



ຈຳປາບານ ຮັກບີ້
Champa Ban Rugby

A youth Rugby initiative of
the Lao Rugby federation



A REGULAR THURSDAY



School finishes at 3pm at Tanmixay. The schoolyard quickly fills with boys and girls excited to play in the sun. A dedicated Champa Ban Rugby coach sets up cones in the middle of the red dirt pitch, attracting students of all ages and sizes to pick up the ball and run with it.

Tanmixay School is forty minutes outside of Vientiane and serves students in secondary school from ages 10 to 18. Rugby in Tanmixay draws boys and girls to play together focusing on the worldwide camaraderie and spirit of the sport while developing young boys' and girls' coordination, motor skills, reducing risks of preventable diseases through the promotion of healthy living and fitness routines, and building friendships through the medium of sport. "When we don't have rugby after school, the day is boring," explains Toukta, an eight-year-old Tanmixay student. "Rugby is the best because I like to run and play with my friends."

The Lao Rugby Federation currently operates Champa Ban Rugby in ten schools around Vientiane. Students like those at Tanmixay have the chance to work in their teams with qualified coaches at their schools twice a week and to join together and compete with other students at community sessions twice monthly. By partnering with teachers and administrators at local schools, the LRF is taking steps to formally embed the Champa Ban curriculum in their physical education programs, an approach unique to sports federations in the Lao PDR. In an effort to ensure sustainable development, Champa Ban coaches work closely with schoolteachers to deepen their understanding of Champa Ban Rugby's holistic approach to physical education and child development.

CHAMPA BAN RUGBY

Since 2001, the Lao Rugby Federation has been developing the sport of rugby union in the Lao PDR through school and community projects as well as domestic and elite team support operating on the values of discipline, perseverance, solidarity, respect, and friendship. Registered with the Lao National Sports Committee, as full members of the Asian Rugby Football Union, and with associate member status of the International Rugby Board, the LRF strives to develop capacities to provide international standard, transparent, and accountable financial and administrative support to the sport.



Champa Ban Rugby, the LRF's new youth rugby initiative for 2011, is designed to give a more challenging, enjoyable and nurturing framework to the already highly successful school and community projects. In Lao language, Champa Ban means blossoming flowers, a message that resonates with rugby players in the country as these young people at the base of all Lao Rugby programmes grow and flourish into the bright leaders of sport and fitness for their teams and in their communities. With over 14,000 youth attendances in 2010 and an even balance of male and female participants and coaches, the enthusiasm for youth rugby in the Lao PDR is growing each year.

Studies have proven that patterns of physical activity set when young form the basis for lifelong activity as well as contribute to increased attendance and overall achievement in school, Champa Ban Rugby focuses on enhanced participation for all young people including males and females of all ages and abilities and from all socio-economic and geographic backgrounds. Through an all-new coaching instruction programme, Champa Ban Rugby delivers messages in personal development, camaraderie, sportsmanship and physical fitness as well as providing the skill sets and building blocks of the sport at each Champa Ban session.





Sunday is a Rugby Day

The sun is already starting to scorch the pitch at nine o'clock when a truck waving Lao Rugby flags pulls around the corner teeming with energetic, bright-eyed boys and girls. The trucks continue to turn the corner delivering scores of cheering young people who pour onto the field eating up all of the balls in sight. Shoes or not, the students are ready for a day at the pitch, beginning with stretching and warm-up exercise before breaking into groups with their coaches for skills activities.

Focused on fitness and fun, young players from all LRF schools join together for matches and activities at a safe, secure location in central Vientiane. As rural children are structurally excluded from social sporting and physical education activities, the LRF makes a special effort to focus on schools located outside of Vientiane. Currently nine Champa Ban schools are more than 30 minutes outside of Vientiane with extension plans to include even more schools in surrounding areas and provinces.

The LRF knows that globally, one-third of young people are insufficiently active and that number is even higher for girls. Champa Ban Rugby directly responds to this essential issue, offering fun and exciting fitness activities and health messages for young people around the Lao PDR as well as positive role models in the dedicated LRF coaching staff. With a clear development pathway for young players to continue with the sport into their adult lives, Champa Ban Rugby offers kids the opportunity to grow and flourish as players, athletes, and respectful, accomplished members of their communities.

Benefits and Cost

Sponsorship Costs

Title Champa Ban

Rugby sponsorship is 120,000,000 LAK. This provides your business with title exposure across all schools and community sessions throughout 2011. Individual school sponsorship is also available as well as other levels of sponsor support for the programme.

The LRF tailors sponsorship packages to meet the needs of individual sponsors, however examples of sponsor benefits for Champa Ban Rugby might include:

- Primary logo visibility on rugby development officers' training shirts
- Branded training shirts for all school and community participants
- Branded rugby training balls
- Primary logo visibility on programme motorbikes and vehicles
- Pitchside visibility at all community rugby sessions
- Branding of the Champa Ban Rugby Cup
- Visibility at all domestic and international LRF functions

All LRF sponsors will receive individual press releases and branded media highlighting the sponsorship as well as website exposure.



The LRF is proud to acknowledge the support of:

Patron: H.E. Mr. Yong Chanthalangsy, Ambassador Permanent Representative of the Lao People's Democratic Republic to the United Nations Office

Lao Rugby Federation President: Mr. Virayouth Rathikoun

Lao Rugby Federation Vice President: Mr. Phenglamphong Nachanthi

Lao Rugby Federation Vice President: Ms. Xoukiet Panyanouvong



For more information on sponsorship opportunities or to discuss your specific needs, please contact Megan Knight (English, French) +856 20 7757 4272 or Valaylack Songkhame (Lao) +856 20 7811 0017 or by email at sponsor@laorugby.com.

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