



# 2023 CONFERENCE

Sponsorship  
Opportunity

**JANUARY 13-15, 2023**

Alexandria, Virginia



[www.USWRF.org](http://www.USWRF.org)





# COMMUNITY STARTS WITH YOU.

The 2023 WRCRA Annual Conference 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, the WRCRA has 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, administrators, athletes, their families and supporters are an ideal audience for your company.

The 2023 WRCRA Conference will bring coaches, administrators, athletes past and present from all levels of the game 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.**



# SPONSORSHIP LEVELS

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



**+1250**

U.S. Adult Club Athletes



**+5000**

High School Participants



**+350**

Collegiate Programs

## Why should YOU sponsor?

### ✓ Networking

Interact face-to-face with **150+** of 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.





Game  
Changer

\$10,000



Sponsor Now  
Game Changer

## MAKE YOUR MARK

- 2023 Conference Sponsorship Designation: Sponsored by: [YOUR NAME HERE];
- Conference Digital App sponsor - \$1,500 value
- Sponsor Recognition during: Cocktail Reception, History Museum Project & Awards Dinner;
- Dedicated Signage regarding sponsorship with Name and/or Logo
- Full page color ad in conference program;
- Video spotlight and/or banner ad during intermissions (provided by sponsor)
- Logo/Name, Link and Blurb on website sponsorship page;
- Logo/Name sponsorship recognition in all pre-conference emails;
- Social Media Recognition (5 dedicated posts)
- Four Conference Registrations - \$1,700 value





Influencer

\$7,000



Sponsor Now  
Influencer

## NAVIGATE THE PATH

- Awards Dinner Sponsorship Recognition;
- Dedicated Signage regarding sponsorship with Name and/or Logo
- Half page color ad in conference program;
- Video spotlight and/or banner ad during intermissions (provided by sponsor)
- Logo/Name and Link on website sponsorship page;
- Logo/Name sponsorship recognition in all pre-conference emails;
- Social Media Recognition (3 dedicated posts)
- Three Conference Registrations - \$1,275 value



Team Player

\$5,000

## WORKING TOGETHER

- Dedicated Signage regarding sponsorship with Name and/or Logo
- Quarter page color ad in conference program;
- Banner ad during intermissions (provided by sponsor)
- Logo/Name on website sponsorship page;
- Logo/Name sponsorship recognition in all pre-conference emails;
- Social Media Recognition (2 dedicated post)
- Two Conference Registrations - \$850 value



**Sponsor Now**  
Team Player



Supporter

\$2,000

## LENDING A HAND

- Logo in conference program
- Specialty Event Sponsor: *Panel Discussion, Storytellers, History Museum, Other*
- Social Media Recognition (1 dedicated post)
- One Conference Registration - \$425 Value



**Sponsor Now**  
Sponsor



# CONFERENCE AGENDA

THE WISDOM OF THE GAME: STRATEGIC AND TACTICAL THINKING IN WOMEN'S RUGBY

## FRIDAY JAN. 13, 2023

- 12:00-5:00 p.m. Registration Opens
- 5:30-7:00 p.m. Cocktails
- 6:00-7:00 p.m. Museum Opening

## SATURDAY JAN. 14, 2023

- 8:30 a.m. Opening / **Welcome** from USWRF
- 9:00-9:40 a.m. **Honing Your Coaching Philosophy** (Martha Daines, Liz Kirk, Lisa Jackson, Koma Gandy)
- 9:40-10:05 a.m. **Table exercises: An Evolving Coaching Philosophy**
- 10:10-11:00 a.m. **The Coaches Challenge: Skillfully Merging Behavioral Theory into Your Coaching Practice** (Liz Masen and Becky Carlson)
- Breakouts:**
- 11:20-12:10 p.m. **Building a Strategic Plan for Your Team** (Martha Daines)
- 11:20-12:10 p.m. **Help Referees Help You; A Workshop by Referees and Coaches** (Amanda Cox, Emily Hsieh, Rosalind Chou, Jenny Lui)
- 12:15-1:30 p.m. **LUNCH**
- 1:30-2:20 p.m. **Analytics: What are the 'Stories' Data Tells?** (Rosalind Chou, Chelsea Garber, Alex Goff)
- Breakouts:**
- 2:30-3:20 p.m. **Daily Training Environments: Planning with an End in Mind** (Kittery Wagner Ruiz, Katherine Aversano, Olivia Benzan-Daniel)
- 2:30-3:20 p.m. **Real questions and Real Answers from Professional Rugby Administrators** (Wendy Young, Angela Smarto, Katie Wurst, Mikayla Miller)
- 3:30-4:50 p.m. **Improving the Coverage of Women's Rugby** (Wendy Young, Becky Worley, Alex Goff)
- 5:00-6:30 p.m. **Museum Tours**
- 6:00-7:00 p.m. **Cocktail Hour**
- 7:00-10:00 p.m. **DINNER**
  - Awards: Women's Committee Award
  - Lifetime Achievement Award
  - 3 stories from 3 decades (Jami Jordan, Barb Bond, Elvy Asonye)

## SUNDAY JAN. 15, 2023

- 9:30-10:20 a.m. **Stewarding the Future of Women's Rugby**  
*A moderated community conversation*
- 10:30-11:20 a.m. **Kathy Flores Coaching Resource Library Preview**
- 11:20-12:00 p.m. **Closing/Next Steps**
- 12:00-1:00 p.m. **DISC Meeting with participating coaches**
- 12:30-1:00 p.m. **Furious Movie Premiere** (A documentary about the DC Furies by Liz Linstrom)
- 1:30-4:00 p.m. **Symposium on Player Health** (Katie Hunzinger, Mary Swanstrom, Sarah Zipp)



## 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.

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Board Chair & President



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