

MARKETING PLAN OF THE HUNGARIAN RUGBY UNION

Offer for the year 2006

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Advertising – Media Possibilities in the Hungarian Rugby

1. The Advertising Services of the Hungarian Rugby Union for the year 2006.

I. RUGBY IN HUNGARY, THE HUNGARIAN RUGBY UNION

Rugby that used to be a declared amateur sport, got the professional status in 1994. **Today it is played in more than 118 countries, and is the 2nd most watched sport event after the Olympics and soccer. Its main important event, the World Cup, is held in every 4th year.** The 1999 World Cup was followed by more than 2 billions of people. Every year competitions are organized for the leading rugby countries, the „Six Nations” in Europe and are also organized the Champions League for the champions in Europe. From the year of **2012 rugby is going to be admitted amongst the Olympic games.**

The Hungarian Rugby Union, founded in 1990, is member of both of the international organisations-the **International Rugby Board** and **Federation of Internationale de Rugby Amateur** since 1991.

The Hungarian Rugby Union counts 15 clubs; these clubs involve more than 1.000 players.

For ten years the teams compete in the **1st and 2nd division of the Hungarian Championship and the Hungarian Cup.** Nowadays we also have **kids, cadets, juniors and seniors** competitions. The **Senior National Team** takes part in the FIRA European Continental and the RWC qualification competitions since 1993.

Our **Junior National Team** took part for the first time in the World Cup in 1999 where they finished 3rd in their group. Our Union in the last 6 years put an accent on promoting **school rugby** in schools during PE lessons and free time activities. The dynamic development of this makes us optimistic about the future, especially, because rugby will be admitted amongst the School Olympic sports.

II. MAJOR INTERNATIONAL EVENTS OF THE UNION FOR THE YEAR 2006.

Senior 15 a-side national team

FIRA-AER European Championship
on the 22nd. April 2006. BULGARIA vs HUNGARY
on the 29th. April 2006. HUNGARY vs ARMENIA
on the 27th. May 2006. HUNGARY vs LITHUANIA

These games are played in Division B, Group being Hungary, Lithuania, Bulgaria, Armenia. The next opponents and place of the games will be decided on the FIRA Congress in June 2006.

Senior 7 a-side national team

on the 25-27th. May 2006. FIRA-AER Sevens Circuit Grand Prix, Croatia, Split
Participants: 10 national 7's teams from Europe, including Hungary
on the 10-11th June 2006. „BUDAPEST RUGBY SEVENS 2006” Hungary, Margitsziget

Participants: Hungary, Italy, Romania, Ukraine, Moldova, Poland, Czech Republic, Bulgaria, Slovakia, Serbia-Montenegro.

Age Grade national teams.

on the 20-24th. March 2006. Wooden Spoon National School 7's Tournament, England, Wimbledon

Participant: the Hungarian U 18 national ladies team

U 18 junior teams European Championship,

on the 07-16th. April 2006. Italy, Treviso

Participants: 32 U 18 junior national teams from Europe, including Hungary

**U 17 junior teams European Champion Games & Courses for coaches and referees
25-29 May 2006.**

Organizer: Hungarian Rugby Union

Participants: Hungary, Austria

U 19 Ladies' team European Championship

25-27 May 2006. France, Limoge

Organizer: French Rugby Union

Participants: 24 ladies national teams from Europe, including Hungary.

U 20 junior team European Championship

25 September-05 October 2006. Poland, Sopot

Organizer: Polish Rugby Union

Participants: 24 U 20 junior national teams from Europe, including Hungary.

International Tournaments for the year 2006.

International Easter Tournament (15 a-side formation)

15-16. April 2006. Székesfehérvár

BUDA-FEST International Rugby Tournament of 8 teams.

30. April 2006. venue: Vác (15 a-side formation)

WILKINSON CUP International Rugby Tournament for 6 teams.

06. May 2006. Esztergom (15 a-side formation)

MAY CUP International Rugby Tournament of 6 teams.

13. May 2006. venue: Érd (15 a-side formation)

14. May 2006. venue: Kecskemét (10 a-side formation)

III. SCHEDULE OF THE HUNGARIAN RUGBY UNION FOR 2005.

Hungarian Championship

Games are organized in a two seasoned system, from September until November and from March to June at the weekends.

The Hungarian Rugby Union in 2006 will have a First Division with 7 teams, a Second Division with 8 teams along with juniors and cadets in the championship.

At the end of the season there will be two „big” events, as follows:

Semi final of the Championship of the 2005/2006

03-04. June 2006. Érd

Final of the Championship of the 2005/2006

17-18. June 2006.

Hungarian Cup

The Union organizes Hungarian Cups every year since 1992.

In autumn on the weekends when there are no games in the Championship, Cup games are played adults, and school categories, (minis, kids, cadets, juniors, universities and ladies) (7 a-side formation)

The Union gives a report about all the results of events in the country to the media, putting accent on the international events.

IV. Rugby in schools, school Olypics.

For the teaching the rugby in schools during PE lessons and in free-time activities the Union gets a support from IRB. Due to this, the Union has been making a big efforts in the last six years to involve more and more children into this sport, trying to work out the best method for to do this.

This year in the area of the major clubs over 50 school and close 800 children are activated in the program, involving the local PE teachers to make sure the positive outcome of the efforts. For these children matches and competitions are organized in minis, kids, cadets, juniors, universities and ladies age groups continuously, the teachers attend basic level coaching courses.

Our goal is to introduce rugby as a compulsory subject to the University of PE and to the College of Education, but to achieve this further negotiations are needed.

In 2000 the Union admitted the rugby amongst the Shool Olympic sports, that was a great leap forward for this sport.

V. Operating conditions of the Hungarian Rugby Union

The main body of the Union is the general assembly and auditing commission appointed by it, the board, president, and the general secretary.

The Hungarian rugby is an amateur organisation. All the players, coaches and sport leaders including those of the national team are doing this sport without getting any allowances in money and in kind. The Union has to have this in sight when deciding on the price of the registration fees for the championship, cup and other fees paid by the clubs to the Union. Most of the clubs in Hungary survive (pay for the pitch, equipment, trips, etc.) on the membership fees that the members are paying, and quite many of these players are students who can't afford to put too much money in it. A step forward in this matter would be if the Union could find some sponsors for the clubs to reduce or eliminate the costs that the players have to pay from their own pocket. But: **to make it possible for the clubs and national teams to take part in internal and international competitions we have to keep the Hungarian Rugby Union running.**

The amateur status of the players in Hungary will not change in the near future.

The aim of the Union is to refund the costs of at least the international players, the officers of the Board and commissions, and to reward the worthy players, coaches, PE teachers and other activists.

ADVERTISING – MEDIA POTENTIALS IN RUGBY

Rugby sport gradually is getting into the common knowledge in Hungary as a result of the increased number of reports, comments, articles and highlights, in various media.

For years the Sport 1. Sport 2. MTV 1, Duna TV channels are covering the main rugby events and **with the occasion of the World Cup EUROSPORT broadcasted more than 100 hours of rugby in 1999.**

We have daily contact and personal acquaintance with the reporters and journalists of other media. Usually we rely on them in our marketing works.

The Hungarian Rugby Union offers the following advertising services for its sponsors:

1. Name giving

In case of a main sponsor the title: **total for the year 2006: 120.000 EURO**

„MAIN AND EXCLUSIVE SPONSOR OF THE HUNGARIAN RUGBY SPORT” that appears in everything that is connected with the Hungarian rugby in the country and abroad.

There is only one exception to this (where further negotiations would have to be made with the organizers) all the internal and international events, the championship and cup, the national team would bear the name of the sponsor.

If there is no name giving sponsor, then the name will be divided to events.

1.1 Matches of Hungarian National Team, in 2006 there are 5 official European and World Cup preliminaries. Name giving the trade mark requested by the sponsor that meets the FIRA regulations,

Total: 60.000 EURO

1.2 **Hungarian Rugby Championship (1st, 2nd divisions as well as junior and cadet championship).** Name giving the trade mark requested by the sponsor that meets the FIRA regulations. The price for the name giving of the championship for the year 2006.

Total: 24.000 EURO

1.3 **Hungarian Rugby Cup for adult, and school categories (minis, kids, cadets, juniors, universities and ladies)**

Name giving the trade mark requested by the sponsor that meets the FIRA regulations, The price for the name giving of the championship for the year 2006.

Total: 12.000 EURO

1.4 **Fair Play price amongst the clubs,** name giving for the year 2006.

Total: 6.000 EURO

1.5 School Olympics, name giving,Cup” the trade mark requested by the sponsor that meets the FIRA regulations. The price for the name giving of the School Olympics for the year 2006.

Total: 18.000 EURO

Name giving sum. total: 120.000 EURO

In case of name giving the Union guarantees that – upon request the requested trade mark, product name will appear on each official paper, advertisement, media report, and press conference in each local or international event.

2. Media

2.1 A press conference is held before each main international or local event, involving the sponsor as well. The role of the sponsor will be emphasised and he'll get a chance to introduce himself.

2.2 The games abroad are broadcast fully or in highlights by local televisions. The Union will provide the video copies of these to the sponsor if requested.

2.3 The Sport 1. Sport 2. the TV 1, the DUNA TV channels and local television companies in various extents broadcast the majos home games. (The county television companies broadcast full games live in Székesfehérvár, Kecskemét, Pécs, Szeged, Esztergom, Százhalombatta Békéscsaba.).

2.4 Posters will be printed preceding each major international and local event, and the ads, logos, etc. of the sponsors will be placed on these.

3. Advertising potential on the pitches.

Upon the sponsor's request advertisements, billboards, flags, etc. can be placed at the scene of internal and international matches.

4. Advertising potential on the equipment

The advertisement or logo of the sponsor can be placed on the

jersey,
shorts,
socks,
training clothes
representative clothes
ties

of the players on the request of the sponsor the sizes and quantity of these are set by the regulations of the IRB and FIRA.

For that the HRU guarantees all the advertising possibilities mentioned above.

The extent of the above-mentioned prices is to be further discussed with the Union.

The advertising for the year 2006 can be bought as a whole, or if not then in parts.

The Union reports strictly everything that the money was spent on as well as the advertising service given to the sponsor for that.

In case of mutual agreement a contract would be made that includes all details.

Budapest, 12.12.2005.

Vida-Szűcs Lajos
Vice-President

Ria Ispánné
General Secretary