

BINGHAM CUP

Nashville 2016



MAY 26-29, 2016

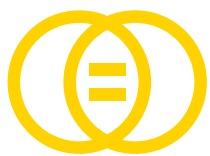
SPONSORSHIP INFORMATION



“We have the chance to be role models for other gay folks who wanted to play sports, but never felt good enough or strong enough. More importantly, we have the chance to show the other teams in the league that we are as good as they are. Good rugby players. Good partiers. Good sports. Good men.”

Mark Bingham





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Mark Bingham was one of a group of passengers who took amazing measures to fight, and eventually overcome, hijackers on September 11, 2001, which led to the crash of United Airlines flight 93 in a vacant field in Pennsylvania instead of targets in Washington, D.C.

In 2002, the International Gay Rugby Association and Board awarded the San Francisco Fog, a club Mark Bingham founded, the right to host the first official gay rugby world cup tournament. The Bingham Cup was born.

As a man, Mark smashed the gay stereotype and the tournament in his name continues to do the same. In 2016, when the tournament arrives in Nashville, teams will tackle more than each other. The players and their supporters will make a stand for inclusion, participation, equality, for diversity and for each other.

Our Vision:

Challenging Opponents
and Prejudice

Marketing statement:

United by Rugby



SPONSORSHIP LEVELS

PRESENTING SPONSORSHIP

\$25,000 (1 AVAILABLE)

Have your company have the strongest presence possible at this international event. This is your chance to showcase your brand to thousands of players, spectators and supporters from around the world at all aspects of the four day event. We can customize this sponsorship to maximize your company's exposure.

Includes:

- Naming rights for the overall tournament with full placement of logo on all advertisements (print/web)
- 20 passes to tournament matches including access to transportation to fields
- 10 passes to opening and closing ceremonies including transportation or VIP parking passes
- Opportunity to present the Bingham Cup trophies to winning teams
- Sideline advertising for match fields
- Goal pad advertisement on match field
- Full page ad placement in tournament program
- Inclusion of promo items in welcome bags (provided by sponsor)

OPENING/ CLOSING CEREMONIES SPONSORSHIP

\$10,000 (1 PER CEREMONY)

Support the Bingham Cup by hosting the exclusive opening or closing ceremonies for the Cup. This includes your opportunity to address all attendees from the stage and show your support for Nashville's 2016 Bingham Cup.

Includes:

- Sponsor listing at the event and inclusion of logo in all promotion of the event
- Company announcement from the stage at sponsored event
- 10 passes to each sponsored event
- 5 passes to tournament matches with transportation or VIP parking passes
- Full page ad placement in tournament program



“USA Rugby is delighted to hear that you are bringing the Bingham Cup to the United States. We’re certain that our rugby community will provide a quality organizational effort and strong support for this tremendously valuable event.”

Nigel Melville,
USA Rugby



“The LGBT Chamber has supported the Nashville Grizzlies in many ways over the years and are extremely excited about this wonderful opportunity for our 200 members to be involved with the event.”

Lisa Howe
Nashville LGBT Chamber
of Commerce

TRANSPORTATION SPONSORSHIP

\$10,000 (1 AVAILABLE)

Expose your company to every player and supporter at the 2016 Bingham Cup by sponsoring the team transportation to the fields and ceremonies.

Includes:

- Sponsor listing at the event and inclusion of logo on all bus transportation
- 10 passes to opening or closing ceremonies
- 5 passes to tournament matches with transportation or VIP parking passes
- Full page ad placement in tournament program

PLAYER VILLAGES AT VANDERBILT OR BINGHAM CUP FIELD SPONSORSHIPS

\$5,000 (2 AVAILABLE)

OPTION 1- Located at Vanderbilt University, the player village is the home base for players and their significant others/spouses during the Bingham Cup tournament. The Village includes sleeping quarters, common areas for teams and the exclusive player's Pub.

OPTION 2- Located at the Bingham Cup match fields, the team village is the player's site for preparation for games, onsite medical care, meals and team meetings.

Includes:

- Sponsor listing in prominent areas at the selected Player Village (common areas, registration, pub entrance, match field tent area, etc.)
- Opportunity to place a pop-up store for goods and services during set times at the Village
- Full page ad placement in tournament program
- Opportunity to place welcoming packets/ gift bags/ advertisements in each of the guest rooms/ team areas
- 10 passes to tournament matches with transportation
- 5 passes to opening/ closing ceremonies

MATCH FIELD NAMING OPPORTUNITY

\$2,500/ FIELD (5 AVAILABLE)

This is your opportunity to name one or more of the match pitches (fields) for the tournament. There are four match pitches and each can be named for a company to serve as the location for team play. Appropriate signage provided.

Includes:

- Signage at the pitch
- Listing in match program as "_____" Pitch
- 10 passes to tournament matches
- 5 passes to opening/ closing ceremonies

TOURNAMENT PROGRAM AD SPONSOR - \$500

- Quarter-page ad in Bingham Cup 2016 program



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**PLEASE ADDRESS
ANY QUESTIONS TO:**

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Thank you in advance for your
time and consideration of the
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United by Rugby