



Legacy Rugby Academy Youth Rugby Partnership at a Glance

Purpose: Legacy Rugby is committed to helping local rugby clubs grow the game by helping them create a league in their community by providing administrative and coaching assistance to lessen the burden on club members. We have created a partnership between Legacy Rugby Academy, the Legacy Center, and rugby clubs to help promote the game of rugby at the youth level (K-8).

What: A partnership formed between Legacy Rugby Academy and local clubs to help support them with administrative and coaching tools in their efforts to grow the game at the youth level.

Why: Our goal is to help grow the game of rugby as a whole by focusing our effort at the youth level. The thought process is if we introduce the game to kids at the young age instead of waiting until high school, when routines are formed, we can grow the total number of players in the future.

How: Legacy Rugby Academy will provide resources to clubs to manage the administrative process so club members are made available to coach and promote the game of rugby. We will also work to provide coaching resources to new coaches and existing coaches to make sure the fundamentals are being taught with precision.

Expectation for Legacy Rugby & Clubs

Legacy Rugby Academy	Clubs
Administrative assistance (sign-up, cash management, CIPP, etc)	Marketing assistance
Marketing materials and assistance	Coaching
Coach education	Onsite organization
Activation assistance	Monthly calls with Director or Rugby
Monthly calls to club youth coordinator	
Website sign-up portal	

Cost to Clubs for Legacy Rugby Academy Services

\$50 (\$70 for middle school tackle) per athlete plus start-up cost (equipment, etc). Clubs can set their own price per participant to help maximize their earning potential.

About the Legacy Rugby Academy Youth Partnership

9299 Goble Drive | Brighton MI 48116
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Legacy Rugby Academy is committed to helping the sport of rugby grow in the state of Michigan. This partnership will give local teams the support they need to activate and maintain a youth league in their local communities. It is important to us that we help existing teams create a rugby community around their local club. The goal of organizing the leagues this way is to create a large player pool that will allow for expansion into schools. It will also help strengthen local high school, college, and senior club teams by introducing kids to the sport at a young age and making rugby teams apart of their communities. All leagues will run at the same time with a four week round robin, one week playoff, and a one week championship held at the Legacy Center in Brighton, MI.

It is a priority for us to form partnerships with the existing rugby clubs to help each grow their player ranks and the game in their respective communities. We are excited to offer this youth partnership as a source of fundraising for clubs that wish to partner with us by charging a small per player fee and allowing clubs to set their own price point per player.

We are committed to helping teams by offering administrative assistance with sign-up, fee management, promotional, and other logistical tools needed to handle a youth league. We are also committed to coach education and making sure the players, who are the future of our game, are being taught the proper fundamentals so the game can be played in a safe and fun manner. Your club's youth coordinator and coaches will partner with Legacy Rugby Academy's coaching staff to make sure they are getting the technical support they need so the players are learning the proper skill and the coaches are communicating the ethos of rugby effectively.

Roles & Responsibilities for Clubs

Youth Coordinator
<ul style="list-style-type: none">- Grow league in target city- Provide (with assistance from LRA if needed) feedback to Legacy Rugby Academy Director of Rugby & staff- Provide (with assistance from LRA if needed) consultation for coaches & referees- Provide (with assistance from LRA if needed) league structure- Identify and secure location for league (with assistance from LRA if needed)- Identify and recruit youth coaches- Implement laws as they relate to the game of rugby and age of the players- Must be able to pass a background check

Youth Coaches
<ul style="list-style-type: none">- Complete all required coursework to be a coach through World Rugby & USA Rugby- Adhere and maintain the exceptional high standards set by Legacy Rugby Academy in both communication and skills being taught- Provide feedback to Legacy Rugby Academy Director of Rugby & staff- Provide feedback to provide feedback to club's youth coordinator- Teach laws as they relate to the game of rugby and age of the players- Must be able to pass a background check



Start-up Process

1. Contact Legacy Rugby Academy Director, Brandon Sparks, to confirm interest
2. Appoint Youth Coordinator
3. Start partnership process
 - a. Partnership agreement
 - b. Contact information
 - c. Strategic planning
 - d. Marketing strategy

Athlete classification by grade

Youth (Flag): K-6

- K-3: Minis
- 3-6: Mites

Middle School (Tackle): 7-8

Example of a 6 week Calendar

2 sessions per week (1 training & 1 Competition) Training session should be no more than 2 hours.

Week 1-4:

Day 1: Training

Day 2: Competition

Week 5:

Day 1: Training

Day 2: Playoffs

Week 6:

Day 1: Training

Day 2: Championship Tournament

All clubs participating in this partnership will start their six week season in May and the championship weekend will be held in June at the Legacy Center. Exact dates to be determined between Legacy Rugby Academy's Director of Rugby and all the club Youth Coordinators.

Sample of an operation budget for a club with a 30 kids in a 6 week league

Clubs will pay a **per player fee of \$50** to Legacy Rugby for administrative services.

Club's will have the ability to set their own pricing structure to cover their cost or increase their earnings. The sample model below is set at a **\$150 per player registration fee**. We recommend a fair and reasonable entry level price to start.

30 kids	\$150 per kid	CLUB EARNINGS: \$4500
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Coach (per athlete on his team)	\$5	\$150
Youth Coordinator	\$5	\$150
Ref (per game for 3 games)	\$10	\$150
Trainer (2 hours@\$25 per hr)	\$50	\$250
Legacy Rugby Academy Fee (per athlete)	\$50	\$1,500
Total Operating Cost:		\$2,200
Profit		\$2,300

***** Legacy Rugby Academy Fee goes up to \$70 for middle school tackle*****

Start-up cost to club

USA Rugby Registration	\$150
50 Balls	\$300
24 Flags	\$130
Total	\$580

*****One expense that is missing is field rental.*****

Outline of marketing support

Legacy Center Sports Complex is privileged to have a marketing team that matches it's world class facilities. Through this partnership clubs will have access through Legacy Rugby Academy to marketing tools such as:

- Digital flyers
- Social media content
- On-site visits from Legacy Rugby Academy coaching staff to local schools or events
- Web link for easy sign-up and information

Branding & Promotion

Your team's logo and Legacy Rugby Academy's logo will share equal space on any promotional materials like shirts, shorts, balls, flags, etc. Your team's logo will share equal space when it comes to any Legacy Rugby Academy promotional material concerning your team and it's youth program.

Coach Education

It's extremely important that the sport make a great first impression on not just the athletes but also the parents, and that starts with the coaches. We will make sure anyone willing to promote



the game by teaching it will have the tools they need to succeed. Legacy Rugby Academy will look to provide:

- Access to Legacy Rugby Academy coaches
- Coaching resources like how to videos and articles from experts
- Comprehensive coaching manual for the fundamentals
- On-site pre-season training camps from Legacy Staff

Conclusion

We want rugby to be BIG but we need your help. This unique partnership will work to free up club members to work on teaching and growing the game instead of being bogged down with the administration that goes into running such a league. This also can be a great recruiting and potential revenue source for your club as your league grows.

It is important that this initiative is what you want it to be. So, please reach out to us and start a dialogue on how this can be improved for your existing situation and help you build a strong future for your team.

Questions or comments please contact:

Director of Rugby

Brandon Sparks

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