

Rugby is coming to Luang Prabang



Get involved; support your community
and rugby development in the Lao PDR

A Men's National
Team Member
Works with School
Boys in Vientiane



Why Rugby in the Lao PDR?

The LRF is unique in its approach to sport in the Lao PDR. While the sport is a key element of content delivered, positive health messages and development opportunities are also provided in a safe and structured environment. In addition, participation in rugby activities is open to all children regardless of ability, and this is unique in the Lao PDR context where usually only the best athletes get to participate in organised sport. Participation allows students to develop key skills such as respect, leadership and commitment as well as providing a safe and constructive use of spare time. Rugby in the Lao PDR is being increasingly used as a tool to address the growing number of children and youths exposed to possible drug, alcohol and tobacco use. The LRF also uses rugby as a platform to encourage children and youths from a range of backgrounds to mix and form positive relationships.

Lao Rugby Triumphs

Rugby in the Lao PDR has improved dramatically over the past three years, from the national level right through to school and community rugby and the administration supporting the game. This year, the Lao National Men's Team retained the Mekong Cup, contested between Laos and Cambodia and also won their division in the HSBC Asian Five Nations Tournament against Brunei and Cambodia in Savannakhet. The Women's National Team won the inaugural Mekong Shield against Cambodia and were crowned Development Division Champions at the IRB Asian Women's Sevens Tournament in June beating Malaysia, Cambodia and India. In 2007, the women's side also secured SEA Games bronze in Thailand. These victories have cemented the Lao National rugby teams as the most successful national sporting teams in the Lao PDR at present.

Lao domestic teams have also competed well in tournaments held in Vientiane and overseas, playing excellent rugby and claiming a number of well-earned victories. The

LRF Rugby Development Programme has also grown rapidly, with record numbers of participants in 2008. Through the Programme, a second women's team has been formed and a men's under-20s National side is to be fielded in an upcoming IRB tournament including more than 20 countries. The LRF also currently operates development activities in ten schools and two centres for disadvantaged youths and children.

The Luang Prabang Rugby Carnival

At present, rugby in the Lao PDR is predominantly confined to Vientiane and it is an objective of the LRF to bring rugby to all corners of the country. To mark our first step towards achieving this goal, the LRF will hold a rugby carnival in Luang Prabang to introduce the sport to communities in and around Luang Prabang.

The carnival will include two exhibition matches between domestic teams in the afternoon. The women's teams of the Vientiane Lions and the newly formed Vientiane Bunnies will face-off in the opening game and the Buffalos will square off against old-time rivals the Wild Hogs in the men's game. In addition to two exciting rugby matches, members of all four teams (including national squad members) and their coaches will hold a rugby clinic in the morning aimed at introducing the sport to youths and children in local communities, schools and children's centres. Activities will follow the successful structure currently used by LRF Rugby Development Officers in the schools and communities in Vientiane.

It is hoped that the clinic and derby will establish a platform for the LRF to begin operating rugby development activities in Luang Prabang, with the aim of regular sessions in several schools and communities being established and players and teams from Luang Prabang contributing to the sport at the national level.

How Can You Get Involved?

The LRF is looking for companies, business and individuals to support this initiative; a number of opportunities are available to support through both financial and material sponsorship; if you are unable to support this initiative financially, please feel free to offer us any of the services/materials included in the budget. The LRF prides itself on working with sponsors and supporters to provide high levels of exposure. Our current list of sponsors includes ANZV, Silver Heritage, EDF and the Australian Government and should you require more information about the exposure currently received by our sponsors and supporters, please do not hesitate to contact us; more details are also available at www.laorugby.com

The LRF is also keen to mobilise local support in terms of volunteers who may be able to assist in securing services, acting as a point of contact in the city to assist with organisation or volunteering their time on the day.

Event Information

A total of 70 team members (30 women and 40 men) plus 4 match officials will be travelling. The event will be held on the 28th November; teams will travel up on a Friday, the clinic (morning) and competitions (afternoon) will be held on Saturday the 28th November and teams will travel back on Sunday the 29th November.

The morning session will focus on introducing the sport to boys and girls between the ages of 10 and 17; a total of 200 - 250 are expected to attend from 4 schools and 1 community group. An indicative schedule is as follows:

Time	Activity
0830 - 0930	Arrival of teams to the venue and pitch set-up
0930 - 1000	Children arrive at the venue from schools, community groups and local villages
1000 - 1120	Skills sessions (4 exercises will be running at one time and groups will rotate every 20 minutes)
1120 - 1200	Modified games and competition
1200 - 1300	Lunch for children and teams
1300 - 1400	View rugby videos/games and talk with players
1400 - 1500	Women's contact match (Luang Prabang Cup)
1500 - 1630	Men's contact match (Luang Prabang Shield)
1630 - 1645	Closing speeches and presentations

Cost Breakdown

The following costs are based on costs in Vientiane incurred through similar events; note that costs are indicative:

Item	Information	Unit Cost (LAK)	Total Cost (LAK)
Transport	Two 45-seater buses from Vientiane to Luang Prabang and back; buses will also transport players and children within Luang Prabang	3,000,000	6,000,000
Accommodation	37 double rooms for 74 persons (teams and officials)	50,000	1,850,000
Pitch Rent	-	1,000,000	1,000,000
Food	Lunch for 300 (based on teams; 70 pax, officials; 4 pax, children; 200 pax and local Government, sponsors and supporters; 26 pax) and dinner for 100 (based on teams; 70 pax, officials; 4 pax, local Government, sponsors and supporters; 26 pax)	30,000	12,000,000
Water	274 persons drinking 3 litres each; bottles come in 20 litre amounts and require 822 litres or 42 bottles	5,000	210,000

Item	Information	Unit Cost (LAK)	Total Cost (LAK)
Ice	200 kilogrammes	2,000	400,000
Medic	Qualified person on stand-by at the ground for the whole day with transport	500,000	500,000
Fruit	Bananas for snacks	300,000	300,000
Invitations	For schools, community groups, villages and local Government	100,000	100,000
Pre-Carnival Set-up Visit	2 Rugby Development Officers will visit Luang Prabang to check out venues, contact schools and communities, book accommodation, food and other related services (2 nights)	750,000	75,000
Press, TV and Radio Costs	Coverage pre, during and post event	2,000,000	2,000,000
Advertising	Pitch-side banners, flyer production, poster production, TV adverts and event programme production	4,000,000	4,000,000
Venue Preparation	Chalk, posts, line marking, safety checks, tables, chairs, tents and ice boxes	1,000,000	1,000,000
Event T-Shirts	Distributed to children; 200 units required	35,000	7,000,000
Award Purchases	Luang Prabang Shield, Luang Prabang Cup, Best Boys Player and Best Girls Player	200,000	800,000
TOTAL			37,235,000

As shown above, the cost for the entire event is just over 37 million kip (approximately 4,380 USD). With 250 children attending, this works at just over 17 USD per child and will give them the opportunity to participate in a new sport in a safe environment, meet positive Lao role models and to watch local rugby in action; this is a one-off event to generate interest in the sport. This support will also provide the opportunity for young Lao men and women from Vientiane to share their experiences of the sport with a wider audience. For your information, last year, the LRF delivered 210 sessions to children and youth with an average of more than 30 at each session; our delivery cost was just over 2 USD per child per session.

Sponsorship Opportunities

Sponsorship of this event includes the following benefits for all supporters:

- A pre and post-event press release in both Luang Prabang and Vientiane print media detailing the event and the sponsor's support

- TV exposure through coverage of the event (this will be provided by local TV and YouTube coverage with sponsor branding also be available through the LRF website www.laorugby.com)
- Pitch-side logo visibility at the event
- Logo visibility in the event programme
- Visibility in local communities as a sponsor of rugby in Luang Prabang through rugby information sheets distributed to parents, schools and community groups
- A sponsorship package including video footage and photographs of the event; photo opportunities with players and participants on the day will be possible
- A dedicated webpage on the LRF website (www.laorugby.com) covering the event including associated sponsor logos and links to sponsor's websites
- Invitation to post-event dinner

Potential additional benefits for individual sponsors:

- Sponsorship of the Luang Prabang Shield (men's exhibition match) e.g. the <your company name> Luang Prabang Shield
- Sponsorship of the Luang Prabang Cup (women's exhibition match) e.g. the <your company name> Luang Prabang Cup
- Sponsorship of the Best Boy Player Award e.g. the <your company name> Award for Best Boy
- Sponsorship of the Best Girl Player Award e.g. the <your company name> Award for Best Boy



School Girls
Compete in a
Lineout at a
Competition in
Vientiane

- Visibility on training shirts for staff
- Visibility on children's training shirts
- Host location for the post-event presentation and dinner
- Branding of the morning rugby development session to incorporate the name of the sponsor, which will be used in all press releases e.g. the <your company name> Luang Prabang Rugby Clinic or the <your company name> Luang Prabang Rugby Carnival
- The opportunity to sell/market your products/services at the event

Sponsor benefits will be tailored to individual needs, however as an indication, the following amounts are expected for sponsorship (either in kind or cash) and benefits/exposure will be attributed accordingly:

- *Lead event sponsorship:* more than 1,500 USD
- *Gold event sponsorship:* 1,000 - 1,500 USD
- *Silver event sponsorship:* 500 - 999 USD
- *Bronze event sponsorship:* 250 - 499 USD
- *Key event sponsorship:* less than 150 USD

The LRF is also open to other ideas you may have in regard to what you expect from supporting the LRF; please let us know if there is anything we can do to secure your support.

Further Information

Please also visit our website at www.laorugby.com for more information about the LRF and our activities. For more information relating specifically to sponsorship opportunities or if you have any questions/queries, please contact:

Jacob Cawthorne
0207 960 408 / 021 223 812
jacob@laorugby.com



The Lao Rugby Federation

Ban Sihom, Chanthabouly,
Vientiane Capital, Lao PDR

Tel: +856 21 223 812

Email: info@laorugby.com

Web: www.laorugby.com

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LAO RUGBY