

ສາທາລະນະລັດ ປະຊາທິປະໄຕ ປະຊາຊົນລາວ
ສັນຕິພາບ ເອກະລາດ ປະຊາທິປະໄຕ ເອກະພາບ ວັດທະນາຖາວອນ



Corporate Sponsorship Packages

Support Rugby for All in the Lao PDR

Introduction

There are a range of sponsorship options open to those wishing to support rugby development in the Lao PDR; these options are based on the level of support provided. Options for visibility and coverage will be discussed on an individual basis, however, the following opportunities exist and will be allocated to sponsors based on their level and length of support:

Platinum Coverage

Rate Card: 15,000 USD

- Naming rights (for home match venues excluding Asian Five Nations matches) and logo display at training and all match venues for National Teams
- Naming rights, possible broadcasting rights and sponsorship for a May test match between the Lao PDR and Cambodia in Vientiane
- Sponsorship of the Isaan Shield; a competition between teams in the Lao PDR and the Isaan region of Thailand
- South East Asian Games 2009 Rugby Sevens sponsorship; being hosted by the Lao PDR
- Logo shown on LRF Men's and Women's Training Kit
- Match sponsorship
- Logo on LRF Men and Women's National Team playing shirt (post April 2008)
- Invitation to all LRF official functions
- Logo pictured on LRF homepage with link to company's website
- Prominent branding on LRF press releases (minimum of 12 per year)
- Branding at the LRF Office located in central Vientiane; open daily and staffed by development officers

Gold Coverage

Rate Card: 9,500 USD

- Sponsorship of a Domestic Club; options include school teams, senior club teams and the National University (the LRF welcomes suggestions on specific opportunities to establish teams in the Lao PDR)
- Sponsorship of the Vientiane Tens Competition
- Logo shown on LRF training balls (post April 2008)
- Logo shown on LRF Men and Women's National Team Shorts
- Match/competition sponsorship
- Invitation to all LRF official functions
- Logo shown on the LRF website with link
- Logo shown on LRF press releases (minimum of 12 per year)

- Branding at the LRF Office located in central Vientiane; the office is open daily and staffed by development officers

Silver Coverage

Rate Card: 4,500 USD

- Naming rights (for home match venues) and logo display at training and match venues for Club Teams
- Invitation to all LRF official functions



The 2007 Major Sponsor Receives their Signed National Team Shirt from National Men and Women's Players

- Match official sponsorship
- Logo shown on the LRF website with click-through
- Logo shown on LRF press releases (minimum of 12 per year)
- Branding at the LRF Office located in central Vientiane; open daily and staffed by development officers

Bronze Coverage

Rate Card: 1,250 USD

- Invitation to all LRF official functions
- Match ball sponsorship

- Logo shown on the LRF website with link to your website
- Logo shown on LRF press releases (minimum of 12 per year)

What More Can the LRF Offer You?

In addition to the coverage outlined above, the LRF will also provide the following elements to allow you to promote your relationship with the LRF in your own offices / place of business:

Platinum Coverage

- A framed men or women's National Team Shirt signed by squad members
- A framed photo of LRF activities
- A framed photo of LRF activities with your logo prominently displayed
- Electronic copies of all press releases (a minimum of 12 per year)
- A comprehensive end of year report allowing you to measure the impact of your support



School Team Sponsorship; Schools are Given Weekly Coaching and Monthly Competition

Gold Coverage

- A framed photo of LRF activities
- A framed photo of LRF activities with your logo prominently displayed
- Electronic copies of all press releases (a minimum of 12 per year)
- A comprehensive end of year report allowing you to measure the impact of your support

Silver Coverage

- A framed photo of LRF activities
- A framed photo of LRF activities with your logo prominently displayed
- Electronic copies of all press releases (a minimum of 12 per year)
- A comprehensive end of year report allowing you to measure the impact of your support

Bronze Coverage

- A framed photo of LRF activities with your logo prominently displayed
- Electronic copies of all press releases (a minimum of 12 per year)
- A comprehensive end of year report allowing you to measure the impact of your support

Other Opportunities



Women's Domestic Players Display Team Sponsors; a Number of These Players Also Represented the Lao National Women's Team and Recently Won the SEA Games Bronze in Rugby Sevens

As well as the tangible opportunities that have been outlined above, a number of further additions to the packages identified are open to negotiation:

- Sponsorship of the LRF 'Rugby Ball' event; a soon to be established annual event on the Vientiane social circuit
- Hong Kong International Rugby Sevens tickets; the LRF receives an annual allocation of tickets and is willing to share them with sponsors
- The availability of National Team playing shirts on the website of an international rugby retailer



A Vientiane Buffalos Player Shows the Club Sponsor on a Playing Shirt

Contact Information

The LRF is also open to any suggestions you may have regarding the methods used to generate exposure for your company. The federation is also more than willing to discuss any individual requirements you may have in relation to your support for rugby development.

For further information, or to arrange a meeting with an LRF representative, please contact:

Chris Mastaglio

Tel: +856 (0) 207 834 385 / +856 (0) 21 223 812

Email: chris@laorugby.com



The Lao Rugby Federation