

Sample RWC15 Community Hub activities for your club:

- Family Fun Day
- Tag Rugby Tournament – focussing on the 16 to 23 year olds
- Retired/former player lunch or business lunch with speakers
- Local Businesses Day – invite local business people to a pre match lunch
- Charity Event – link with local charity to support a fundraising day hosted by the club
- Existing stakeholders Hospitality – strengthen bonds with existing sponsors and community partners
- Club as Hub – utilise DHL RWC15 pack to decorate the clubhouse and support the Irish team on match days

Connecting Clubs with the Community – the “Club as Hub” Project

The IRFU will recruit and train a panel of ‘youth volunteers’, - some of which will become ‘Rugby World Cup Youth Ambassadors’.

- ‘Youth Ambassadors’ will work with your club to run events and activities for members and people in the local community.
- Events can focus on social rugby, player recruitment, new member recruitment, family focused initiatives or community engagement activities.
- The IRFU Youth Ambassador will work with your club to make the events happen. A training day for Youth Ambassadors will take place on 29th August.

Come to the IRFU Impact Workshop and get 2 tickets to support the Irish team at their warm-up matches

SATURDAY 15TH AUGUST

SCOTLAND

AVIVA STADIUM 5PM

SATURDAY 29TH AUGUST

WALES

AVIVA STADIUM 2.30PM



For further details or to book 2 places at a RWC15 Impact Workshop
email: impactRWC@irishrugby.ie
or call: 01 6473810



SHOULDER TO SHOULDER FOR THE RUGBY WORLD CUP

RUGBY WORLD CUP GAMES

SATURDAY 19TH SEPTEMBER

CANADA

MILLENNIUM STADIUM 2.30PM

SATURDAY 17TH /
SUNDAY 18TH OCTOBER

QUARTER FINALS

SUNDAY 27TH SEPTEMBER

ROMANIA

WEMBLEY STADIUM 16.45

SATURDAY 24TH /
SUNDAY 25TH OCTOBER

SEMI FINALS

SUNDAY 4TH OCTOBER

ITALY

OLYMPIC STADIUM 16.45

SATURDAY 31ST OCTOBER

FINAL

SUNDAY 11TH OCTOBER

FRANCE

MILLENNIUM STADIUM 16.45

Rugby World Cup 2015 provides clubs with an opportunity to interact with its local community and to:

- Build the club’s profile and reputation within the Community
- Promote rugby and the Values of the game
- Develop stronger relationships with existing stakeholders
- Capture data from potential supporters, participants, sponsors
- Generate income from bar profits, food sales, merchandise sales, raffles, new members

IRFU Rugby World Cup Impact Workshop

The IRFU will run regional workshops to assist you to run an event in your club. The workshops will detail the following:-

- Deciding which events to run, target audience, who and why?
- Marketing the event(s)
- Operational Plan for the event(s)
- Reviewing the event(s) and making it work for the club in the 2015-16 season

IRFU ‘RWC Impact’ workshops details:
(7-8.30pm in locations below)

LEINSTER

MONDAY 10TH AUGUST
UCD (LEINSTER RUGBY), DUBLIN

TUESDAY 11TH AUGUST
TULLOW RFC

ULSTER

WEDNESDAY 12TH AUGUST
BELFAST (KINGSPAN STADIUM)

THURSDAY 13TH AUGUST
DUNGANNON RFC

CONNACHT

MONDAY 17TH AUGUST
CORRALEA COURT HOTEL, TUAM

MUNSTER

TUESDAY 18TH AUGUST
LIMERICK (MUNSTER RUGBY,
THOMOND PARK)

WEDNESDAY 19TH AUGUST
CORK (MUNSTER RUGBY,
INDEPENDENT PARK)

Running a RWC event checklist
Example – hosting an open family day

DEFINING THE EVENT	ACTIVITY	BY WHOM?	BY WHEN?
	What event(s) will take place? Who will be involved in each event? What is the total budget? Action points for each item of the event...		
Preparing the Club House	Cleaning the Club House Signage in the Club House Agreement with (outside) caterers re the food available Organisation of TV screens		
Marketing the Event	Who are you marketing to? Families of age-grade members and friends of age-grade members	Get list from Age-Grade coordinator and/or coaches	
What is your marketing message?	Get to know your local club, come and see what we do, bring the whole family and your son’s/daughter’s friends How will you communicate with them? Posters, Flyers, Email and Social Media	PRO/ Registration Secretary and Age-grade Committee	
Running the Event	List of staff and volunteers needed on the day Any training needed for staff and volunteers Task list for staff and volunteers for the day with breaks and lunch times outlined Who will meet and greet/ complete registration/ collect customers data, etc. Set up the pitch Set up of the stalls Set up of face-painting		
Reviewing	What went well? Even better if... How will the club engage with these people in future?		