



**16 Hours of Daylight
30 Teams. 3 Nations
1 Rucking Weekend**

www.AlaskaRugbyUnion.org

23rd RUGBY TOURNAMENT

June 7 - 8

f @MidnightSun7s



**It's not just a tournament... it's a festival
Be Part Of The Fun**

Logo Here





23rd Alaska Midnight Sun 7s Rugby

The Alaska Midnight Sun 7s Tournament started as a way for the community and ruggers of Alaska to enjoy some the longest days of the Alaskan year.

June (Friday) 7th & (Saturday) 8th, 2019

Started in 1996, the Alaska Midnight Sun 7s is an annual social-level competition series between states, whose fastest and smartest rugby players compete against each other to win the title in the Last Frontier. Teams compete for the title over 2 days of competition. The first day teams compete to qualify for the second day of competition. The second day will determine the champions.

Beginning in 2016, the tournament welcomed professional teams from Canada, California, Hawaii, St Louis, and New Zealand. Alaska Midnight Sun 7s is sanctioned by USA Rugby. Played on the same size field as traditional 15s rugby, 7s rugby is played with only seven players per team. In addition to a keen understanding of how the game is played, pure speed and athleticism are the foundation for the sevens rugby standout. The game is played with non-stop action, thrilling attacks and game saving tackles.

This year, it is set to be even bigger and better than the previous, sporting a top-notch lineup and an even more in depth experience for the sponsors, players and spectators. The tournament is now held on one of the most beautiful rugby pitches in the world, The Alaska Mountain Rugby Grounds. With 19 Men's, 8 Women's, and 3 youth teams packed into 2 incredible days of action. Combined with non-stop live music and a selection of delicious food, this is a tournament that no one should miss.

The tournament has continued to see a massive increase in attendance for the past several years. With the spectators to reach 400 people. The Alaska Midnight Sun 7s is becoming one of the most exciting sporting events in Alaska.



Dear Partners, Friends, and Fellow Alaskans,

The 23rd Annual Alaska Midnight Sun 7s inspires to be the premier summer rugby tournament in Alaska. Our roster consists of Youth, Women and Men divisions. There are 30 teams and 8 on the wait list. This year, we create the Alaska Rugby Festival—June 8 to bring rugby and the Alaska community together.

The festival includes the walk of nations, non-stop live music from noon to 9 pm, cultural experience of three ethnic groups, yoga with beer, and a business to business networking opportunity. It is packed with exciting event. Thus, we are looking for vendors/sponsors to be part of this festival.

We anticipate 300 to 600 spectators on June 7 and 8. Our current sponsors are Matanuska Brewing Co, Hydrate Alaska, and OPA.

Please take a moment to look through the sponsorship options. This offers a general idea of our deliverable. We are able to design a package that fits your particular needs and desires most effectively.

We thank Alaska Rugby Foundation for making this event possible. As a 501(c)(3) Alaska Rugby Foundation has generated hundreds and thousands of dollars for youth rugby development supported the development of Anchorage parks and save hundreds of at-risk kids.

Thank you for your time,

Steven Tran
2019 Tournament Director
Email: steventrandaiphu_stdtp@hotmail.com
Phone: 907.280.8645



#alaskarugby
#thedream

“Inspires to be the premier summer tournament”

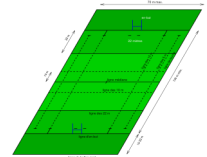


20  Unique
Activation


500
Attendance

\$4000
Marketing
Campaign

3X Location



1000⁺
Printed
Material



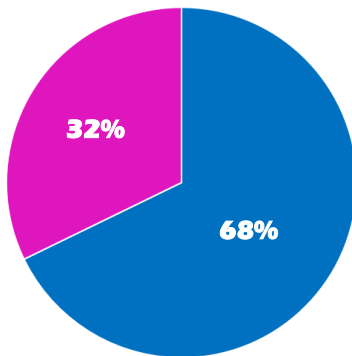

5⁺ Media
Coverage



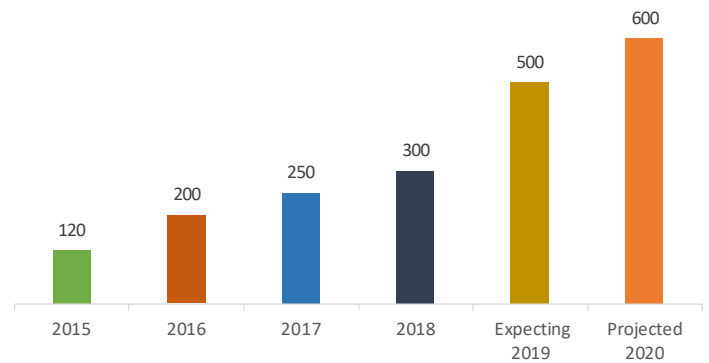
Branding Opportunity



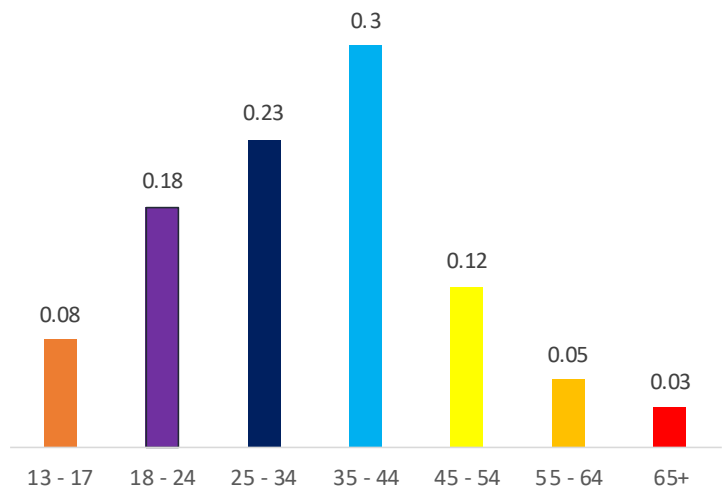
Gender
Female
Male



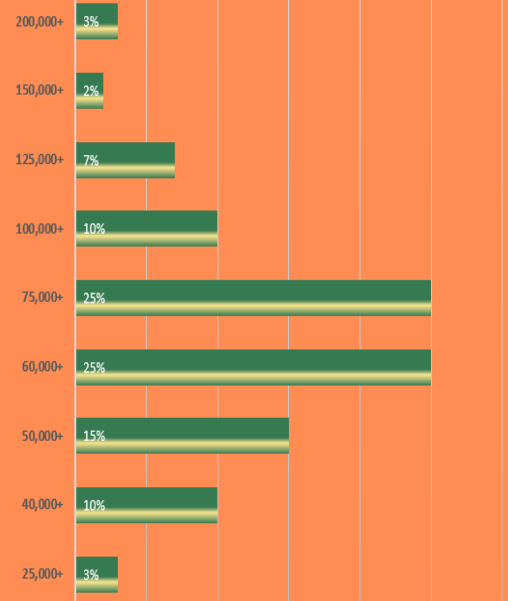
No. of attendees

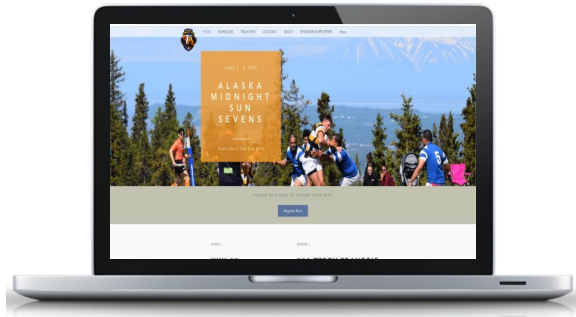


Age range of attendees



Annual Household Income





ALASKARUGBYFESTIVAL.COM

- Logos and/or web banners
- Links to your website
- Name recognition
- Print-at-home ticket sales
- Digital version of print marketing material

FACE-TO-FACE ACTIVATION

- Booth space at all two entrances
- Access to Fair Vendor list



ADVERTISING MATERIAL

- 1000+ Programs distributed statewide and online
- 500 - 1,000+ Posters for a variety of purposes
- 5 Media promotional partners including radio, newspapers and television
- 300 Team Manager Manuals



SOCIAL MEDIA:

Geographical reach
Regional/ State and International

Facebook

Mountain Rugby ground

Pages - 3,929 likes

Follows - 3,920

Alaska Midnight Sun 7s

Pages - 536 Page likes

Events - 327 people Interested,
77 confirmed, 307 invited. 95%+
of people interested show up.

Advertisement - 14.3K organic,
9.3k paid reach, 184 post click

NETWORK OPPORTUNITIES

- Admission, parking and concert tickets
- Business to Business
- VIP Hospitality Lounge

ON-GROUNDS MARKETING

- Large format banners on-grounds
- Pop-Up Tent Banners
- TryDive Bridge Banners
- Booth space at all entrance gates
- Festival Feather Flags Advertisement



Unique Benefits



Day 0, Thursday Jun 6: High Performance Rugby Camp

Mere Baker, the USA Eagles selector and a Black Fern, will be conducting her camp to all level of rugby players. Media are invited to record the event. Sponsors are encouraged to submit advertisement material before the event.

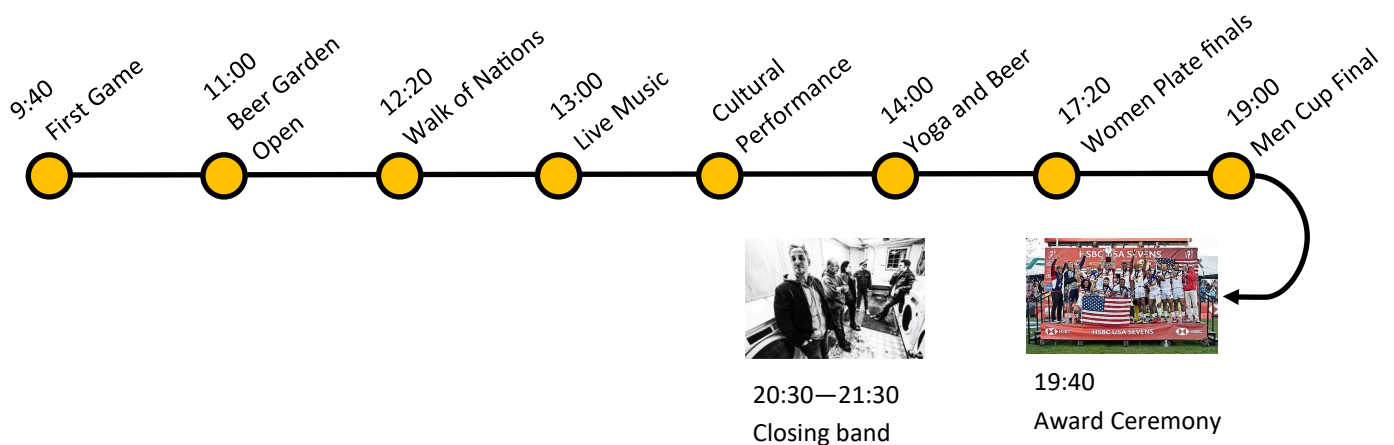


Day 1, Friday Jun 7: Preliminary Round

There are 6 pools. Teams will be competing at 2 location, Davis Park and the Alaska Mountain Rugby Ground.

Day 2, Saturday Jun 8: Finals & Festival

Expect great rugby with 3 division competing for Bowl, Plate, Cup and the grand prize of \$2000. Great line up of musician, acts and performance.



Day 3, Sunday Jun 9: High Performance Referee Camp

The festival is a place for both players and referees. We welcome two national panel referee, Kurt Weaver and Leah Berad. They will be sharing their pro tips and tricks.



Kurt Weaver:
America Rugby Championship
Africa Cup
Under 20 Trophy
Nationals Cup 2017
Referee Canada against the Maori All Blacks



Leah Berad:
International referee in 7s and 15s
World Cup final 2013, Moscow
Women's Six Nations 2014-present
Refereed in WRWC 2014



Businesses and individuals who sign up for sponsorship packages with Alaska Rugby Union and Alaska Midnight Sun 7s receive a whole host of benefits. Our Package is customizable. We are happy to discuss with you in-person.

Starting at \$10,000 Match ball for 2019 & 2020

Enjoy the tournament in its original form. Each Day of the tournament is available for customized activation. We help to create your unique day and greet customers at each entrance gate. We want to create something exciting for you.

- Exclusive Naming Rights
- Hospitality Benefits
- Marketing Benefits
- Unique, customized activation opportunities (Game station: Try Dive contest)
- Private event opportunities
- Two years of branding with the price of one

Hospitality & Marketing Benefits

- Your own exclusive booth with no competing brand on June 7th and 8th
- All rugby balls will be printed with your company's logo
- Field paint of your company's logo
- Print Marketing Material: Stand alone Logo that stand out on our Media Wall, Posters and Flags.
- Online Marketing Material: Stand alone Logo on every Social Media post, Website, and Live Feed.
- Company accreditation on website against the fixture on the lead up to the game
- Dedicated video and interview for your company during halftime
- VIP hospitality lounge passes
- Access to your own table at the VIP hospitality lounge on June 8th. This comes with 2 complimentary bottles of champagne and wine.
- Full page advertisement in the match day programme

Additional Opportunities:

- We will handle the clean-up. Alaska Mountain Rugby Ground will let you host a corporate event for free in the month of July and August valued at \$10,000.
- Recognition in public as our honorable guest during prize presentation. Your logo and company will be on the trophy.
- Thank You merchandise to our sponsors.
- Business-to-business connections



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Starting at \$3,000 Music 2019

Every year, we added a new line up. Our concert line-up at the Alaska Mountain Rugby Ground attracts young and old.

Naming Rights

- Exclusive naming rights of the venue

Hospitality Benefits

- VIP Admission and Parking
- Access to the VIP hospitality lounge on June 8th. This also comes with 2 complimentary bottles of champagne and wine.
- Dedicated space for your activation opportunities on June 7th and 8th

Marketing Benefits

- Stand alone logo in Media Wall, and Poster
- Stand alone logo on every Social Media post, Website, and Live Feed
- Dedicated video and interview for your company during halftime show
- Company accreditation on website against the fixture on the lead up to the game
- Full page advertisement in the match day programme
- Stand alone banner during our Try-Dive contest

Additional opportunity

- Become our honorable guest to give out the winning medals/trophy. Your logo and company will be on the checks and trophy.
- Business-to-business connections
- Each sponsors who attend will receive our own thank you merchandise.



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Starting at \$1000+ Try Dive Sponsorship! 2019

Started in 2015, the Alaska Mountain Rugby Grounds hosts a Try Dive Challenge to raise money for youth rugby. The first event hosted a group of elite women rugby players, representing the US Women's 7s Rugby team, diving into the freezing water to win the best Try Dive Post!! All sponsors will have the opportunity to elect one of their favorite candidate/employee from their company to jump in with the team of their choice. Towel will be provided. This will happen at the end of the walk of nations ceremony.

Video can be view in this link: <https://www.youtube.com/watch?v=2CX8uhBEqkM&t=7s>

Naming Rights

- Exclusive Presenting of the Event at the Fair

Hospitality Benefits

- Access to the VIP hospitality lounge on June 7th
- Dedicated space for your activation opportunities on June 7th and 8th
- Complimentary parking

Marketing Benefits

- Center placement for your logo on Media Wall and Poster
- Center placement for your logo on Media Advertisement (Social Media, Website, Interview)

Special Opportunities

- You will be our honorable guest to present the Sponsor Try Dive Award and deny towel from divers.
- Business-to-business connection



Vendors / Partners/ In-kind

We believe in supporting local business. The price list below is the a guide to vendors and partners. We are happy to work with our partners to make this event: The Best Sporting Arena in Alaska. The amount below served as a guide and are/is negotiable. We are more than happy to trade/ accept any In-kind donation that is of similar value.

Starting at \$700+ Business & Vendors 2019, 4 available

Alaska Midnight Sun 7s growing bigger each year, and we want you to be part of it. These hungry party-rugby goers are looking for the *extra*-ordinary. With the majority ready to spend their money on service and merchandise, this is a rare opportunity. There are only 4 spots left, act quickly. Come and be part of the fun.

- 1 Booth Space
- Logo Placement for Physical Advertisement (Media Wall, Poster)
- Logo Placement for Media Advertisement (Social Media, Website, Interview)
- 5 Vendor Access and 3 Vendor Parking, lower lot
- Business-to-business opportunity
- Set up shop on the night of June 7 and execute whole day of June 8.

Small Business Partner / In- kind 2019

At Alaska Midnight Sun 7s, we want everyone to be part of this growing family. We understand that you are too.

- 1 Booth Space
- Logo Placement for Physical Advertisement (Media Wall)
- Shout out Media Advertisement (Social Media)
- 1 Vendor Parking