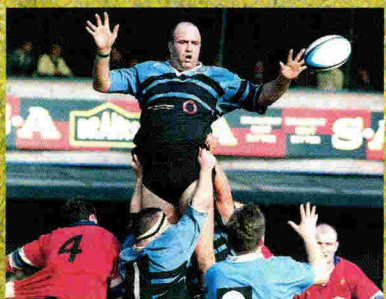




# *Introducing The Pack....*





# Introduction

**Cardiff Rugby Football Club**, established in 1876, is one of the most celebrated clubs in the history of rugby union.



It's famous home, Cardiff Arms Park, forms part of the Club's heritage and tradition, producing many famous players such as Cliff Morgan, Bleddyn Williams, Gerald Davies, Gareth Davies, Terry Holmes and more recently Jonathan Humphreys, Hemi Taylor, Robert Howley and Nigel Walker.

Today, in the new professional era, Cardiff Rugby Football Club is determined to continue with this tradition and secure it's place among the elite of European Club Rugby.

The professional game has resulted in a more open and attractive product for spectators. This surge in popularity and increased media attention provides companies with a creative and effective vehicle to generate awareness and interest in their product.



# History of Cardiff RFC

**'We are a jolly Football team, All Players true and bold,  
We are the Cardiff RFC, whose history we'll unfold.  
We cherish one ambition, its good name to maintain  
And woe betide the son-of-a-gun, who slights the Cardiff name.  
(A Jolly Football Team by Danny Davies)**

Cardiff Rugby Football Club is based at the world renowned Cardiff Arms Park, conveniently situated in the centre of the Capital City of Wales and next to the National Stadium, the venue for the Rugby World Cup Final in 1999.

Cardiff RFC was founded on Friday, 22nd September 1876, by the amalgamation of the Cardiff Wanderers and the Glamorgan Football Club and is one of the founder members of the Welsh Rugby Union.

In that same year, Cardiff Rugby Football Club joined forces with the already established Cardiff Cricket Club and played matches on the Park behind the Cardiff Arms Coaching Inn, the site quickly adopting the title of "The Cardiff Arms Park".

In 1920, the Fourth Marquis of Bute advised both cricket and rugby clubs of his intention to dispose of the Cardiff Arms Park on his estate, giving the clubs the first option to purchase. Subsequently, the agreed terms of purchase were £30,000 and the preservation of the site as the home of the rugby and cricket clubs and the furtherance of athletic sports.

Cardiff RFC has provided over 200 players to the Wales National Team with players such as Rhys Gabe, Haydn Tanner, Bleddyn Williams, Wilfrid Wooller, Cliff Morgan, Barry John, Gerald Davies and Gareth Edwards ranked amongst the world famous rugby names of all-time.

For 120 years, Cardiff RFC has been one of the most respected and well-known names in World Rugby and has consistently defeated the major Touring Rugby Nations of the world.

The Company's ambitions mirror the great success of the past and it is positioned to build on this great name to ensure that the Blue and Blacks remain at the forefront of the game.





# Major Club Honours

## **WRU Division 1**

### **Championship**

Champions 1994/95

Runners up 1993/94

Runners up 1995/96

### **WRU Challenge Cup**

Champions 1981

Champions 1982

Champions 1984

Champions 1986

Champions 1987

Champions 1994

Champions 1997



### **European Heineken Cup**

Runners Up 1996

Semi Finalists 1997



## **International Touring**

### **Teams Defeated**

Australia,

Canada,

Germany,

Italy, Maoris,

New Zealand,

Rhodesia,

Romania,

South Africa

### **Snelling Sevens**

Winners 1955

Winners 1966

Winners 1969

Winners 1972

Winners 1976



# *Introducing the Pack*

The Pack is a player based initiative enabling the Club to be marketed by the players within the local business community.

It is the intention of this new venture, which will be intrinsically part of the Cardiff Club, to forge new links and cement existing connections between the general public and the Club through the presence of the players.

All the players within the squad will be involved in the promotion of the Club, encouraging sponsors, new and old, through various avenues. This will include active involvement through the local schools and organisations, working closely and making effective use of the media.

It will in effect be a player based organisation, ensuring that players are more accountable and available to the outside world for a number of well organised activities under a properly structured programme.





# *The Packages*

## **BRONZE**

2 PERSONALISED SEATS IN THE NORTH STAND

### **Basic Package**

#### ● **Sponsor's Marquee**

Sponsor's marquee exclusively for the use of the members of 'THE PACK' and specially invited guests of the players - where the players of Cardiff will congregate after the match to mingle with all guests. A full bar facility will be available and tables can be reserved in the dining area.

#### ● **Networking Advertising Brochure**

Information on all members of 'THE PACK' in an informative glossy brochure to illustrate the strong association between all involved. With a focus on mail dropping to all members of Cardiff R.F.C. and a continuous reinforcement and promotion of the Brochure at all events hosted by 'THE PACK'.

#### ● **Members Recognition Boards**

Well placed boards on the ground highlighting all the members of 'THE PACK'.

#### ● **Members Recognition Page in the Club Programme.**

One page dedicated to the members of 'THE PACK' in name only.

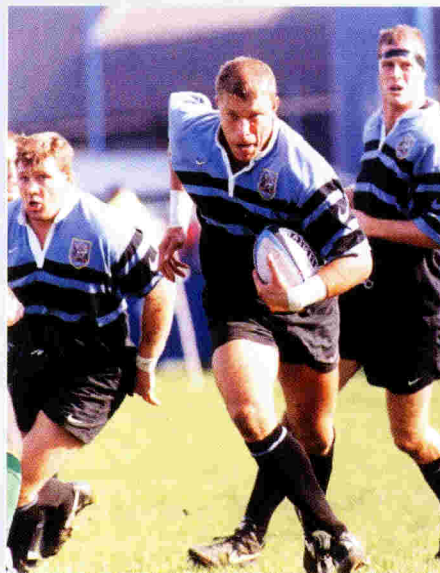
#### ● **Identification Package**

Illustrated stickers, posters, cards, etc. To promote membership of 'THE PACK'.

#### ● **Framed Membership Certificate**

#### ● **An Autographed Rugby Ball**

#### ● **£500 (plus VAT)**

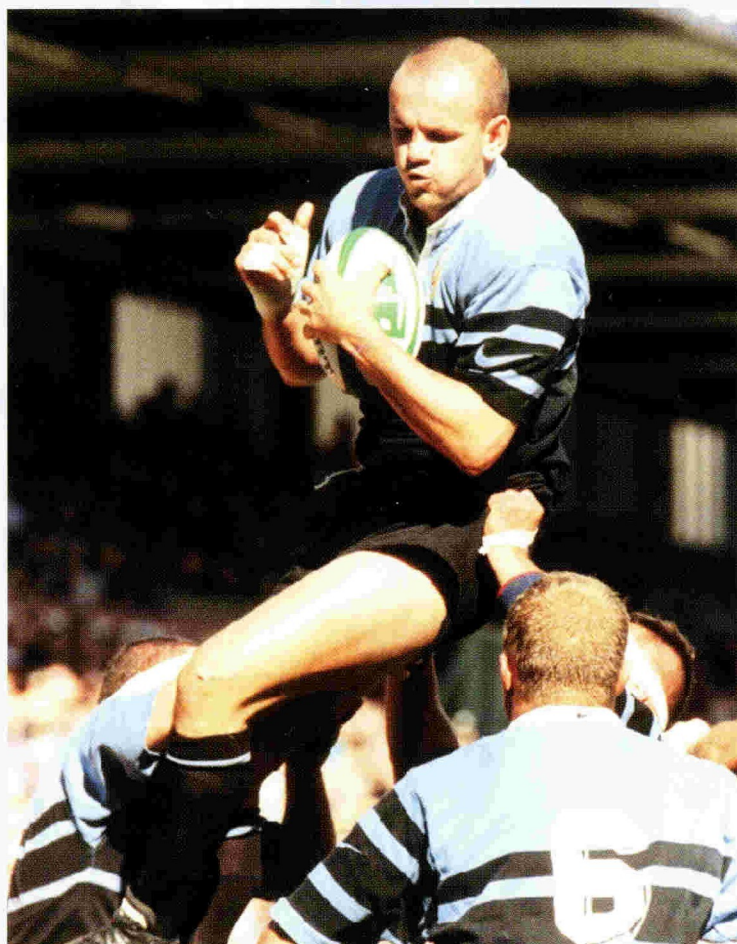




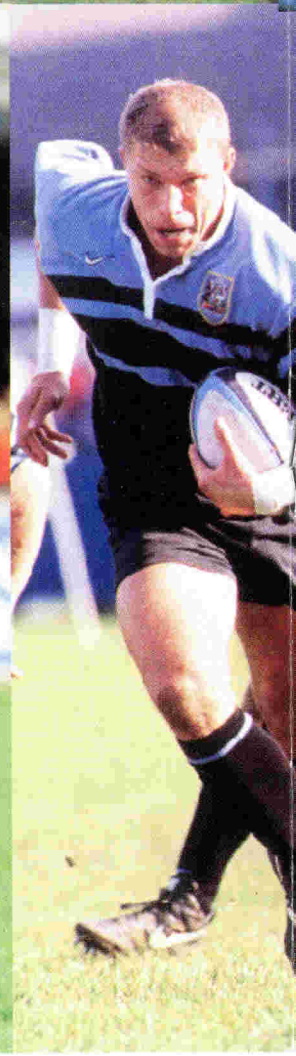
## SILVER

4 PERSONALISED SEATS IN THE NORTH STAND

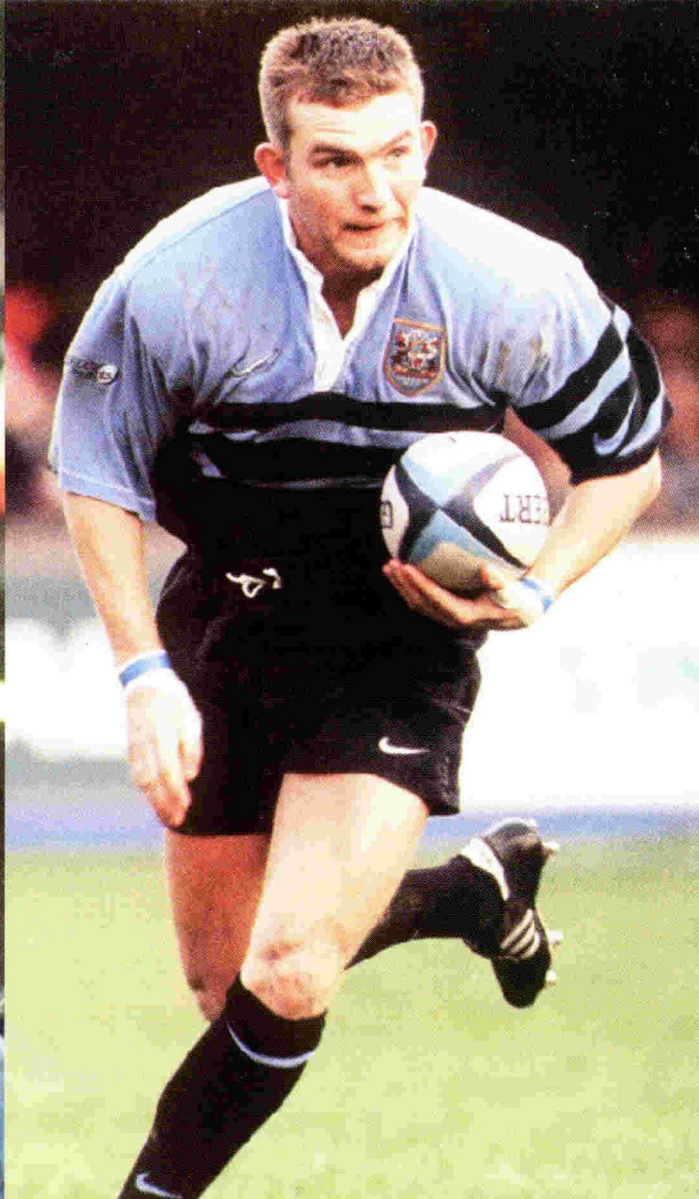
- **BASIC PACKAGE** (details as bronze package)
- **Signed and framed picture of the team for display at sponsor's workplace.**
- **1 table of 10 at 1 sportsman's luncheon after joining THE PACK.**
- **Signed shirt**
- **£1500 (plus VAT)**













## **GOLD**

8 PERSONALISED SEATS IN THE NORTH STAND

- **BASIC PACKAGE (details as bronze package)**
- **Signed and framed picture of the team .**
- **Signed shirt and ball**
- **1 table of 10 at 2 sportsman's luncheon after joining.**
- **1 promotional activity utilising the squad at Cardiff (1 hour duration).**
- **£3,000 (plus VAT)**





## PLATINUM

10 PERSONALISED SEATS IN THE NORTH STAND

- **BASIC PACKAGE (details as bronze package)**
- **Presentation Photograph of team (signed).**
- **1000 posters and postcards of Presentation photograph for gifts to customers.**
- **Signed shirt and ball.**
- **1 table of 10 at 3 sportsman's luncheons.**
- **2 promotional activities involving the squad of Cardiff (2 hour's duration).**
- **1 team at Cardiff RFC Golf Day ( 3 guests).**
- **£5,000 (plus VAT)**





## **PREMIER**

12 PERSONALISED SEATS IN THE NORTH STAND

- **BASIC PACKAGE (details as premier package)**
- **Presentation Photograph of team - personalised.**
- **1000 posters and postcards of Presentation Photograph for gifts to customers.**
- **Signed shirt and ball.**
- **1 table of 10 at 4 sportsman's luncheons**
- **2 promotional activities including the squad of Cardiff RFC**
- **2 team invites to Golf Day (6 guests).**
- **Programme advert on match days.**
- **2 Grandstand Tickets for each of the Home Five Nations Matches**
- **£10,000 (plus VAT)**





# Cardiff RFC Directors

**PETER THOMAS - Chairman**

**W. GARETH DAVIES - Chief Executive**

**ALEX EVANS - Director of Rugby**

**PAUL BAILEY - Non Executive Director**

**GARETH EDWARDS MBE - Non Executive Director**

**PATRICK GORE - Finance Director**

**MERVYN JOHN - Non Executive Director**

**ALAN E. PETERSON - Non Executive Director**

**R. BLEDDYN V. REES - Non Executive Director**

**JOHN SMART - Non Executive Director**

**SIMON M. WEBBER - Non Executive Director**



## FIRST TEAM SQUAD 1997/98

| Player                         | Age       | Senior Honours                         |
|--------------------------------|-----------|--|
| Huw Bevan                      | 33        |  |
| Phil Booth                     | 21        |  |
| Leigh Davies                   | 22        | Wales                                  |
| Mike Hall                      | 31        | Wales, Barbarians & British Lions      |
| Jason Hewlett                  | 22        |  |
| Simon Hill                     | 28        | Wales                                  |
| Rob Howley                     | 27        | Wales, Barbarians & British Lions      |
| Jon Humphreys                  | 28        | Wales & Barbarians                     |
| Lee Jarvis                     | 20        | Wales & Barbarians                     |
| Spencer John                   | 24        | Wales & Barbarians                     |
| Derwyn Jones                   | 26        | Wales & Barbarians                     |
| Gareth Jones                   | 20        | Wales                                  |
| Gwyn Jones                     | 25        | Wales                                  |
| Gregory Kacala                 | 31        | Poland                                 |
| Andrew Lewis                   | 23        | Wales                                  |
| Emyr Lewis                     | 28        | Wales & Barbarians                     |
| Craig Morgan                   | 21        |  |
| Lyndon Mustoe                  | 28        | Wales                                  |
| Tony Rees                      | 32        | Wales A                                |
| Jamie Ringer                   | 22        | Wales A                                |
| Bobby Ross                     | 27        | Canada                                 |
| Keith Stewart                  | 25        |  |
| John Tait                      | 28        | Canada                                 |
| Hemi Taylor                    | 32        | Wales                                  |
| Gareth Thomas                  | 23        | Wales                                  |
| Justin Thomas                  | 25        | Wales                                  |
| Steve Wake                     | 29        |  |
| Nigel Walker                   | 33        | Wales & Barbarians                     |
| Mathew Williams                | 20        |  |
| Owain Williams                 | 32        | Wales                                  |
| Paul Williams                  | 27        |  |
| Steve Williams                 | 26        | Wales                                  |
| David Young                    | 29        | Wales (League & Union) & British Lions |
| Paul Young                     | 24        | Wales A                                |
| <b>Total Number of Players</b> | <b>40</b> |  |

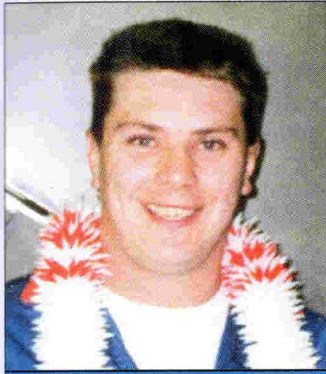
### Coaches

Terry Holmes  
 Geraint John  
 Charlie Faulkner  
 Brian Lease  
 Peter Manning



# Sample of Networking Brochure

## 'THE PACK' - First Three Members



**Mark Edwards**

## **ALLPRINT LIMITED**

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Unit 7 Llantrisant Business Park,  
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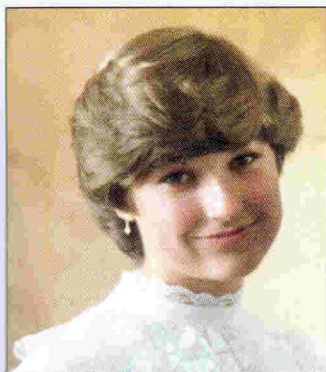


**Roger Watkins**

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**CARDIFF RFC**

**THE PACK**

**Cardiff Rugby Football Club Limited,**

Cardiff Athletic Club, Cardiff Arms Park,

Westgate Street, Cardiff CF1 1JA.

Telephone 01222 302000 Fax 01222 345390