



BEACH RUGBY^{5S}

EUROPEAN CIRCUIT

★ **2015** ★

EUROPEAN BEACH RUGBY CIRCUIT



The European Beach Rugby Association is the governing body of Beach Rugby in Europe. EBRA was established in 2012 by the four main Beach Rugby Organizations in Europe with the purpose of gathering all the will and experience accumulated to make real the EUROPEAN BEACH RUGBY CIRCUIT.

Vision

We strongly believe that Beach Rugby 5s is the most exciting and spectacular beach sport with the capacity to be the number 1 Beach Sport in Europe.

Mission

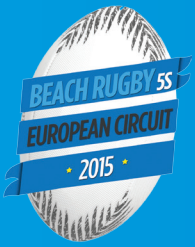
It is our objective to create a strong European and future World Beach Rugby Circuit and target it as the best promotional tool for brands looking to promote their products and services.

Values

Alongside with the competitive and business side the EBRA wants to promote the Rugby values such as friendship, solidarity, integrity.



THE CIRCUIT



180 Teams | 2160 Athletes | 6 Tournaments

 **BIBIONE – ITALY**

 **MARSEILLE – FRANCE**

 **BARCELONA – SPAIN**

 **ZEEBRUGE – BELGIUM**

 **FIGUEIRA DA FOZ – PORTUGAL**

 **LIGNANO – ITALY**

With thousands of people watching live each event, Beach Rugby 5s is considered the fastest game on earth!

Along with the competitive side, each stage of this unique circuit offers a various range of secondary events able to make it attractive not just for the players but also to everyone who wants to watch, experience and be included.

THE PAST



It was 20 years ago and started out pretty much as a joke amongst a group of rugby teammates who either worked or usually spent the holidays in Lignano Sabbiadoro. The first time out was an historic match featuring the 'lifeguards' versus 'rugby udine'....you could say this was a kind of BIG BANG that sparked a host other BANGS on beaches all around Italy. The sport soon was spread all over Europe, with tournaments being held in several countries.

In 2012 four organizations from Italy, France, Portugal and Belgium took the first step to found an official Beach 5s European Beach Rugby Association. EBRA is now taking the lead of the Sport, working closely with FIRA and IRB in order to develop and grow the sport.



THE FUTURE



With thousands of people watching live each event, Beach5's Rugby is considered the fastest game on earth! Beach5's Rugby in Europe is well spread and in fast pace growing with tournaments being held worldwide!

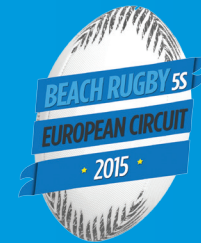
JOIN US

Beach5's Rugby is the most exciting and spectacular beach sport in the world.

Investing on the European Beach Rugby Circuit, brands will not just marketing the countries where the event will be hosted but also all the countries where RUGBY is perceived as a great sport. This is a great opportunity to showcase your brand image and products worldwide, trough our Media Package and associate your company to the rugby values.



WHY INVEST ON EBRA?

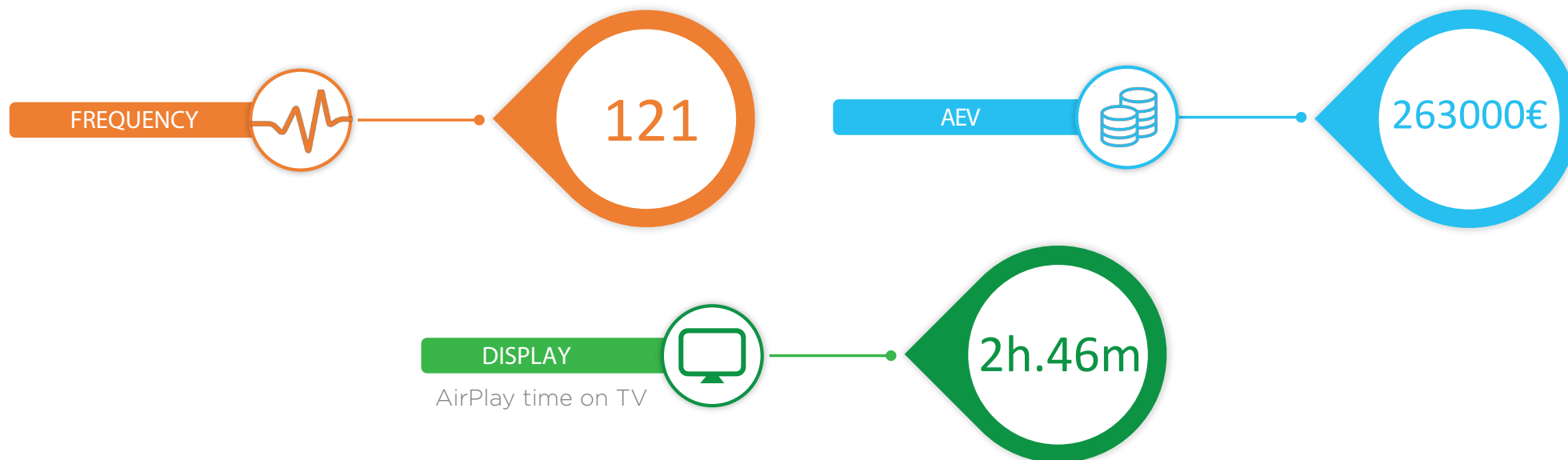


ROI – Return on Investment

EBRA Beach Rugby 5s circuit is the best promotional tool for brands looking to promote their products and services while targeting big markets. EBRA is in conditions to assure the best ROI, through the design of a specific marketing campaign, including the most representative and powerful means of communication.

The best way to effectively measure an event's ROI is through its AEV.

EBRA Circuit 2013 KEY PERFORMANCE INDICATORS

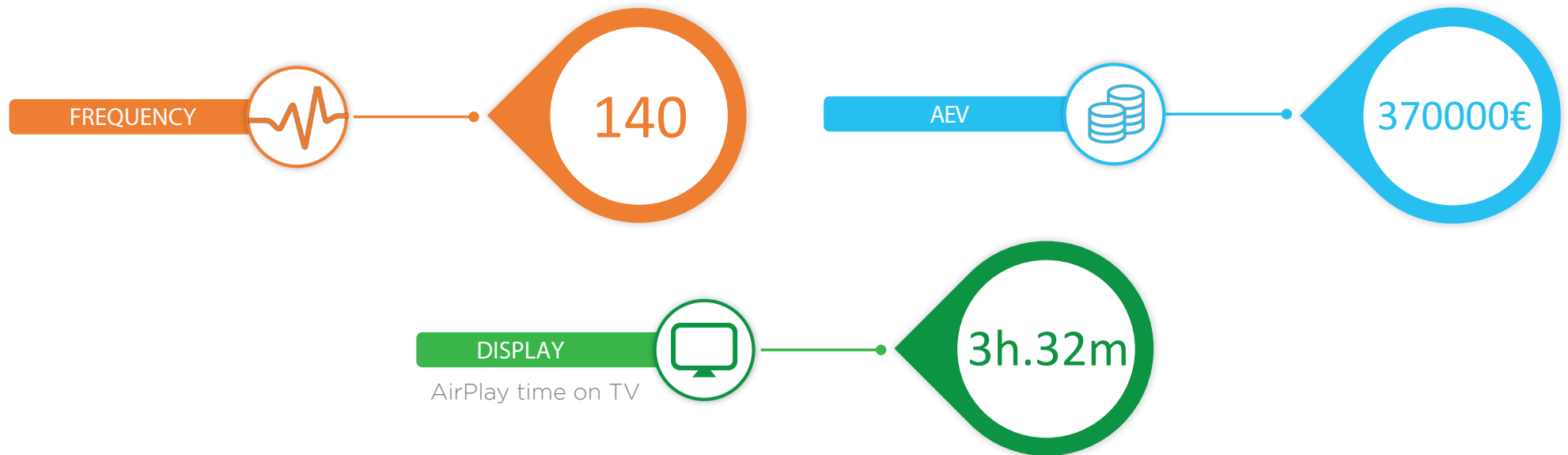


WHY INVEST ON EBRA?



ROI – Return on Investment

EBRA Circuit 2014 KEY PERFORMANCE INDICATORS





JOEX
UMENTS EXCHANGE



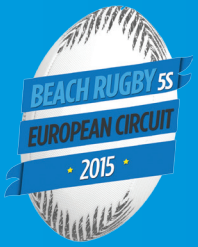
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OUR TARGETS



Public – General Audience

Message: “Beach Rugby 5s Sun, Sand and Party !”

“In order to attract not just the rugby fans but also the summer tourists Beach Rugby. Events must be planned to be more than just a beach rugby tournament. Entertainment is a key part of the project.”

Families

Message: “Beach 5s Rugby Enjoyment for All!”

“The Beach it’s a family place by nature. In order to attract families into the sport and events we will communicate the Rugby Core Values such as Respect, Friendship, Discipline and most of all ENJOYMENT through the organization of Kids Beach5’s Rugby tournaments in each EBRA leg.”

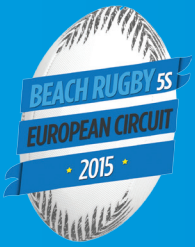
Rugby Teams

Message: “Beach Rugby 5s not for your average guys!”

“The best way to reach rugby teams is through direct contacts (database needed), complemented with mass communication (facebook, websites, media....).”



MARKETING OBJECTIVES AND STRATEGIES



Marketing Objectives

- Create a maximum impact sport competition;
- Develop a sustainable and long lasting competition;
- Develop a dynamic and positive image;
- Promote the image, values and products of our partners;
- Develop business opportunities and networking for all involved;

Media Impact

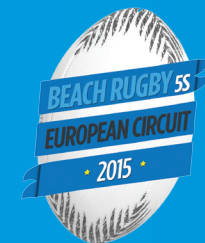
- Tv Coverage;
- Live Webcast;
- National and International Printed Media Coverage;

Benefits and Opportunities

- Consolidation and / or revitalization of brand image;
- Launching of New Products: Opportunity to show your products to a selected target market;
- Enormous media coverage and exposure;
- Opportunity to explore new markets a publics;



CONTACTS



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