

Rugby World Cup 2015

Preston Grasshoppers Club Activity



RWC 2015 – Legacy Opportunity

- Aims
 - Showcase the game of rugby to wider community
 - Showcase the club to the wider community
 - Increase participation in playing
 - Increase attendance at the club
 - Increase awareness of the club's facilities
 - Provide a great venue for watching RWC 2015



RWC 2015 – Legacy Opportunity

- How?
 - Upgrade to club's audio visual system – complete
 - Make the club *the* place to watch RWC 2015 "Fanzone"
 - Run themed events in the 100 days leading up to the World Cup – Festival of Rugby
 - Show all major games in the Dooley Suite
 - Upgrades to the Dooley Suite
 - Be ready to receive and welcome visitors



Audio Visual Upgrade

- HD projector and large screen TV in the Dooley Suite
- PA system upgrade in the Dooley Suite
- New control panel for TV and Audio



Festival of Rugby – 100 day lead up

- Beer Festival 3 to 5 July and o2 Touch Tournament
- o2 Touch Rugby on Moor Park throughout the summer
- Rugby World Cup themed Summer Camp 24th to 28th August
- Have a Try at Rugby – first home game of the season v Sale RFC Sep 12th – Mini-Juniors
- Past Players Day – Sat Sep 26th



Rugby World Cup Schedule

– Friday Sep 18th –

- Opening Ceremony 7pm followed by
- England v Fiji ko 8pm Live in the Dooley Suite

– Saturday Sep 26th – Past Players Day

- Hoppers 1st XV v Caldy ko 2.30pm followed by
- England v Wales ko 8pm Live in the Dooley Suite

– Saturday Oct 3rd

- England v Australia ko 8pm Live in the Dooley Suite



Rugby World Cup Schedule

– Saturday Oct 10th

- England v Uruguay ko 8pm Manchester City Stadium
- 120 tickets sold through the club
- Arrange coach travel from the club
- Also shown live in the Dooley Suite



Rugby World Cup Schedule

- Knock Out Stages

- All to be shown live in the Dooley Suite

- Should England qualify from group!

- Saturday Oct 17th Hoppers vs South Leicester KO 2.30
Followed by QF2 Sat Oct 17th KO 8pm (QF1 4pm)

- Sunday Oct 18th QF4 KO 4pm (preceded by QF3 at 1.30)

- Semi Finals 4pm 24th and 25th October

- Final Saturday 31st October 4pm

- No rugby fixtures that day



Marketing – spread the word

- Social Media Campaign
- #morethanrugby
- Facebook boost posts
- Branding
 - Festival of Rugby, Rugby World Cup, Fanzone, Hoppers
- Banners
- Posters
- Media and PR



Help needed, what can you do?

- be ambassadors for the club
- Welcome visitors
- Volunteer - Help at events, distribute leaflets etc
- Participate
- Invite friends and spread the word
- Share & Like on Facebook ReTweet and engage on Twitter
- Support the events



#morethanrugby

- Campaign Programme Themes
 - June - Engagement
 - July – Families/Communities
 - August - Fitness
 - September – Join the Fun Here
 - October - Friendship

