



PROPOSITION

2021





THE MISSION

The Northeast Wisconsin Rugby Foundation is a 501c(3)non-profit created to facilitate the growth of youth rugby in NE Wisconsin. The primary goals are to develop:

- Teamwork
- Sportsmanship
- Leadership
- Youth rugby through our local teams
- Quality coaches and referees
- A new rugby complex as a permanent home for rugby in NE Wisconsin.





UNPRECEDENTED GROWTH IN THE LAST 6 YEARS!

current players in NE Wisconsin from
1st grade to Sepiors in High School 1st grade to Seniors in High School

RUGBY IS NOT JUST FOR BOYS!



73% Boys

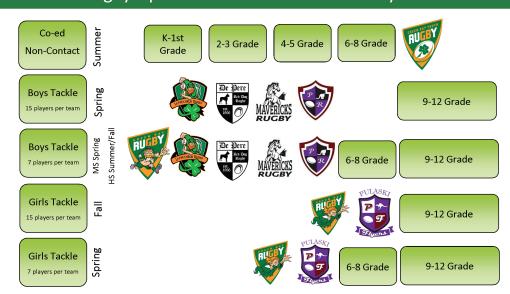
"We can't possibly tell you how incredible this year of rugby has been for our son. Through the support of his coaches, rugby is truly building his confidence on the field and also at home." - Parents of 9th grader



27% Girls

"Rugby has helped me learn many skills like leadership, teamwork, and sportsmanship. I would not be where I am today without this amazing sport!" - 10th grade girl, playing in her 3rd rugby season.

Rugby Options in the Greater Green Bay Area





GREEN BAY YOUTH RUGBY SUCCESS STORIES

Green Bay Youth Rugby prides itself on being more than just a sports program. The focus is on developing young leaders not just winning matches.

- In the last 6 years, 100% of High School Senior Rugby Players have graduated.
- In the last 49 years, Rugby Alumni include company Presidents, CEOs, Attorneys, CPAs, Drs, and many community leaders.
- 100% of the Rugby Foundation Board and Volunteers have made a commitment to the capital campaign.







N.E.W. RUGBY TIMELINE

Unprecedented growth in the last 6 years!



started in 1972 by several St. Norbert's students, including John Featherston.

high school teams start. De Pere, Green Bay Bad Boys and Green Bay Mavericks.

Oshkosh, Fond du Lac and Appleton join the league.

and joins existing Fond du Lac program.

Youth adds a 7th/8th Boys program and Pulaski starts a High School Girls program.

Youth adds a Middle School Girls tackle program for 7th/8th graders

grade and Flag grows to 2 sites, 2 nights per week. De Pere started a MS Boy's team. The GB Banshees become 2nd local HS Girls team.

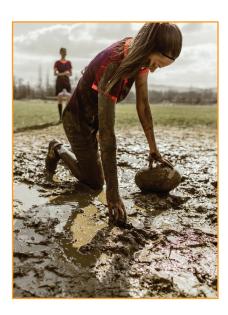
creates a permanent home for Rugby in NE Wisconsin.



THE NEED

Over the last six years, additional clubs and seasons have been added and there are now Spring, Summer and Fall options for kids from grades K-12. With this growth come several challenges:

- There are simply not enough fields to practice and play games.
- This results in having to switch locations, often at the last minute, which makes it extremely difficult for parents to transport their children.
- While Rugby leaders are always thankful for any location to practice, often times they
 end up in very undesirable and potentially dangerous locations. (Fields with standing
 water and some with large rocks that had to be removed.)





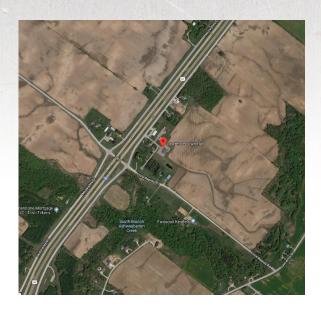
THE SOLUTION

In order to meet the increased interest and participation of Youth Rugby, The N.E.W. Foundation has plans to build a safe and permanent Rugby complex in the town of Lawrence, just south of Green Bay.



WHY LAWRENCE?

- The town offered the NEW Rugby Foundation the opportunity to purchase up to 10 acres for a new Rugby Complex. The Rugby Complex will be part of a total 100 acre Youth Sports Development project.
- This site offers excellent visibility right off 1-41, and only 1.5 miles south of Schuering Road. It is uniquely located within 20 minutes of both Green Bay and the Appleton area.
- The town of Lawrence will be installing public parking which will help lower the cost of the project.



USAGE & IMPACT

Rugby is played from late March to November. Typically there will be 12 teams practicing and on the fields multiple times each week with an average of 20 players per team. When visiting teams for games are included, there will be over 600 youth benefiting each week.

The new facility will also host tournaments which will bring in an average of 20 teams each weekend, with an estimated 6-8 tournaments held each year to start.

FINANCIAL STABILITY

The actual cost to run the current local youth rugby program is \$20,000. There will be increased costs to run the new facility so the total need will be roughly \$40,000.

SELF SUSTAINING

The youth rugby program has been able to keep the cost of the program low, (\$60-\$100 per athlete depending on age level), through concessions, product sales, and events. They have run a budget surplus each of the last 8 years. These excess funds along with the increased ability to host events and sell concessions will cover the new costs of the program. In addition the facility will broaden the awareness of rugby to the area.



THE RUGBY COMPLEX CAMPAIGN

GOAL - \$1,100,000

- Purchase 8.5 acres from the town and build a competition field and a practice field. Estimated cost \$675,000
- Construction of a concession stand, bathrooms, storage, bleacher seating and infrastructure. *Estimated cost \$425,000*







FUNDRAISING CAMPAIGN

Major naming opportunities: (pledges are payable over 5 years)

\$500,000 - Naming of the Entire Rugby Complex

- Sponsor has presenting naming rights of entire complex NEW Rugby Complex presented by SPONSOR NAME
- Sponsor name displayed at facility entrance with a dedicated sign/monument
- Sponsor name displayed on walls of admissions entrance
- Sponsor name on all tournament schedules and literature
- Link from NEW Rugby Foundation website to sponsor's website
- Press release to local media outlets announcing partnership
- Name permanently displayed as a founding sponsor

\$250,000 - Naming of the Main Championship Field

- Sponsor has naming rights to championship field
- Sponsor name displayed on 8' x 4' double-sided field sign on championship field
- Sponsor name displayed on championship field goal posts
- Sponsor name on all rugby schedules and other literature
- Sponsor name displayed on the NEW Rugby Foundation website
- · Sponsor name displayed on pole banners to identify field

\$100,000 - Naming of the Secondary Field

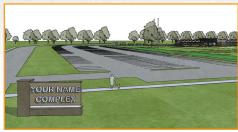
- Sponsor has naming rights to secondary field
- Sponsor name displayed on 30" x 84" double-sided field sign on secondary field
- Sponsor name displayed on secondary field goal posts
- Sponsor name on all rugby schedules and other literature
- Sponsor name displayed on the NEW Rugby Foundation website
- Sponsor name displayed on pole banners to identify field

\$50,000 - Naming of the Concession Stand

- Sponsor name displayed on multiple sides of the concession stand
- Sponsor name on all rugby schedules and other literature
- Sponsor name displayed on the NEW Rugby Foundation website

\$1,000+

Everyone who donates **\$1,000** or more will have their names added to a permanent sign that will highlight those who invest to in the future of rugby in northeast Wisconsin. We also have naming rights for the complex, fields, and other areas available. Please contact us for information on naming rights if you are interested.







GIVING OPPORTUNITIES

- Cash Contributions
 Gifts of Securities
- Matching Gifts
- Gifts-in-Kind

As a tax-exempt foundation organized under Section 501(c) (3) of the Internal Revenue Code, gifts to the Northeast Wisconsin Rugby Foundation (NEWRF), are eligible for tax deductions to the extent allowed by IRS codes. The NEWRF, is an independent, not-for-profit corporation chartered under State of Wisconsin law. The NEWRF will answer any questions you may have regarding your donation; however, we encourage you to contact your tax professional.

Questions:

Phone: 920-883-0325 • Email: matt@newrugbyfoundation.org

PLEDGE CARD

In support of the NEW Rugby Complex,I(we) would like to pledge the following amount: \$\$\text{\$\tex{\$\text{\$\text{\$\text{\$\text{\$\text{\$\text{\$\text{\$\text{\$\text{\$			
		Name on Card:	Signature:
		Card Number:	Exp. Date: CVS:
		Please print name as you would like your gift to be recognized:	
		Signature:	Date:
		Address:	
			State: Zip:
Phone: E-ma	ail:		

Contact us with any questions:

matt@newrugbyfoundation.org • 920-883-0325 • www.newrugbyfoundation.org

PLEASE MAIL THIS CARD TO:

NE Wisconsin Rugby Foundation Inc., PO Box 22242, Green Bay, WI 54305