



SPONSORSHIP AND POTENTIAL BENEFITS

Sponsoring a rugby team like the San Francisco Fog can offer your business great visibility, allow for community engagement, and provide the opportunity to deepen your social impact. The Fog, its fanbase and supporting audience is fun, diverse, and a cross-sector group based in sporting excellence. Your support allows for targeted marketing and other benefits by serving a wide array of communities across the LGBTQIA2S, athletic and wellness communities.

The Fog has no one size-fits all approach to building sponsorship packages. We value support of all kinds and want to generate comparable partnerships that benefit both parties, their capacities and intentions for growth. What works well for one partner, may not work well for another. This being said, we have baselines that can inform the building of those packages. The following are potential benefits—please know these are offered to provide context and a place from which to create something custom:

<i>Possible Benefits</i>	Logo/Branding	Logo on the team's website and social media shoutouts	Logo placement on team jerseys, shorts, other merch.	Extensive branding across all promotional materials (banners, flyers, merch) and media coverage.
	Title Sponsorship	Naming rights for a significant Match	Naming rights for the Fog's NCRFU Season.	Naming rights for the Fog's participation in a national/international tournament.
	Community Engagement	Players volunteer at Partner's Events in team gear.		Joint events with partners that focus on depth of communal activation.
	VIP Access	Invitation to Team Socials		Invitation to Tailored events (e.g., meet-and-greets, corporate hospitality days) for the sponsor's clients or employees.

Here's a short breakdown of where your support can be directed:

SEASON

The Fog participates in the Northern California Rugby Football League (NCRFU) January – May annually, with weekly practices on Tuesday/Thursday and matches on Saturdays. Our 2024 Season will contain 9 A-side games and a number of B-side matches.

TOURNAMENTS

The Fog plays in a number of tournaments on both an annual (Rucktacular) and bi-annual basis (Bingham and NorAM). These massive communal events are both national and international in scope, requiring great investment in travel, room and board for our team members. In 2024 the Fog will travel to Rome, Italy in May with 2 full sides (close to 60 players) to participate in the Bingham Cup, while in December the Team will host 5 West Coast Teams for Rucktacular.

TEAM MATE SUPPORT / SCHOLARSHIP

Fog Team Members are expected to pay dues, supply their own workout gear, and travel for away and tournament games, amongst other obligations. Yet, we never want any cost to be prohibitive to participation and work with all members to reduce costs whenever needed. Your support allows us to make this all the more possible.

OPERATING / GENERAL SUPPORT

Everything from field rentals, storage expenses, P.O. Box costs to needs for marketing and socials' food/beverages are drawn from operating/general support. This type of support is often the most crucial for the sustainability and management of the team.

Interested in hearing more or setting up a meeting? Please reach out to: development@fogrugby.com