

***New Haven
Old Black
Rugby Football Club, Inc.***



www.nhrugby.com

Sponsorship Information



Rugby Camp for Inner City Youth – Summer 2004



Mayor John DeStefano, Jr. recognizes New Haven Rugby with an achievement award



New Haven Rugby in Newport, RI

New Haven Rugby Football Club, Inc.

Club History

The New Haven Old Black Rugby Football Club began its first season in the spring of 1986. Robert Chester, along with other graduates of Southern Connecticut State University (SCSU), petitioned the New England Rugby Football Union (NERFU) for membership. At the time, there was a Division I club in Hartford, a Division II club in Fairfield county, and a Division III club in Danbury, but nothing available for "ruggers" in the Greater New Haven area looking to further their athletic careers. It was Chester's idea that set the wheels in motion for the only men's rugby club in the New Haven area.

The petition was accepted and NERFU allowed the Old Black to play on a probationary basis. The premiere season initiated an uphill climb. Although a taxing two-game minimum each week took a toll on the founding members, the Old Black finished its first season with a major tournament victory, through an upset, to put the young club on the rugby map. Played on SCSU fields, the Old Black seized the Connecticut Cup from Division I powerhouse Providence.

That fall, New Haven was accepted as a full NERFU member, and has never looked back. Over the early years, the Old Black won the Division III title, merged with the Berlin Strollers Rugby Club, and embarked on a successful tour of Scotland and Ireland. After promotion to Division II, the Old Black immediately won the Division II title in New England, and then the Eastern United States Division II Title in 1989. Over the next several years the club bounced between DI and DII

In 2002 the team completed its climb to the top of Division II by winning the DII National Title. Since then New Haven has made the permanent move to Division I and made the National Playoffs in 2004 and 2005 and made the National Sweet 16's in 2004.

Since 1986 the Old Black has accomplished extraordinary gains. Off the field the club has established a summer youth rugby camp and co-hosted the USA V France international in Hartford, CT. The club has gained strength as match and tournament victories have flown in steadily. The large, tight-knit squad that comprises today's New Haven Old Black Rugby Football Club plays with pride, embodying the camaraderie and sportsmanship that can only be found in the sport of rugby. The club also remains in contact with its very supportive "old boy" social membership.

The Old Black is now looking to the future. We have set our sights for the best that competitive rugby has to offer. We believe that we have the athletic talent and organizational structure that will continue to flourish in the exciting times ahead, and anxiously await any challenges the future may hold.

New Haven Rugby Football Club, Inc.

Tournament Victories and International Tours

<u>Date</u>	<u>Tournament</u>	<u>Location</u>
1986 June	Connecticut Cup	New Haven, CT
1986 November	New England Division III	Portland, ME
1987 July	Bocephus 10's	Hartford, CT
1988 May	New England Division II	New Haven, CT
1988 July	Bocephus 10's	Hartford, CT
1989 March	St. Patrick's Tournament	Washington, DC
1989 March	Eastern USA Rugby Union Champions	Conshaohokan, PA
1989 May	Killer Bee Tournament	Berlin, CT
1989 June	Scotland/Ireland Tour	United Kingdom
1990 June	Connecticut Irish Festival	New Haven, CT
1991 July	Bocephus 10's	Hartford, CT
1992 July	Bocephus 10's	Hartford, CT
1992 July	Hartford 7's	Hartford, CT
1995 May	Connecticut Cup	Bridgeport, CT
1995 July	Newport 7's	Newport, RI
1996 May	New England Rugby Union (NERFU) Tournament	Newport, RI
1996 July	Newport 7's	Newport, RI
1997 August	Monmouth Invitational	Sea Girt, NJ
1998 June	Connecticut Cup	Bridgeport, CT
1998 June	Tour of New Brunswick	New Brunswick, Canada
1998 July	Newport 7's	Newport, RI
1999 July	Tour of Ottawa	Ottawa, Canada
1999 Fall	Rugby World Cup Tour: England & Wales	United Kingdom
1999 Fall	Northeast Rugby Union Champions	New England
2002 Spring	National Champions DII	Pittsburg
2003 Summer	SONO 10's Champions	Danbury
2004 Spring	NERFU Co-Season Champions	

New Haven Rugby Football Club, Inc.

Proud member of the
New England Rugby Football Union

NERFU- North America's Largest Rugby
Community representing:

184 Member Clubs:

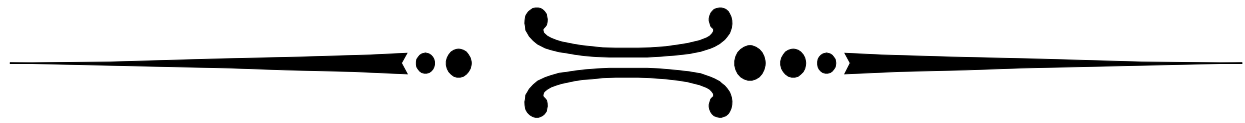
- 23 Men's Clubs
 - 63 Men's Collegiate Clubs
 - 7 Graduate College Clubs
 - 11 Master's Clubs
 - 8 Women's Clubs
 - 51 Women's Collegiate Clubs
 - 21 Youth/High School Clubs
-
- Growing at 25% per year

 - Representing 15,000 players

New Haven Rugby Football Club, Inc.

Facts for the Thinking Sponsor:

- The ***New Haven Rugby Football Club*** participates in 40 matches, tournaments, charity events and other high profile events annually, being seen by over 400 opposing clubs and countless fans and spectators
- ***Rugby*** is the second most popular spectator sport in the entire world
- The ***New Haven Rugby Club*** is an Non-profit corporation, donations are tax deductible
- Links to www.nlrugby.com (1000+ hits per month)
- The ***New Haven Rugby Football Club*** has an impressive 15 year history of success on and off the field
- The Sport of ***rugby*** is growing in the Northeastern region of the United States by 28% annually
- The ***New Haven Rugby Football Club*** contributes and maintains positive involvement in the Greater New Haven community
- The ***New Haven Rugby Football Club*** is comprised of individuals from nearly every type of educational and professional background from around Connecticut
- ***Rugby*** is the fastest growing Collegiate Sport in the USA - With its strong links to the collegiate community, ***rugby*** generates a strong Following amongst professionals
- The ***New Haven Rugby Football Club*** has been represented on tours to England, Scotland, Wales, Ireland, France, Russia, Germany, Spain, Canada, New Zealand, Australia, and South Africa, to name just a few
- The ***New Haven Rugby Football Club*** maintains a direct mailing list of 200+, and an indirect mailing list of over 2500 people in the Greater New Haven area and beyond



In Business Terms... Rugby In New England Represents

- \$3.2 - \$3.8 million in beer, ale, spirits, and refreshments**
- \$33.6 million in luncheons, dinners, and meals**
- \$4.2 million in medical expenses**
- \$15.2 - \$18 million in automobiles**
- \$7.1 million in travel expenditure**
- \$2.2 million in legal fees**
- \$26.5 million in telephone expenses**
- \$16.4 million in insurance premiums**
- \$62 million+ in real estate transaction**
- \$3.5 million in sporting equipment**
- \$35 million in bank savings**

* Estimated total annual expenditure or indicated figures of the New England Rugby Community
Carr International Inc. November 1996





Rugby In the USA - And In New England A 1996 Statistical Picture

<u>Category</u>	<u>USA</u>	<u>New England</u>
Men's League Clubs	453	23
Men's Colleges	414	63
Graduate Schools	31	7
Masters Clubs (over 30)	115	11
Women's Clubs	62	7
Women's Colleges	205	51
Youth Clubs (Under 19)	162	21
TOTALS	1442 Clubs	183 Clubs
Active Players	60,000	7,000
Estimated Number of Nonactive- Past Players	3.1 Million	160,000
Estimated Rugby Community	9.5 Million	500,000+
Estimated TV Audience for Top Class Advertised Games On Accessible Television	1.0 Million +	200,000

Source: The Rugby Press Ltd. February 1996, New England Rugby Football Union, Igel, VanRooyen and Edelfsen, University of Minnesota





A Profile Of The American Rugby Player

88%	College Educated
27%	Two or More Degrees
7%	Medical Professionals
19%	Legal Professionals
22%	Self Employed
69%	Professional Occupations
33%	Military or Former Military
43%	Traveled Outside of USA

- **\$27,000** **Average Annual Income Over 20's**
- **\$36,000** **Average Annual Income Over 30's**
- **\$42,000** **Average Annual Income Over 40's**

45.5%	Rugby Players In The USA Aged 35-49
38.6%	Rugby Players In The USA Aged 25-34
4%	Rugby Players In The USA Aged 18-24
300	Rugby Tournaments In The USA Annually
67%	Have Household Incomes Exceeding \$50,000
75%	Have Household Incomes Exceeding \$40,000
50,000	Readers of "Rugby", Published Monthly

The Rugby Press Ltd., Publishers of "Rugby" 1995 Research Shows:

Sponsorship Levels

Platinum Club - \$10,000

- Exclusive representation at all events
- True, tangible loyalty of product representation at all team events
- Top billing on team jerseys
- Representation on posters and handouts
- Representation at all media events
- Representation on all wearable
- Banners at all field events, banners provided by sponsor
- Web site link (80,000 views/month)

Gold Club - \$6,000

- True, tangible loyalty of product representation at all team events
- Billing on team jerseys
- Representation on posters and handouts
- Representation at all media events
- Representation on all wearable
- Banners at all field events, banners provided by sponsor
- Web site link (80,000 views/month)

Silver Club - \$3,000

- Billing on team jerseys
- Representation on posters and handouts
- Representation on all wearable

NEW HAVEN RUGBY, INC.

Club Information

New Haven Rugby, Inc
PO Box 3129, New Haven, CT 06515
Website. www.nhrugby.com
E-mail. Available on our web page

President	Pablo Perez
Vice President	Jarod Morrison
Treasurer	Jason Smith
Secretary	Benjamin Boutough
Match Secretary	Burt Hale
Manager	Greg May
Coach	Frank Heaven
Captain	Jason Smith
Vice Captain	Jacko Ahoy
Trainers	Daniel Padilla, RPT Jay Rubino, RRT
Physicians	Dr. Adam Church, DC Dr. Michael Longo, MD

