



Ghana Rugby Sponsorship Invitation





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Ghana Rugby



“Rugby goes well beyond boys and girls having fun with an oval ball. It is about building character based on the values of ***Integrity, Passion, Teamwork, Discipline and Respect***”



Herbert Mensah, President of Ghana Rugby





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Support Ghana Rugby - Why?

Brand Awareness

CSR - Invest in Character Building



“Rugby goes well beyond boys and girls having fun with an oval ball. It is about building character based on the values of **Integrity, Passion, Teamwork, Discipline and Respect**”

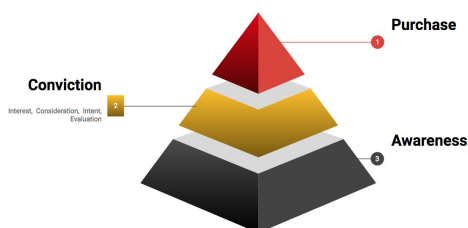


Herbert Mensah, President of Ghana Rugby



Increased Sales

Brand Goodwill



Positive Brand Association

Brand Excitement



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Who is Ghana Rugby?



Ghana Rugby is the official Full Member of both World Rugby and Rugby Afrique in Ghana-West Africa and is responsible for the management and development of the game Rugby Union in the country.

Ghana Rugby was established as a Sports Association in Ghana in 2003, registered as the "Ghana Rugby Association". The Union currently operates as the "Ghana Rugby Football Union", known as "Ghana Rugby".

On 5 June 2014 Mr Herbert Mensah was elected unopposed as President of Ghana Rugby and his administration and he inherited a blank sheet after eleven years of rugby with almost no records to show for it.

Since Mensah and his administration took over in 2004 Ghana Rugby achieved the following in fewer than four years:

- Established first ever 10-team Club Championship since 2004
- Became Full Members of World Rugby on 10 May 2017



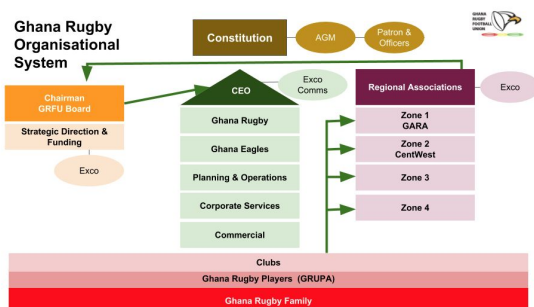
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- Hosted and won three Rugby Africa Men's 15s Tournaments in 2017 (Rugby Challenge), 2018 (Rugby Africa Bronze Cup) and the Rugby Africa Cup Elimination match against Botswana on 23 November 2019.
- Entered the Rugby Africa Men's Sevens for the first time in 2017 (Kampala-Uganda) and managed to play off for the Bronze Cup in 2018 (Monastir-Tunisia).
- Established Audited Financial Statements, probably one of very few Unions in Africa and very few Sports Associations in Ghana that can boast of that
- Implemented a comprehensive Rugby Management Online System (scrumIT) where all player registrations for both junior and senior teams as well as tournaments are managed online by Clubs
- Implemented a comprehensive Youth Development Programme based on the global World Rugby "Get Into Rugby" Programme that is aimed to "Build Character" by instilling the values of Rugby, namely **Integrity, Passion, Solidarity, Discipline and Respect**
- Resuscitated Women's Rugby that is currently probably the fastest growing sports discipline in the world to such an extent that Ghana Rugby made Ghana proud by fielding a Ghana Women's Sevens Eagles Team in Tunisia in 2019 and managed to win the Challenge Trophy in its first-ever appearance
- Qualified to play in the 2019 Rugby Africa Sevens Tournaments that serve as Japan 2020 Olympic Qualifiers and Ghana Rugby stands a very good chance to make it to the 2024 Olympics in Paris if it can get the required support from government and the GOC
- Managed to win the 2019 Rugby Africa Women's Sevens Challenge Trophy in Tunisia in October 2019 at the very first appearance
- Managed to win the 2019 Rugby Africa Men's Sevens Challenge Trophy in South Africa in November 2019 at the third appearance
- For the first time in the history of Ghana Rugby managed to get Ghana ranked by Rugby Africa for Men's and Women's 7s and by World Rugby for Men's 15s
- Managed to make the top 16 of Africa's best men's fifteens that will compete in the new Rugby Africa Cup (RAC).
- Managed to host and beat Botswana in Ghana in the first-ever match of the new Rugby Africa Cup and thus progressed to the Pool Stage of the 2020 RAC.
- Managed to get the Presidency of Ghana to invite the Ghana Eagles to Jubilee House, and for the first time ever received official recognition and support (US\$100,000) from the highest office in Ghana. This is an exceptional achievement on a continent where very few governments give any support to the Game of Rugby.



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How is Ghana Rugby governed and administered?



Ghana Rugby is governed by a Constitution that provides for the election and appointment of a Board of Directors and a Chief Executive Officer (CEO).

The Ghana Rugby Constitution amended at the 5 June 2014 Annual General Congress (AGC) was replaced in June 2017 and a new Board was elected in September 2017 consisting of Mr Herbert Mensah (President and Board Chairman), Mr Abdul-Aziz Issah, Mr Bismark Amponsah, Mr James Nunoo, Mr Kobina Nyarko, Mr Michael Ako Wilson (GRUPA Representative), Ms Rafatu Inusah (Women's Representative), Mr Rian Malan (South Africa), and Mr Steve Noi.

On 4 February 2020 at a Special General Meeting (SGM) held at the Ghana Rugby Secretariat in Osu, Accra new Officers and a Board was elected consisting of:





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FRONT SITTING L TO R Mr Ben Nunoo Mensah (President of the Ghana Olympic Committee – Observer), Hon Perry Okudzeto (Deputy Minister, Youth and Sports – Observer), Mr Charles Yapo (Development Officer Rugby Africa – Observer), Mr Herbert Mensah (Newly elected President and Chairman of the Board).

BACK STANDING L TO R Mr Kobina Minta Nyarko (Elected Board Member), Ms Rafatu Inusah (Elected Board Member: Women's Representative), Mr Chester Anie (Appointed Board Member: Judicial Affairs), Mr Abdul-Aziz Issah (Elected Board Member: Greater Accra Rugby Association – GARA), Mr Michael Ako Wilson (Elected Board Member: GRUPA Representative), Mrs Erica Amoako (Appointed Board Member: Corporate & Sponsorship Affairs), Mr Steve Noi (Appointed Board Member: Tournament Commissioner), Mr Bismark Amponsah (Elected Board Member and Appointed General Secretary), Mr James N.A. Nunoo (Elected Vice President and Elected Board Member: CentWest), Mr Rian Malan (Appointed Board Member: Treasurer and Corporate Communications).

The new Constitution also provides for the appointment of Board Members and two appointments were made since September 2017, namely Mr Ernest Hanson and Mr Chester Anie.

The Members of Ghana Rugby consist of the Regional Rugby Associations (RRAs). Currently there are three RRAs namely the Greater Accra Rugby Association (GARA), the Central & Western Regional Rugby Association (CentWest) and the Northern Region Rugby Association (NRRA).

Geographically the country of Ghana has been divided into four Zones with GARA representing Zone 1 (Greater Accra, Volta and Eastern Regions), CentWest representing Zone 2 (Central and Western Regions) and NRRA representing Zone 4 (Upper West, Upper East and Northern Regions). Zone 3 (Brong Ahafo and Ashanti Regions) is currently not represented.

The envisaged operational structure provides for Divisions reporting to the CEO (currently executed by the President and a select Committee) responsible for:

- **Ghana Rugby** - Domestic, youth and women development including training and education (T&E)
- **Ghana Eagles** - The Ghana national representative teams
- **Planning & Operations** - Tournaments and competitions
- **Corporate Services** - Administration and finance
- **Commercial** - Sponsorships and fundraising



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Who is the President of Ghana Rugby, Herbert Mensah?



Herbert Mensah, the President and Board Chairman of Ghana Rugby, is a Ghanaian businessman and sports administrator.

Herbert introduced Rugby to Ghana as far back as 1996 when he, as Country Manager for South African based Naspers' satellite TV channel MNet, organised the Max Brito Extravaganza in Accra-Ghana.

In 1999 he was appointed as Chairman of the renowned football club Kumasi Asante Kotoko and the changes he brought about to lift the club from the gutters earned him the reputation as the man who changed the face of sports administration in Ghana.

Herbert was schooled in the UK and played Rugby for Mashonaland in Zimbabwe and for Saracens in the UK.

After many years of requests by Rugby clubs in Ghana for Herbert to get involved in the Union's administration, he finally decided to make the move and was elected unopposed as President on 5 June 2014.

As an astute businessman, he immediately ordered an audit on the state of Rugby in Ghana based on the criteria set by its governing body, World Rugby. As part of this audit, he also visited the offices of World Rugby in Dublin to seek guidance and advice.

The audit conducted by Herbert concluded that he had a "zero base" to start the rebuilding process of Ghana Rugby in all aspects of the Key Performance Areas (KPA's) including governance and administration, finance, participation/youth development, training and education, domestic competitions, performance of the national team and development of women's rugby.



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What are the Key Performance Areas (KPA) of Ghana Rugby?

Governance	Administration	Finance	Participation
<ul style="list-style-type: none">AGMsBoard	<ul style="list-style-type: none">SecretariatRegional AssociationsStaffVolunteers	<ul style="list-style-type: none">Accounting & AuditingFundraising	<ul style="list-style-type: none">Youth development"Get Into Rugby"
Training & Education	Domestic Competitions	Performance "Ghana Eagles"	Women's Rugby
<ul style="list-style-type: none">CoachesRefereesS&CMedical	<ul style="list-style-type: none">Senior 7s and 15sJunior 7s and 15sSchools	<ul style="list-style-type: none">Men's and Women's 7s and 15sSenior and junior	<ul style="list-style-type: none">YouthClubsNational teams

The running of Rugby is governed by the Rules & Regulations of World Rugby, its governing body. Ghana Rugby falls under the administration of Rugby Africa, one of the regional bodies of World Rugby, and is subject to an annual evaluation based on the above eight KPAs.

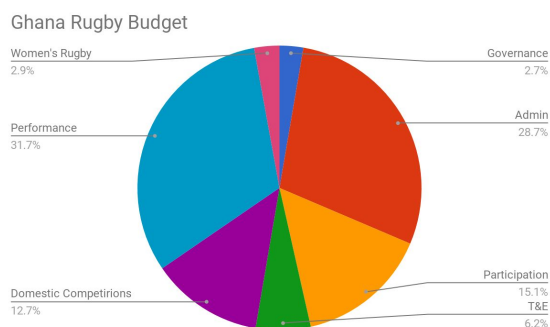
The major critical criteria set by World Rugby to become a Full Member was met by December 2016 and included:

- A valid and acceptable Constitution
- Anti-discrimination Declaration
- A Strategic Plan
- Jurisdiction & Recognition by the National Olympic Committee
- Declaration of abidance to World Rugby's Regulations & Laws of the Game
- A National senior men's 15's team
- An annual domestic men's 15's competition
- Four-yearly audited accounts (Ghana Rugby's accounts are audited annually)



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How are the KPAs of Ghana Rugby funded?



The 2018 Ghana Rugby Budget submitted to World Rugby as part of its evaluation and application for funding from the Development Investment Programme indicated a minimum required an investment of GHS 2.5 million (GBP 410,000).

Due to revenue available to the Union the required investment fell short substantially and the following actual investments were made since 2015.

Ghana Rugby Financial Statements

Income Statement

	2016	2017	2018	2019
Revenue	88,470	241,393	499,300	621,144
Expenses	-299,533	-424,420	-767,822	-1,262,474
Loss	-211,063	-183,027	-268,522	-641,330
Balance Sheet				
Assets	304,186	342,908	376,187	498,095
Liabilities	788,230	1,000,057	1,309,282	2,065,097
Ghana Rugby Equity	-474,122	657,149	-933,094	-1,567,002
President's Loan Account	748,230	931,557	1,094,967	1,814,783

Revenue in 2019 was less than ten percent (25%) of the estimated investment required to fund the operations of Ghana Rugby. The Union has been able operate on a shoestring budget due to support from volunteers and loans from the President, Mr Herbert Mensah.

Sport globally is having a tough time and it is really major Clubs and Unions owned by the very wealthy who are going from strength to strength. The sources of funding open to Ghana Rugby are few and far between:



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<ul style="list-style-type: none">• Government Support - Since 2014 this potential source of funding has been zero. In fact, Ghana Rugby is owed money by the governing bodies. In 2019 Ghana did get US\$ 10,000 from the Ministry of Youth & Sports and in 2020 the Presidency of Ghana gave Ghana Rugby US\$ 100,000.	<ul style="list-style-type: none">• Broadcasting Rights - Rugby rather has to pay the media to get exposure and paying for sports content is out of the question
<ul style="list-style-type: none">• Gate Proceeds - At this stage of development this is and will be zero for some time to come.	<ul style="list-style-type: none">• World/Africa Rugby Grants - Although Ghana has received its first grant in 2018, it is a drop in a big bucket.

Corporate sponsorship is the only true solution for now!



Without the support of companies such as Panafrican/Komatsu, Golden Tulip Accra, Gino and Interplast Ghana Rugby would not have been able to take part in the international tournaments in which they managed to both host and achieve the highest success - the 2017 Rugby Africa Regional Challenge and the 2018 Rugby Africa Bronze Cup.

However, if funding had matched the statement of need/budget, Ghana could by now have entered more national teams such as the women's sevens and junior sevens teams in Continental and possibly global competitions.

Ghana Rugby is very aware that corporate bodies only invest where they can get a return on the investment. In terms of marketing spend sponsors want to see one or more of the following:

- **Positive Brand Reinforcement** - Rugby has an impeccable record in terms of clean governance and is devoid of scandals or rumours of graft and misappropriation of funds. It is, therefore, an excellent choice of association.
- **Increased Awareness** - Ghana Rugby has a proud record of achieving excellent media coverage with a positive message and good feedback. With the recently



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acquired support from Rugby Africa's APO Group, a leading media relations consulting firm and press release distribution service in Africa and the Middle East. [Media monitoring by APO](#) has picked up between 290 to 370 media exposures globally for every press release issued by Ghana Rugby.

- **Corporate Goodwill** - Rugby is the second largest team sport in the world with more than 6.6 million men, women, boys and girls taking part in the Game in more than 160 countries globally. In addition, Rugby is a value-based sport that endeavours to instil the values of Integrity, Passion, Teamwork, Discipline and Respect in the youth - values that are essential to building strong character. Supporting this cause has proven globally to create goodwill towards the brand behind the support.

Programmes requiring corporate sponsorship support.

The budget required to run the KPAs of Ghana Rugby is GHS 2.5 million. The following are specific programmes and part of the KPAs requiring sponsorships that will ensure visibility, goodwill and brand reinforcement.

- Participation/Youth Development - "Get Into Rugby" - \$100k
- Ghana Rugby Club Championship (GRCC) - \$125k
- Tunisia Rugby Africa Men's Sevens Tournament, October 2018 - \$110k
- 2019 Rugby Africa Silver Cup (Not hosting) - \$150k
- 2019 Rugby Africa Women's Sevens - \$65k



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Participation/Youth Development - “Get Into Rugby” - \$100k



**GHS 465,000
(\$100,000)**

- Introduction course to Rugby
- World Rugby “Get Into Rugby” (GIR) programme as basis
- Pathway to playing Rugby
- “Try” and “Play” Phases with four modules each
- 2018 target 9,600 new introductions
- Budget required for
 - GIR Sessions
 - GIR Kit
 - GIR Festivals
 - School non-contact tournaments



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Ghana Rugby Club Championship (GRCC) - \$125k



**GHS 580,000
(\$125,000)**

- Annual domestic club league
- Includes women
- Played in two pools of five teams each
- Played over three months with 44 matches in total, average of GHS 5,250/match day
- Minimum of 15 press releases plus TV coverage



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Rugby Africa Men's Sevens Tournament - \$110k



**GHS 512,000
(\$110,000)**

- Fourteen teams to battle for top honours.
- Gateway to the global stage of Men's Sevens tournaments:
 - World Rugby HSBC Sevens Series
 - **Olympics - 2019 = Qualifier**
 - Commonwealth Games
- Funding required for:
 - Kit and equipment
 - Match preparation/camping
 - Foreign technical advice and support
 - Diasporan player costs
 - Friendly international matches



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Rugby Africa Cup - \$150k



GHS 700,000
(\$150,000)

- Sixteen teams battling for to become the Africa Champion
- Gateway to qualification for a shot at a place in the coveted Rugby World Cup
- Funding required for:
 - Kit and equipment
 - Match preparation/camping
 - Foreign technical advice and support
 - Diasporan player costs
 - Friendly international matches



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Rugby Africa Women's Sevens - \$65k



GHS 305,000
(\$65,000)

- Top African women's teams battling for the coveted Africa Women's Sevens Champion title
- Gateway to qualification for a shot at a place in the coveted Rugby World Cup
- Funding required for:
 - Kit and equipment
 - Match preparation/camping
 - Foreign technical advice and support
 - Diasporan player costs
 - Friendly international matches

Kit & Equipment



The need for new or used for kit and equipment over all programmes will never end, and may include:

- **Balls and ball pumps** - For both seniors and juniors and for practice and matches
- **Boots**
- **Jerseys**
- **Tackle bags and shields**
- **Cones**
- **Agility ladders**
- **Scrum machines**
- **Gym equipment**



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Maximising brand exposure



Various opportunities to showcase your brand exist, and Ghana Rugby will work with your marketing team to get the most for you out of the sponsorship.

- **Title sponsor** - E.g. Panafrican Ghana Rugby Club Championship
- **Kit** - Jerseys, shorts, training gear, bibs, tracksuits, backpacks, kit bags, water bottles
- **Officials gear** - Match officials, administrators
- **Equipment** - Balls, tackle gear
- **Media banners**
- **Venue branding** - Pole protectors, advertising banners/signs, on-field markings
- **Vehicle branding**
- **Other opportunities depending on the project/programme**

Our mission is to maximise your exposure and goodwill!



Ghana Rugby prides itself on its ability to reach the major/most-read media in Ghana through its excellent media relations.

With the addition of the APO Group as distributor of African Rugby related news we have been able to reach all markets in Africa and indeed globally.

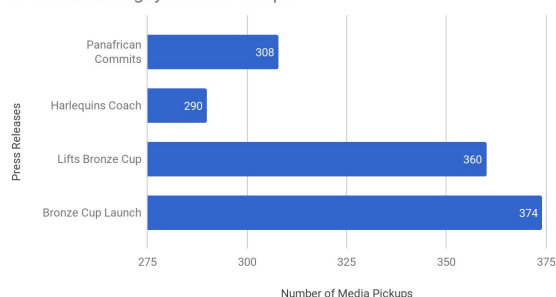


During and after the 2018 Rugby Africa Bronze Cup an impressive 290 to 374 media pickups were reported by the APO Group. More detail on this exposure can be viewed [here](#).



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APO Ghana Rugby Media Pickups



Ghana Rugby also has an aggressive communication policy that ensures the use of most popular social media channels that are exploited fully to distribute news, information and to promote the interest of our sponsors and supporters.

The best recipe has always been to form a team with our sponsors and their marketing team(s) and to plan the PR and Exposure Strategy ahead of programmes and events.

Contact us to discuss your positive brand association with Ghana Rugby.

Mr Herbert Mensah: President

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