

OUR OBJECTIVES

01

Provide athletic training and social activities that are safe, inclusive, and affirming of LGBTQIA+ individuals.


02

Field a rugby squad that meets
the competitive level of
SCRFU D3 Men's Division and
Hoagland Tier of IGR Tournaments.



03


Grow the sport of rugby as the only club in the LA metropolitan area introducing the sport to individuals with no past athletic experience.





04

Positively impact the physical and
mental fitness of our players and
RugBAE supporters.



CLUB ACTIVITIES

2023-24 ATHLETIC ACTIVITIES



Rugby 101

5 week pathway to join the full squad.



Athletic Training

Twice weekly training from September 2023 - May 2024.



Rucktacular

Friendly tournament in San Diego. All players guaranteed playing time, with priority going to rookies and newer players.



SCRFU D3 Season

10 matches between January - April, with roster placement based on performance and dues payments.



Social Scrimmage

Four friendly scrimmages between November - May to ensure all members receive match experience.



Bingham 2024

Our goal is to field a full squad for the B-tier and up to 10 players for a merged C-tier side.

2023-24 SOCIAL ACTIVITIES



Recruiting Month

Private and public recruiting events will be scheduled between September 9 - October 15.



World Cup Viewing

Viewing parties will be scheduled during September.



SoFi Tour & Practice

Recruiting Month concludes with an exclusive private tour and practice at SoFi Stadium on October 9.



Third Half Socials

We will host five Third Half socials after our home matches.



Other Activities

The club plans to fund two social activities during the season outside of our other scheduled events.



2024 Awards Gala

Returning to Jam in the Van for our next awards ceremony.

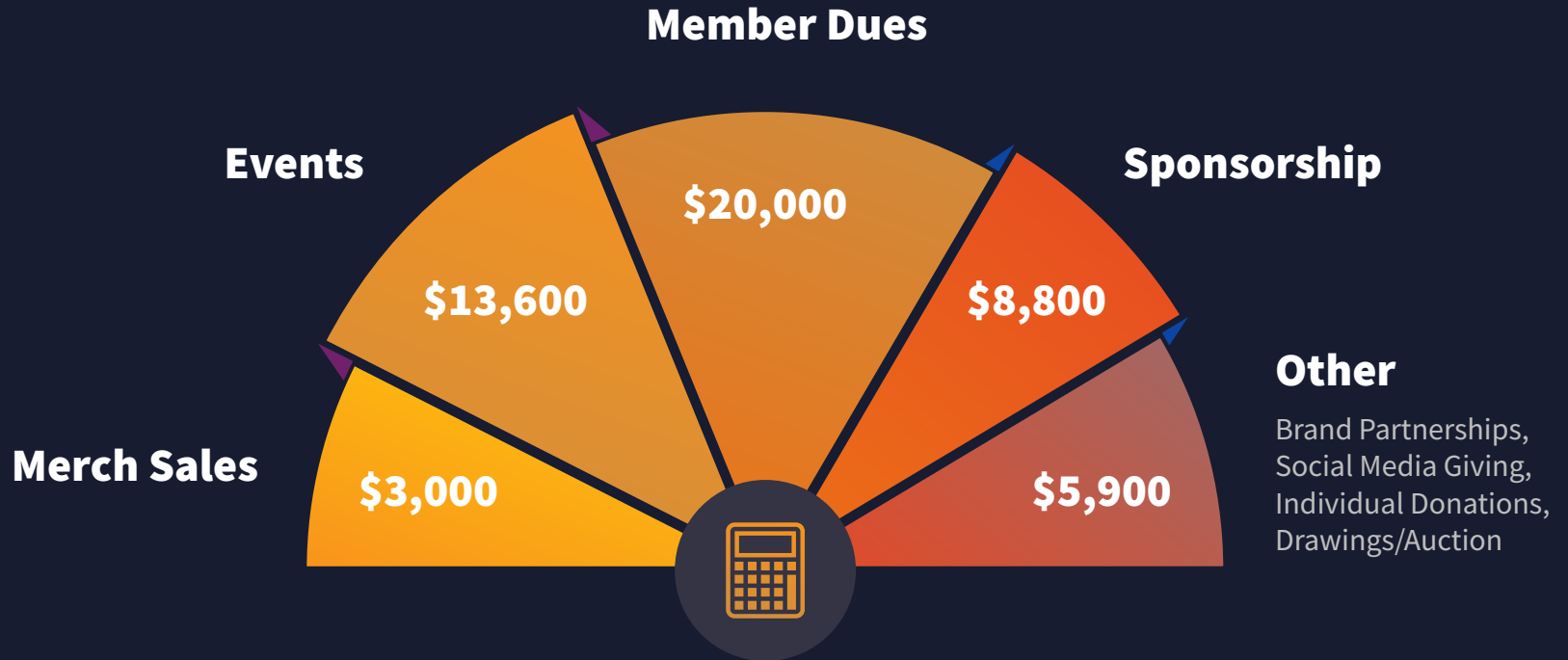
MEETING OUR BUDGET

2023-24 BUDGET

CATEGORY	COST
Field Rental (Training, Matches)	\$11,000
Professional Fees (Coaching, Referee, Accounting)	\$5,275
Tournament Registration (35 players, 4 coaches/staff)	\$7,237
Tournament Travel (Coaches and Travel Assistance)	\$7,000
Program Expenses (includes Third Half & Social Expenses)	\$5,320
Merchandise & Team Apparel Production	\$1,800
Fundraising Expenses	\$7,500
Operational Expenses	\$2,100
TOTAL	\$47,232



We maintain annual gross receipts below \$49,999 in order to maintain eligibility to submit a 990-N every 3 years, per submitted documentation to the IRS and State of California.





01_{/05}

Membership

Senior Player Dues

Highest dues level is for senior veteran players who are committed to both the full SCRFU season and attending Bingham.

Rookie/Social Player Dues

Discounted rate for first year participants and returning players who either only seek training & social engagement, or other reason.

Rugby 101

Our 5-week introductory pathway to join the full squad. Offered in September, October, and January this season.

RugBAE+

Premium Level for RugBAEs who wish to participate in fitness, non-contact drills & touch rugby, in addition to social benefits.

02 /05

Sponsorships

Current Sponsors

Existing sponsors who have made their financial contribution (or have committed to making an annual donation for the 2023-24 fiscal year.)

New Opportunities

We are presently targeting four new/renewal sponsors, with an additional four unfilled or community-level sponsor slots to be identified for development.

Apparel/In-Kind Sponsorship

Sponsors who underwrite cost of apparel or other budgeted line items to reduce burden on club.

SPONSORSHIP LEVELS AT-A-GLANCE

COMMUNITY

\$250 - \$999 cash/in-kind contribution.
Support inclusion, on and off the pitch!

PREMIERE

\$1,000 - \$1,999 cash/in-kind contribution.
Help sponsor our activities through the 2024 season!

TOURNAMENT

\$2,000 - \$3,499 cash/in-kind contribution.
Underwrite our journey to tournaments thru 2025!

ELITE

\$3,500+ cash/ in-kind contribution.
Make a lasting impact on the Rebellion legacy!

**ELITE &
TOURNAMENT
SPONSORS**



Held for
Beer Sponsor



WILDE
IRISH GIN



COMMUNITY SPONSORS

HOMO HAPPY HOUR



BLIND BARBER



Requests to be submitted:
Alcove Bakery & Cafe
Rough Trade
Silverlake Neighborhood Council



noodle bagz



PREMIERE SPONSORS

2023-24 SPONSORS - CASH PROJECTIONS

SPONSOR	DIRECT CASH DONATION IN 2023-2024
Eagle LA/Off Sunset	\$1,500
Wilde Irish Gin	\$1,000
MegaWoof (sponsor contribution based on % door attendance)	\$800
NEC/DTC (pledged)	\$1,000
GYM Bar (pending)	\$1,000
Community Sponsors	\$2,000
Additional Sponsors (pending)	\$1,500
TOTAL	\$8,800



All other sponsor contributions must be in-kind donations to offset expenses or expand inventory of prize drawing/auction items.



03 /05

Events

Fundraising Events

Rebellion-produced events with a goal of \$800 or more in earned income. May be produced independently or in partnership with a sponsor.

In-Person Activation

Sponsor-hosted events or other promotional appearances where fundraising is a secondary component, with likely earnings of \$200 - \$500 per appearance.

SUMMER POOL PARTY

Venue TBD

LATE AUGUST

Private VIP pool party, produced by the club.

Ticketed admission, food & beverage, speedo sales, potential “after dark” VIP ticket.

MEGA WOOF

@ Precinct DTLA

OCTOBER & APRIL

Major fundraiser for the club, including GoGos, Jello Shots, Merch, Prize Drawing

Plus % from door

MARDI GRAS BALL

Venue TBD

Sponsored in part by Wilde Irish Gin

FEBRUARY

VIP Fundraiser produced by the Rebellion.

Cover/Tickets, GoGos, Jello Shots, Food & Beverage, Silent Auction, Speed Dating

OFF SUNSET

Sponsored in part by Wilde Irish Gin

MARCH 30

In-Person Activation and Major Fundraiser. Includes larger engagement, barback service at two stations, and expanded merch sales.

RUGGER BUST

@ Eagle LA

SEPTEMBER

Sunday in-person activation & recruiting event that will include jello shots, Wilde tasting and merch sales.

REBEL WILDE

@ Gym Bar

SEPTEMBER

In-Person activation and promotional event for sponsor that will include sales of Wilde Jello Shots.

HOMO HAPPY HOUR

@ Blind Barber

OCTOBER & APRIL

In-Person Friendraiser with secondary fundraising including Merchandise, Prize Drawing.

DRAG & VARIETY EVENT

Venue TBD

JUNE/JULY 2024

Fundraiser for 24-25 as part of Wilde Gin sponsorship. Scope and budget tbd by 2023-24 Board.

Leverages talent within the Rebellion and our network.

2023-24 EVENT INCOME GOALS (NET)

SPONSOR	Income Goal
2023 Summer Pool Party Fundraiser	\$2,500
Ruggerbusts (x 2) + Small Wilde Gin Activations	\$1,200
Homo Happy Hour (x 2) (prize drawing) (merch & sponsor \$\$ tracked separately)	\$400
MegaWood (x2) (jello shots, tips/gogos, prize drawing) (merch and sponsor \$\$ tracked sep.)	\$2,000
February 2024 Mardi Gras Event	\$4,000
March 2024 Off Sunset (Does not include sponsor \$\$ or merch sales)	\$2,000
TOTAL TOWARDS FY 2023-24	\$12,100
June 2024 Drag/Variety Show	\$2,500
TOTAL TOWARDS FY 2024-25	\$2,500

04_{/05}

Merchandise

Akuma Rebellion Shop

Our new Rebellion e-commerce storefront will be open three times per year, allowing for targeted social media campaigns.

In-Person Sales

Our limited inventory is allocated to sell at Homo Happy Hour, Mega Woof, Off Sunset and Pride activations.

Club Sales

Rebellion members will be able to pre-order all merch OR order when our e-commerce shop is open (with zero profit to club.)

05_{/05}

Brand Partnerships

We are in active pursuit of brand partnerships and monetization opportunities on TikTok, Instagram and other platforms.

Individual Donations

The 2023-24 Board and Fundraising Committee will be tasked with developing new individual and online giving strategies.

Prize Drawings & Auctions

Prize Drawings will be implemented with both Homo Happy Hour and Mega Woof events, and pending in-kind donations, a silent auction attached to our large-scale events.

GETTING THE WORK DONE



Executive Committee

The EC leads strategic planning, sponsor relations, brand management, and holds oversight (legal liability) over all club fundraising activities.

All board members and committees report to the EC.



Board Officers

The Fundraising Officer and Digital Production Officer are Senior Board positions.

Outreach Chair, Events Vice-Chair, and Merch Chair are additional positions that contribute/collaborate towards meeting objectives.



Steering Committee

Led by the Fundraising Officer, this group includes committed volunteers who will advise on and implement our development strategies.

Interested in supporting brand partnerships or online fundraising? Join our Marketing Committee.



Building Our Network

We need to bolster our internal network of Los Angeles based stakeholders and influencers in the civic, apparel, entertainment, drag, and tech/creator sectors.



In Kind and Community Sponsor Solicitation

We need the most assistance in soliciting and securing in-kind donations or our entry level to sponsorship for local small business.



Event and Logistical Planning

Utilizing the networks and resources within our Rebellion family is crucial to throwing successful INDEPENDENT events. This requires considerable volunteer effort to provide or procure set/decor design, DJ/entertainment, food & beverage sponsors, marketing and promotion, or general production assistance.