



Opportunity to sponsor the Berlin Bruisers



Who are we?

- 🏆 **Germany's 1st** Gay-Inclusive rugby team
- 🏆 Active since 2012 and **growing fast**
- 🏆 Over **50 active players**, from 25 countries
- 🏆 Highly **visible in the community**
- 🏆 Linked to **80 IGR teams** on **4 continents**
- 🏆 Hosts of the biennial **Berlin Bash About**
- 🏆 **Pro-Social** champions
- 🏆 **World record** holders!





What we need

Full sponsor packages:

- 🛡️ **Gold: €25,000** - Main shirt & print logo; banners; media package
- 🛡️ **Silver: €10,000** - Shirt & print logo; media package
- 🛡️ **Bronze: €5,000** - Logo on shirt and website

Practical assistance:

- 🛡️ **Sports kit/equipment** and practice **venues**
- 🛡️ **Travel, accommodation** and subsistence
- 🛡️ Promo **materials and design**
- 🛡️ **Web** support and maintenance
- 🛡️ **Hospitality** and consumables for **events**



Why sponsor?



We offer you:



An **athletic, fit and diverse club** with core values of **team work, trust, loyalty, respect, strength and fair play**



Media darlings: **Over 100 media interviews since 2012**
And a web reach of **over 250 million people**



Extensive coverage in the German and international press:
Including: **ZDF, Die Welt, Bild. AfP. SKY, CNN** etc



A ZDF-commissioned documentary about the Bruisers,
scheduled for the **2018 Berlinale Film Festival**



3000+ fans on Facebook and individual
posts reaching 135,000+

Realising your message:



Flexibly:
Video & photo shoots, interviews, brand events etc
We are full of ideas too and love working with brands
on bespoke projects



Socially:
We are **active in communities and schools in Berlin**
that fit with **corporate social programmes**



Targeted:
Gay sportsmen and their fans are **a lucrative market**
aligned with a strong and rugged sporting energy



Loyally:
Gay customers are very **loyal to those that**
support their community



Internationally:
We can **interview in over 10 languages**
and we're photogenic!

Berlin BashAbout



- 🛡️ Biennial **3 day rugby tournament**
- 🛡️ **150+ players** for over **20 international teams**
- 🛡️ Huge **local and international press** - ZDF, SKY, CNN etc
- 🛡️ Always a clear **pro-social** message
- 🛡️ **Celebrity endorsement** and attendance



Case Study: Abbvie

abbvie



At the first BashAbout in 2014 the International Pharmaceutical company, Abbvie were our lead donors as we supported their “Sportler Gegen Stigma” campaign (*Sportsmen against Stigma*).

They made three videos using team members, and we were delighted to work with to eloquently amplify and illustrate their key messaging.

Here are two of those videos :

“BashAbout Overview” (*very low resolution*):- <https://www.youtube.com/watch?v=8rKe20UA0JI>

“Jens” (*An individual living with HIV & stigmatisation*) :- <https://www.youtube.com/watch?v=kRIL6kJteqo>

Abbvie also used photos of the Bruisers and the 2014 BashAbout in their Press, PR and on-line outlets for two months before the event and for six months after - a total of 8 months exposure



Case Study: Barcode



In 2016 we became the pin-up poster children for Barcode, a Berlin-based International clothing company.

Over 2 days they shot players attending BashAbout as well as the Bruisers alone on their home pitch. They also included the Bruisers printed onto T-shirts, cutaway shirts and other items of clothing.

The results generated a burst of media activity, and Barcode were particularly impressed by the global depth of the web-reach (over 250m people) for such a comparatively small investment.

