



ZAMBIA NATIONAL RUGBY 7s MANAGEMENT

Prepared for: British Chambers of Commerce

Prepared by: RG SPORTS MANAGEMENT

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HISTORY



RG SPORTS
MANAGEMENT

HISTORY

The Directors, Ronnel & Guy, of RG Sports Management are both avid sportsmen with a particular bias towards rugby. Ronnel, having played for the full Zambia National Team in both 7s & 15s, and Guy playing for Zambia U18s in his youth.

Zambia has fallen from its glory days of being invited and playing in the Rugby World Series in both Dubai and George. Playing against top teams like South Africa, England and Australia (and only marginally losing to Australia in the last minute 10-12), showed that Zambia clearly has the talent and skill to become a major player if managed professionally like they do in Zimbabwe and Kenya.

RGSM took on the job to help the Zambia Rugby Union turn things around and to run Zambia 7s like a business

the mandate



THE MANDATE

RGSM have been given a 3 year mandate by the Zambia Rugby Union (ZRU) to run and manage Zambia 7s Rugby we 3 key annual targets:

1. To host again a International 7s Tournament once a year with a minimum of 4 African countries to be invited, hosted and catered for.
2. To take the Zambia National 7s team on a minimum of 4 tours annually.
3. To work with a budget that is completely private sector run and independent from the ZRU to allow them to focus on the development of rugby as a whole in Zambia.

International 7s Tournament

Further to R&D work we did earlier this year the following is what we hope to implement:

1. Fun - we want this to be the most talked about and desirable Tournament to attend in the region! More than just rugby! Music, Touch Rugby, Face Painting, Craft Stalls, After Party etc.
2. Professional - ensure that all teams attending are in an environment where they can be sure that they are in the best hands. Professional referees, medical staff, sponsors' tents, team tents.
3. Regional - This tournament is to be designed so that it can cater for the region and not just Zambia to ensure that both Zambia Rugby and its sponsors get extensive exposure.



**mood
board**



**sample
creatives**

**Tournament
logo**



sample
creatives

Ticket
Front



R&G|EVENTS
Creative



10

Zambia 7s
Creative

sample
creatives

Ticket
Back



11

Zambia 7s
Creative

R&G|EVENTS
Creative



sample creatives

poster



Draft poster concept



sample
creatives

Promo
t-shirt



T-shirt concept

inINTERNATIONAL TOURS



INTERNATIONAL TOURS

The Zambia National Team MUST travel yearly to give players the motivation and exposure to make Zambian Rugby better. With the help of sponsors, RGSM want to take the team to the following tours:

1. Namibia - Africa - Safland 7s - **awaiting invite** (normally November)
2. Uganda - Africa - Africa Cup - **invite received 6th & 7th October 2017**
3. Zimbabwe - Africa - **completed**
4. Dubai - Middle East - Dubai 7's tier 2 - **30th Nov to 2nd Dec 2017- cashflow**
5. South Africa - Rustenburg 7s - **invite received - 4th & 5th November 2017**

As budgets and sponsorship grow year on year we would like to increase the tours to 10 tours similar to the current HSBC program.



sponsors



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SPONSORS

Working with sponsors from the private sector will be key and critical partners for the Zambia 7s to grow.

Sponsorship of Zambia 7s will ensure logo placements on the National Jersey as well as their position and branding rights at the Zambia 7s Tournament.

Sponsors will be tiered as follows:

- Platinum -(1 sponsor)
- Gold - (2 Sponsors)
- Silver - (4 Sponsors)
- Bronze - (2 Sponsors)

All revenue received from sponsors will go towards fulfilling the Mandate set by ZRU.

Jersey

logo Positions



Sponsors

Diamond

19



Windhoek

**PREMIUM
DRAUGHT**

Sponsors

**Satellite
Broadcast**

20

'KWESÉ'

SPORTS

Sponsors

Kit

21



Sponsors

Gold

ISUZU



PARATUS
TELECOM

Always prepared

Sponsors

SILver

23



Pro-Elite Management

Sponsors

Bronze



Sponsors

Marketing Social Media



Social media will be used to drive awareness. The Zambia Sevens Facebook page now has over 10,000 followers. This is our key platform of communication to the public

Summary



SUMMARY

Sponsors are critical to the growth of sport. Without them large tournament and tours are simply not possible

Additional Revenue Streams are vital for longevity.

Elite players must be looked after and their needs as athletes met

Grassroots schemes are invaluable to maintain a consistent feed of players to the National team

2018 - Zambia U18

Thank you



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