

# 2025

## Corporate & Conference Sponsorship Opportunities



# COMMUNITY STARTS WITH YOU.

The United States Women's Rugby Foundation (USWRF) is the gateway to the women's rugby community, from youth, to high school, college to club, premier league to the Women's National Teams. We have built our network over the years, and have access to all the coaches, administrators, referees, players past and present.

Women who play and coach rugby are a unique group. They are physically strong, courageous, determined and team oriented, able to compete against each other and with each other under stressful conditions. These coaches, referees, administrators, athletes, their families and supporters are an ideal audience for your company.

The USWRF subsidiary, The Women's Rugby Coaches & Referees Association (WRCRA), hosts an annual conference that allows our network of coaches, referees, administrators, athletes past and present from all levels of the game to gather into one space for 3 days.

## **Ready to be part of something great?**

Get your name in front of this dynamic community.

## **Welcome To The Team.**

# Get Involved

You have the opportunity to be in front of a targeted audience, and support the growth of Women's Rugby in the United States.

## Women's U.S. Rugby by the Numbers:



**+10,890**

*U.S. Collegiate &  
Adult Club Athletes*



**+2,000**

*Men & Women Coaches  
Throughout U.S.*



## Why should YOU sponsor?

### ✓ **Networking**

Interact face-to-face with the top coaches, referees, administrators, journalists, players and supporters in women's rugby.

### ✓ **Visibility**

Company branding on conference collateral, recognition on USWRF/WRCRA website, signage at conference events, social media and more! \*Determined by sponsorship level.

### ✓ **Support**

Be part of the movement we have created. Your support will allow us to continue our efforts in the growth of girls and womans rugby in the U.S.



Platinum Sponsor

\$15,000

*The PLATINUM Sponsorship includes:*



- Logo/Name, link & information on USWRF website Corporate Sponsorship and/or WRCRA 2025 Conference pages;
- Introductions & Networking opportunities at events with current leagues and teams both regionally and nationally;
- 2025 Webinar Recruiting Session for your business to our current membership;
- 2025 Conference Sponsorship Designation: Sponsored by: [YOUR NAME HERE];
- Reserved Exhibitor Table at 2025 Conference;
- Recognition at all meals including Awards Dinner;
- Video spotlight and/or banner ad during intermissions (provided by sponsor);
- Logo placement throughout the 2025 Conference;
- Full-page color ad in the 2025 Conference program;
- Reserved table at awards banquet & 8 Complimentary tickets to the 2025 Conference (\$3,400 value);
- Recognition in all our Pre & Post Conference email correspondence;
- Four Social posts across all platforms;
- Logo + 100 word description on website;
- Signed jersey from former Olympian.



**Gold Sponsor** **\$10,000**



*The **GOLD** Sponsorship includes:*

- Logo/Name, link & information on USWRF website Corporate Sponsorship and/or WRCRA 2025 Conference pages;
- Introductions & Networking opportunities at events with current leagues and teams both regionally and nationally;
- 2025 Webinar Recruiting Session for your business to our current membership;
- Reserved Exhibitor Table at 2025 Conference;
- Recognition at all meals including Awards Dinner ;
- Video spotlight and/or banner ad during intermissions (provided by sponsor);
- Logo placement throughout the 2025 Conference;
- Half-page color ad in the 2025 Conference program;
- Reserved table at awards banquet & 4 Complimentary tickets to the 2025 Conference (\$1,700 value);
- Recognition in all our Pre & Post Conference email correspondence;
- Three Social posts across all platforms;
- Logo + 50 word description on website;
- Signed picture from former Olympian.



Click Here To Become A  
**Silver Sponsor**

## Silver Sponsor

# \$7,500

### The **SILVER** Sponsorship includes:



- Logo/Name, link & information on USWRF website Corporate Sponsorship and/or WRCRA 2025 Conference pages;
- Recognition at all meals including Awards Dinner
- Logo placement throughout the 2025 Conference;
- Video spotlight and/or banner ad during intermissions (provided by sponsor);
- Reserved Exhibitor Table at 2025 Conference;
- Quarter-page color ad in the 2025 Conference program;
- 3 Complimentary tickets to the 2025 Conference (\$1,275 value);
- Recognition in all our Pre & Post Conference email correspondence;
- Two Social post across all platforms.



Click Here To Become A  
**Bronze Sponsor**

## Bronze Sponsor

# \$5,000

### The **BRONZE** Sponsorship includes:



- Logo/Name, link & information on USWRF website Corporate Sponsorship and/or WRCRA 2025 Conference pages;
- Logo/Name in 2025 Conference program;
- Video spotlight and/or banner ad during intermissions (provided by sponsor);
- Reserved Exhibitor Table at 2025 Conference;
- 2 Complimentary ticket to the 2025 Conference (\$850 value);
- Recognition in all our Pre & Post Conference email correspondence;
- One Social post across all platforms.

# 2025 Conference Sponsorship Opportunities

Looking to tie your name to a specific event or item at the conference? We have many opportunities for all of our supporters!

Awards Dinner Sponsor (3 spots available)	\$10,000
Keynote Speaker Sponsor (TBD - tentatively 1 - 2 spots available)	\$10,000
Breakfast Sponsor (2 spots available)	\$7,500
Luncheon Sponsor (2 spots available)	\$7,500
Opening Cocktail Reception Sponsor (1 spot available)	\$7,500
Lifetime Achievement Awards Sponsor (4 spots available)	\$5,000
History Museum Sponsor (3 spots available)	\$5,000
Coffee/Snack Break Sponsor (1 spot available)	\$4,000
Exhibitor Table Sponsor* (25 spots available)	\$3,500
Exhibitor Add-On Video Spot (5 spots available)	\$1,500
Swag Bag Sponsor (1 spot available)	\$3,000
Administrator Award Sponsor (2 spots available)	\$2,000
Lanyard Sponsor (1 spot available)	\$2,000
Badge Sponsor (1 spot available)	\$2,000
Awards Dinner Table Sponsor (unlimited spots available)	\$1,500

\* Can be combined with additional Sponsorship Packages



## Address for Payment or Donations By Check:

US Women's Rugby Foundation  
4426 Hugh Howell Rd, Ste B512, Tucker, GA 30084, United States





# Conference Summary

## The 6th annual WRCRA Conference has moved WEST!

**Date:** January 17-19, 2025

**Location:** Westin Downtown, Denver, Colorado

**This year's conference will once again be a gathering place for our full community women and men from youth and high school to professional athletes and Olympians!**

You won't want to miss out on the learning, sharing and community vibe of women's rugby as we meet, celebrate and discuss the landscape of women's rugby in the US.

### COMMUNITY BUILDING

- 300 attendees across three generations of women's rugby
- Regional gatherings of coaches, administrators, referees, journalist, and fans
- Awards Dinner and Hall of Fame panel
- Museum of Women's Rugby History

### EDUCATION

- Three days of interactive sessions
- Tracks on coaching, administration, health, strategies and tactics
- Maps and directories of women's teams and coaches
- Hear from Olympians, leaders and influencers in our game

### FUN

- Friday night cocktails and Q and A with stars of the game
- Saturday night cocktail reception and banquet
- Vendors (new this year), silent auction and wingspan raffle



# Conference Agenda

Friday, January 17th through  
Sunday, January 19th, 2025

Theme:

## Building More Bydwells; Setting the Bar for the Future

### FRIDAY JAN. 17, 2025

- 11am-5pm: Conference Registration Opens
- 1pm-4pm: Senior Club AGM (Open to all)
- 11am-7pm: History Museum Opening
- 6pm-7pm: Cocktail – Museum Panel
- 7pm: Under 30's Gathering *At the Hotel Bar*

### SATURDAY JAN. 18, 2025

- Breakfast: Regional gathering and networking (light breakfast) *Rear of Confluence Ballroom ABC*
- 8:15am: **Opening:** Welcome from USWRF *Confluence Ballroom*
- 8:30-9:20am: **Keynote:** How planful can we be developing excellence? *Tamara Sheppard, Lauren Doyle, Alycia Washington, and Naya Tapper (Wendy Young, moderator) Confluence Ballroom*
- 9:30-10:20am: **Player & Program Health:** Designing practices to keep players healthy throughout the season. *Sylvia Braatan Platte River Room*  
**Administration:** Building an effective coaching staff: short term and long-term planning for the team and the program. *Liz Kirk, Kelly Romano, Jamie Frech Blake Room*  
**Program Development/Strategy & Tactics:** What Matters at the Break Down: Seeing the breakdown through the eyes of the referee. *Amanda Cox Confluence Ballroom*  
**Administration:** Club rugby: Planning for short term and long-term success. *Olivia Benzan-Daniel Curtis Room*
- 10:30-11:20am: **Player & Program Health:** Planning for player safety: What systems and practices need to be in place for your program and how to plan to get there. *Amy Valenta Platte River Room*  
**Program Development/Coaching:** From the feet up: The ultimate scrum session. *Mary Swanstrom, Kitt Ruiz-Wagner Blake Room*  
**Program Development/Strategies & Tactics:** Developing your player's understanding of tactical options. *Sarah Chobot Confluence Ballroom*
- 11:30am-12:20pm: **Player & Program Health:** A Roundtable Conversation with a leading group of youth rugby coaches; Understanding the changing landscape of youth rugby. *Karl Barth, Kelly Romano, Rose Standifer, Andie Hammon, Shane Young, Alex McCulloch, Meg Clark, Lisa Finegan Platte River Room*  
**Administration:** It's Lonely at the Top: Finding and evaluating talent, delegating work to develop administrators and avoid burnout. *Angela Smarto Curtis Room*  
**Managing Relationships:** Leveraging your rugby background for power in the workplace: Enhancing your professional image and influencing skills. *Amy Marks, Angel Brunner Blake Room*
- 12:20-1:30pm: **LUNCH** (On your own)
- 1-2:30pm: **Working Lunch Option:** Creating Your Digital Brand. *Wendy Young Platte River Room*

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## SATURDAY, JAN. 18, 2025 (continued)

- 1:30-2:30pm: **Table Conversations:** *Confluence Ballroom* (1) Rugby for everyone. *Timaris Montano, MICR*; (2) Why players leave and why they stay. *Hannah Stolba*; (3) Catching Feelings: The Reality of Emotional Contagion in Coaching Female Athletes. *Mattison Grey*; (4) Referee development. *Amanda Cox, Dana Teagarden*; (5) Practice planning. *Sylvia Braatan*; (6) IGR: Inclusive rugby for men and women. *Veronica Alfaro*; (7) Designing purposeful activities and games to develop your team. *Martha Daines*; (8) NCR touring sides, opportunities for players to shine. *Jamie Frech, Angela Smarto*; (9) Beyond SMART Goals: Customize your goal setting. *Vicki Hudson*
- 2:40-3:30pm: **Program Development:** Planning and building high performance cultures/environments. *Tamara Sheppard* *Platte River Room*  
**Player & Program Health:** Helping players transition from youth to high school, college, club, to 'out of the game'. *Derika Legg* *Blake Room*  
**Program Development/Coaching:** What type of 7's do you want to play and the skills you'll need to execute it. *Lauren Doyle, Kelly Griffin*, *Curtis Room*
- 3:40-4:30pm: **Program Development/Coaching:** Line out mastery. *Jamie Burke* *Platte River Room*  
**Program Development:** Roundtable for youth coaches: Why girls leave sport and how to get them to stay. *Heather Haney, KJ Abel, Kelly Romano, Shane Young, Laura Sayabouth, Lisa Finegan* *Blake Room*  
**Managing Relationships:** Challenging conversations: Strategies for working with difficult people. *Karen Fong Donoghue* *Curtis Room*
- 4:45-5pm: **Pioneers & Champions Recognition and Photo** *Confluence Ballroom*
- 6-7pm: **Cocktails** *Mezzanine Foyer*
- 7-10pm: **Dinner** *Confluence Ballroom*
- Women's Committee Award
  - Lifetime Achievement Awards
  - Three stories. *Timaris Montano, Karameli Faaee, Jenny Kronish*

## SUNDAY JAN. 19, 2025

- 8:30-9am: **WER:** Launching the Professional League for Women's 15's. *Kat Aversano, Jessica Hammond* *Confluence Ballroom*
- 9-10am: **Keynote:** Intentionally creating an emotional culture that fits your team. *Mattison Grey* *Confluence Ballroom*
- 10:10-11am: **Player & Program Health:** Nutrition and sleep management for optimal performance, a conversation about REDS. *Sylvia Braatan* *Platte River Room*  
**Managing Relationship:** Modern networking: Using digital resources to build relationships. *Olivia Benzan-Daniel, Kat Aversano* *Blake Room*  
**Administration:** Becoming a rugby broadcaster. *Wendy Young* *Curtis Room*
- 11:10am-12pm: **Program Development:** Youth Roundtable Part 2: Action Items. *Karl Barth, Kelly Romano, Rose Standifer, Andie Hammon, Shane Young, Alex McCulloch, Meg Clarke, Lisa Finegan* *Platte River Room*  
**Program Development:** Building a player led game amidst the American sport culture. *Hannah Stolba* *Blake Room*
- 12:05pm **Closing** *Confluence Ballroom*  
**What do we want OUR game to look like?** How we are taught to coach is how the game is being played; are we complicit in mediocrity or stewards of excellence?



## Be part of OUR Community.


Founded in 2005, the U.S. Women's Rugby Foundation is managed by an all-women volunteer board committed to fostering and sustaining the growth of girls and women's rugby.


USWRF has served as an advocate, provided funding and grants, and supported the rugby community through networking and professional development events.

## Reach out today.

**Lisa Kelly**

Sponsorship Coordinator

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### **Address for Payment or Donations By Check:**

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