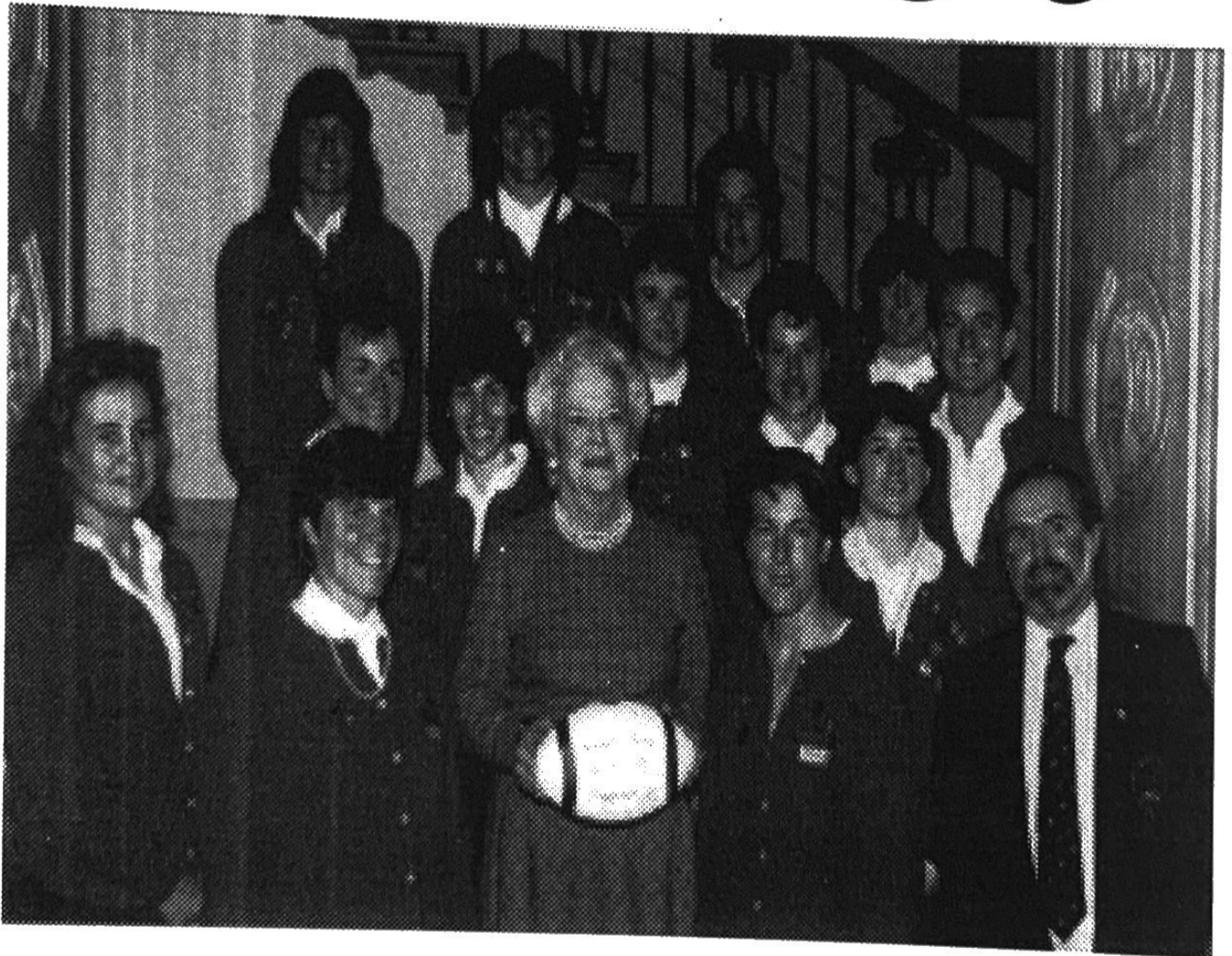


USA EAGLES

Defending World Champions of Women's Rugby



Former First Lady Barbara Bush honored members of America's World Championship Women's Rugby Team at a reception in the White House upon their victorious return from the inaugural World Cup of Women's Rugby in 1991.

SPONSORSHIP INFORMATION

USA Eagles

Defending World Cup Champions in Women's Rugby

Rugby is the ultimate amateur sport. As with most amateur sports, the USA Women's National Rugby Team needs your help to attain their full potential. Each athlete has worked hard to earn the right to represent their country; each is widely regarded as the best in the nation at her position. With the present combination of coaching and athletic talent, the level of enthusiasm and anticipation surrounding the team is electric. **The only missing component is funding.**

As defending world champions the Eagles are committed to a schedule of competition, training and conditioning on a regional and national scale designed to bring the team to peak performance at the 1994 World Cup. Finances are vital for the team to successfully maintain international competitiveness. Our promotion of American women's rugby depends completely on securing sponsors and supporters who share our goals.

This business plan features various sponsorship levels allowing for custom sponsorships. We have contacted you because of your involvement, interest and/or support of the pursuit of excellence through athletics.

All donations are tax-deductible and considered a direct contribution to the USA Women's Rugby National Team; 100% of all funds received will be applied directly to World Cup expenses. Please read the various areas of sponsorship to find the level best suited to your interests. We greatly appreciate your time and consideration.

If you would like information on our corporate sponsorship program, the USA Women's National Rugby Team or upcoming World Cup of Women's Rugby, please contact:

Tam Breckenridge
Director of Marketing - USA Women's Rugby
c/o UCLA Athletic Department
405 Hilgard Avenue
Los Angeles, CA 90024-1639
(310) 206-6744

*PRODUCT SPONSORS

Cost of Product

Description:

Sponsors will provide products to be used by the team, possibly to the exclusion of competing products.

Benefits:

- °Such use will provide exposure of the product among competitors and spectators at the World Cup Tournament.
- °Sponsors will be offered additional merchandising and promotional opportunities in association with the team, its competitions, and all community and special events.
- °Sponsors receive complimentary advertising in the 1994 Eagles Media Book.

*PROGRAM ADVERTISING

\$150 - \$500

Your camera-ready advertising will be displayed in the 1994 Eagles Media Book. Media Books will be complimentary to competing teams, World Cup Tournament VIP's and the media.

Full-Page Ad	\$500.00
Half-Page Ad	\$350.00
Quarter-Page Ad	\$250.00
Business Card Size Ad	\$150.00

*EAGLES BOOSTER CLUB

Maybe you would like to help these world-class athletes, but none of the above quite fits your style or your budget. The Booster Club is for you. The players and coaches appreciate your display of enthusiasm -- whatever the amount. The 1994 World Cup Media Book will recognize all individuals who contribute to our effort.

Contribution Level:

<u>Amount</u>	<u>Benefit</u>
\$ 20 - \$ 44	°Name listed in 1994 World Cup Media Book
\$ 45 - \$ 74	°Name listed in 1994 World Cup Media Book °USA Rugby Trading Pin
\$ 75 - \$124	°All of the Above °Autographed USA Eagles Team Photo
\$125 - \$174	°All of the Above °1994 USA Eagles Polo Shirt
\$175 - Up	°All of the Above °1994 USA Eagles Team Jersey

(DETACH BEFORE RETURNING)

(DETATCH BEFORE RETURNING)

Sponsor Name _____
(Individual, corporation, association, etc. for Media Guide)

Please make checks payable to:

Mailing Address _____

USA Women's Rugby Committee

and mail to:

Day _____ Evening _____
Phone _____ Phone _____

Jami Jordan

Contact _____

**USA Women's Rugby
1438 Medfield Avenue
Baltimore, Maryland 21211**

Donation: _____ Eagles Booster Club Amount: \$ _____

_____ Program Advertisement Amount: \$ _____
(attach artwork)

_____ Product Sponsor
(Call Tam Breckenridge, 310/206-6744, for details)

**The Eagles Thank You
for Your Support!**

2nd World Cup of Women's Rugby

April 10-24, 1994

The Netherlands

Participants:

U.S.A.

Arabian Gulf

Canada

England

France

Ireland

Italy

Japan

Kazackstan

Netherlands

New Zealand

Russia

Scotland

Spain

Sweden

Wales

INTERNATIONAL MATCH SUMMARY

12-2 Overall

USA	22	Canada	3	1987
USA	26	Canada	10	1988
USA	28	Canada	3	1989

New Zealand Rugby Festival

USA	38	The Netherlands	0	1990
USA	3	New Zealand	9	1990
USA	32	The U.S.S.R.	0	1990

Women's Rugby World Cup

USA	7	The Netherlands	0	1991
USA	46	The U.S.S.R.	0	1991
USA	7	New Zealand	0	1991

World Cup Finals

USA	19	England	6	1991
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USA	13	Canada	12	1992
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1993 Canada Cup

USA	6	England	17	1993
USA	36	Wales	0	1993
USA	60	Canada	3	1993

**# 1 IN ATHLETIC
EXCELLENCE AND
ACHIEVEMENT**