

1863



XV

PARTNERSHIP INFORMATION





WHY SUFC?



OUR VISION

For current, past, and future players at SUFC to be the pillars of society.



OUR PURPOSE

To change people's lives through the strength of SUFC community and systems.



OUR VALUES

We draw our **INSPIRATION FROM THE UNIVERSITY** itself, and we have genuine gratitude for the opportunities that being part of this great institution affords.

We know, ultimately that success requires **DISCIPLINE AND HARD WORK**.

We know it also requires a **BALANCE** (of the technical, tactical, physiological, and psychological).

And as **STUDENTS BY NAME AND NATURE**, we value creativity (thinking and building) and critical thinking.

HARD WORK | INTEGRITY | RESILIENCE





SUFC'S SUCCESS

CLUB



FOUNDED IN 1863
SUFC is the oldest Rugby club outside of Britain.



250+ REGISTERED PLAYERS ACROSS 8 SENIOR TEAMS
4 Grade, 3 Colts and Womens.



25 CLUB CHAMPIONSHIP TITLES
including 16 consecutive titles between 2004-19.



A RECORD 33 SHUTE SHIELD PREMIERSHIPS
129 Premiership across the Club.

PLAYER



111 WALLABIES AND 16 WALLAROOS -
The most of any club in Australia.



38 PRO CONTRACTS SIGNED ACROSS 2022-23



PLAYERS PLAYED SUPER RUGBY / SUPER W IN 2023



PLAYERS IN THE 2023 WALLABIES AND WALLAROOS SQUADS



PLAYERS CURRENTLY IN THE AUSSIE 7S PROGRAM



PLAYERS CURRENTLY IN THE JUNIOR WALLABIES SQUAD





SUFC ENGAGEMENT

Club Rugby is thriving in Sydney, and our range of unique platforms offers an abundance of opportunities for us to showcase our sponsors, enabling our partners to maximise brand exposure and awareness.

AUDIENCE REACH



537 MEMBERS



EVERY SHUTE SHIELD MATCH
BROADCAST LIVE ON STAN &
FINALS ON CHANNEL 9



MAILING LIST OF
15,000+



ALIGNMENT AND
ENGAGEMENT WITH OVER
60,000 STUDENTS



CROWD ATTENDANCE
1,500-2,500 av per game



16,530 SOCIAL MEDIA
FOLLOWERS

CUSTOMER SATISFACTION



OVERALL SATISFACTION
9/10



VALUE FOR MONEY
8.5/10



COMMUNICATION
9.2/10



MATCH DAY EXPERIENCE
9/10

**Based on supporters feedback from the past three seasons*





PARTNER BENEFITS

DRIVE BRAND SALIENCE & CUSTOMER ACQUISITION AS THE CLUB ENJOYS A STRONG FOLLOWING IN THE BROADER SYDNEY (AND AUSTRALIAN) CORPORATE SECTOR

Through our 'Friends of SUFC', SUFC Business Coterie and our broader community, an opportunity exists to connect with an exclusive membership of executives with links to some of Australia's largest public and private sector organisations.

SUFC FINALS LUNCH

Our annual corporate lunch attracts over 700 Australian corporates and is regarded as Australia's most successful rugby business lunch.

BUILD DEEP, ENDURING CUSTOMER RELATIONSHIPS

Your company will be invited to all club functions, providing an opportunity to meet other sponsors, members of the University Alumni and the Club's corporate networks, all whilst getting an insider's look at the SUFC rugby program presented by our coaches and players. Your company will have the opportunity to hold functions with other SUFC sponsors.

STRENGTHEN BRAND PERCEPTION

SUFC is synonymous with a winning culture and success, both on and off the field. SUFC is arguably the leading all-round rugby brand in Australia, and for over a century, many respected leaders have spent their formative years in our famous blue and gold hoops, including three Australian Prime Ministers, six Rhodes Scholars, a World Cup-winning Australian Wallaby Captain and a raft of leading surgeons, politicians, academics, and business leaders.



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A GAME FOR ALL

DIVERSITY AND INCLUSION

Sydney University has always been a leader in rugby in this country, and at SUFC, we appreciate the responsibility that comes with our place in the game. Sydney University is committed to growing the game for all, and by partnering with us, you will assist us in building on many of our initiatives that not only grow the game of rugby in our communities but make it one that all can experience. With our wide range of programs and teams, SUFC is Australia's most Diverse and Inclusive rugby club.

Women's

SUFC is the only club in the country to employ a full-time Director of Women's and Juniors Development.

Wheelchair Rugby

SUFC is the only club in the Shute Shield with a Wheelchair Rugby team playing in the national competition.

All-abilities rugby

SUFC has partnered with service providers to enable a safe environment for people of all abilities to partake in the game of rugby.

Rugby Participation – From the Country to the City

SUFC is committed to growing the game of rugby. In regional NSW, our partnership with Kinross Wolaroi provides a hub in the Central West of NSW where we run and manage coach education and skill development camps for local juniors.

Additionally, in partnership with our junior clubs, SUFC runs a range of camps and junior programs throughout the that give local juniors the opportunity to experience the game of rugby and the great values that the game promotes.



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Hills Hornets Basketball Association



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sufc1863 Day 🍷 coming up! @wsnswact

 [@kazwatson](#)

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[claudiamccalman](#) Go Emilie!!!!





AVAILABLE ASSETS



COMMUNICATE WITH
SUFC DATABASE



INVITATIONS TO ALL CLUB
EVENTS



INTRODUCTIONS TO
SYDNEY UNI NETWORK



LOGO ON PLAYING
APPAREL



LOGO ON CLUB
MERCHANDISE



SEASON PASSES



GROUND SIGNAGE & PA
ANNOUNCEMENTS



PLAYER APPEARANCES



ACTIVATE AT HOME
GAMES



LOGO & HYPERLINK ON
WEBSITE



LOGO ON PRINTED
MATERIALS



CO-BRANDED SOCIAL
MEDIA POSTS

SUFC acknowledges that every business is different, and we will work with you to design a custom package that will deliver on your unique set of business goals and priorities.





TESTIMONIALS

"Our business has enjoyed a highly successful relationship with the club for over 32 years as its major sponsor; growing side by side in what is one of Australian sport's longest standing sponsorships. We are proud of our relationship with Sydney Uni Rugby Club as our organisations share similar high standards in personal character and performance. Today, our association is far more than a sponsorship; we see it as a growing relationship, with each other's success shared to the benefit of both parties."

Tony Sukkar – Group Managing Director, Buildcorp

"SUFC's Sponsorship packages offer great value and there are some outstanding opportunities including branding, hospitality, online advertising and other initiatives that can assist with building your business relationships and promotion of your company. SUFC work closely with sponsors to meet their requirements and I am confident your company will directly benefit from an association with the SUFC, the leading Club Rugby brand in Australia."

I look forward to having you as part of the SUFC family. Up The Students!

David Mortimer AM – Former SUFC President and Foundation Chairman

Scope Disability Services is proud of the relationship we have formed with Sydney University Football Club. As a provider for disability services in Australia, our alignment with a club that strives to be the most diverse and inclusive was paramount. Their ongoing pursuit of excellence, whilst developing from within, resonated strongly with our values. We are delighted to be the official community partner of such a well renowned and respected brand. We look forward to a long and prosperous relationship with SUFC."

David Charles - Executive General Manager, Scope Australia



