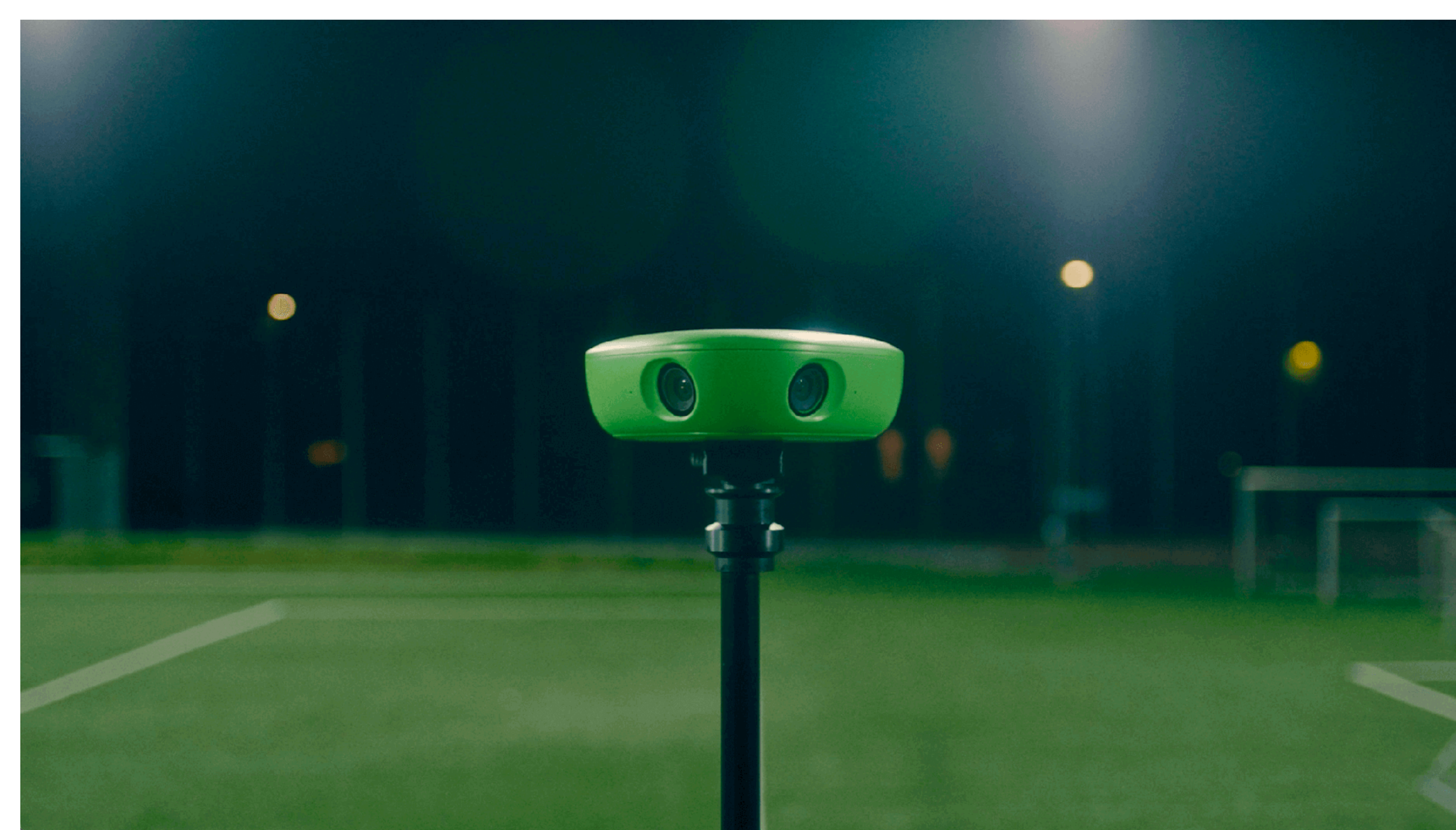
All team sponsors will be mentioned in any media coverage that mentions the team across all platforms
Covered in all match programmes and
Any match announcements



Team Kit (Per Team)

Playing Shirts, Shorts, Socks,
Training Tee, Bag. Other Items
can be discussed





Get in Contact to discuss



VEO CAMERAS - STREAMING OF EVENTS

Increase your social media reach - stream all games /events to millions of viewers across social media - branded reels and highlights along with full games. Everything is possible to live in the action with VEO



BALL AND PITCH SIDE

Other Opportunities



Ball Sponsor

Logo placement **on game balls** to be used across all balls in the tournament.

Get in touch to discuss all opportunities



Flag or A-Board Sponsor

Pitch-side identifier flags and A-boards (to be provided by sponsor)



Pitch Marking Flag Covers

Pitch identifying line flags to mark Halfway and Try lines for all pitches

BALL AND PITCH SIDE



Referee Shirt Sponsor

Small logo placement

Back Referee Patch (Large)



Prize Sponsor

Various prizes & giveaways for winning teams at the end of the tournament.



Multiple Opportunities
Get your brand involved

ALL OPPORTUNITIES ARE BESPOKE AND CUSTOMISABLE.

Get in touch now to discuss opportunities to work with us - Help shape the future of sport in
Oman

Get in
Contact to
discuss

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