



CHAMPA BAN
LEARN RUGBY
LOVE
LEAD



ລາວຮັກບີ້
LAO RUGBY

ONE BUSINESS ONE SCHOOL

Proudly presented as part of the Lao Rugby Federation's Champa Ban Youth Rugby Initiative

Champa Ban Rugby is played in 11 schools across Vientiane Province. 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, their communities, and even their country.

Dedicated coaches visit the schools two times a week to teach rugby skills through games and activities that emphasize not only the principles of rugby, but also include broader messages about the importance of healthy living and fitness. Twice monthly, students from all the schools come together to play and compete at a secure and well-maintained pitch in central Vientiane. These community sessions give the students a chance to show off the skills they have learned in their weekly sessions through matches with other schools and young players who share their enthusiasm and ability level.

Champa Ban Rugby is unique to sport in the Lao PDR as it attracts an equal number of boys and girls of all sizes and ability levels. In addition, 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. Champa Ban Rugby aims to offer young people from all areas of the country and of all ability levels the chance to pick up the ball and run with it.



This sponsorship package covers all the costs for one school's participation in the programme for one year. The LRF tailors sponsorship packages to meet the needs of individual sponsors, however examples of sponsor benefits for Champa Ban Rugby school sponsors might include:

- Web and social media exposure
- Primary logo sponsorship on training shirts for one school
- Secondary logo sponsorship on Rugby Development Staff shirts
- Logo visibility at training pitch and at all LRF functions in the Lao PDR during sponsorship year
- Individual press call and dedicated monthly press releases highlighting sponsor support in local and international media
- Year-end Champa Ban Rugby media package showing your support and the benefits to the sponsored school

Sponsor One School for 2011
12,000,000 LAK

solidarity
respect
friendship
discipline

perseverance