

HSBC Rugby Legends Dinner NYC

The HSBC Rugby Legends Dinner, hosted by Jeremy Guscott, is your chance to come together with like minded individuals and the who's who of the business expat community to celebrate rugby and to meet our 'legends', Jason Leonard, Mike Catt, Jonathan Davies, Michael Lynagh, Scott Gibbs and Justin Marshall. In addition it is an opportunity for you to raise significant funds for three worthwhile charities, Sparks, St. George's Society of New York and Play Rugby USA. The event will be held on December 3rd 2009 at the prestigious New York Athletic Club, 180 Central Park.

Confirmed Sporting Legends



Jason Leonard OBE - England, British and Irish Lions rugby prop. Jason Leonard is England's most-capped rugby player of all time - he historically won his 100th cap in the 2003 Six Nations tournament against France and went on to even better things as part of the victorious England rugby squad winning The 2003 World Cup.

Mike Catt MBE - Mike Catt has won over 50 caps for England and British Lions, which is a testimony to the striking contribution he has made as a playmaker for club and country. He is one of the most capped international players for England.



Jonathan Davies - World-renowned rugby outside half who has captained Wales in both 'union' and 'league' codes and Great Britain (league). Since retiring from rugby, Davies' cross-code technical knowledge of rugby tactics and jovial personality has enabled him to easily gain media work commentating and reviewing rugby games in both codes.

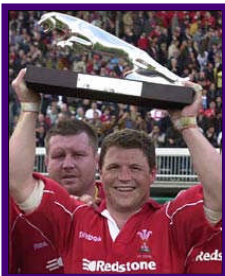
Michael Lynagh - One of the all time great rugby union fly halves. A member of the 1984 Grand Slam winning team Michael went on to win 72 caps for Australia. He was also vice-captain of the Australia team that won the 1991 World Cup and when he retired was the world points scoring record holder with 911. Michael still acts as a pundit for Sky TV and also has a successful career in commercial property.



Jeremy Guscott MBE - Former England and British Lions rugby international. Through his glittering career Jeremy scored many crucial tries for England with whom he won the Five Nations Grand Slams in 1991, 92 and 95. Jeremy also won countless Courage League Championships, Pilkington Cups and the 1997/98 European Cup with Bath. He currently commentates for the BBC.

Justin Marshall – New Zealand rugby union player. He played 81 games for the New Zealand All Blacks and is the most capped and highest scoring scrum half in All Black history and also captained the side. He currently resides in the UK and plays for Saracens.





Scott Gibbs - Wales and British Lions representative and also played in league for St Helens and Great Britain. He was named player of the series in the famous winning Lions tour of 97 in South Africa and also scored one of the most memorable tries in 5 nation's history when Wales beat England in 1991.

Legends flown by



The Charities

Sparks is the only UK children's charity whose remit is to fund medical research across the whole spectrum of childhood illnesses. Our aim is to ensure that all babies are born healthy and all children grow up healthy. Sparks funds research across the UK that has a global impact. Do you know any babies or children faced with cerebral palsy, meningitis, spina bifida, childhood arthritis, childhood cancer, brain damage, epilepsy, pre-eclampsia, cystic fibrosis or cleft lip and palate? If so, Sparks has touched the lives of these children and their families.

The St. George's Society of New York is a charitable organization as well as a fellowship society. Founded in 1770 by English settlers for the purpose of offering "advice and relief" to fellow Englishmen in need or distress, its mission today is twofold. St. George's Society assists elderly or disabled residents in the New York area of British and Commonwealth heritage and provides scholarships to students at Lehman College who are either British Commonwealth immigrants or first generation British Commonwealth descendants.

Play Rugby USA is the primary youth development program of Play Sports for Life, a 501c3 approved non profit organisation. The program's philosophy is to "develop youth through rugby". Focused primarily on under served urban communities, the program has reached over 100 schools and 9,000 students in New York City, Boston, Philadelphia and most recently Washington D.C.. PRUSA's curriculum based sports education services have proven to develop young peoples' character, communities, physical well being and academic commitment. In doing so the program has changed lives and offered opportunities to students they may otherwise have never received.

Rugby Legends Dinner Programme



7.00pm	Pre-dinner drinks reception
8.00pm	Guests called to dinner Silent auction begins Fundraising Games Q&A with Sporting Legends
11.00pm	Silent auction closes
11.30pm	Carriages or on to after party

Sponsorship Rates and Benefits

Event Sponsors

~~Platinum package~~ — ~~Sold to HSBC~~ — ~~\$30,000~~

Benefits

- Name associated with the event e.g. 'HSBC presents the Rugby Legends Dinner NYC'
- Table for 10 hosted by a sporting legend
- Pre-event drinks reception included
- Photo opportunities with sporting legends
- Branding on stage and around the room
- Logo and name in event programme
- Advertisement in event programme
- Verbal thank you by the host
- Logo and name in all marketing materials including: invitations and emails

HSBC 
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Gold Package

\$10,000

Benefits

- Table for 11 plus sporting legend to host
- Logo and name on all promotional materials
- Pre-event drinks reception included
- Advertisement in the event programme

Silver Package

\$6,000

Benefits

- Table for 9 plus sporting legend to host
- Acknowledgement in event programme
- 2 tickets to pre-event drinks reception included



Silent auction package

\$6,000

Benefits

- Logo and name on the silent auction screen display throughout the evening
- Name and logo featured on silent auction pages within the event programme
- Logo on each lot description sheet in a prominent position throughout the event
- 2 tickets to the event
- Advertisement in event programme
- Photo opportunities with sporting legends

Wine and water package

\$5,000

Benefits

- Bottle collars with logo and name on all table wine and water bottles
- Advertisement in event programme
- Photo opportunities with sporting legends

In Kind Sponsorship

~~Accommodation partner~~ — ~~Secured with W Hotels~~

Benefits

- Advertisement in event programme
- Photo opportunities with sporting legends
- Promotion of the event to your guests and an opportunity to display signed memorabilia and promote the event in the hotel lobby



Auction

On the evening we will be running an interactive silent auction and main auction. These items will include signed memorabilia, holidays and experiences. The auction is a crucial element of the evening and we rely heavily on auction items being donated by our guests and supporters. In return for a donation we would be able to acknowledge your company on the night.

After party partner

Please enquire for further details



Tables, Tickets and Programme Advertisements

Tables for 10 at the dinner are available at the cost of \$1600. Individual tickets can also be purchased at a cost of \$175.

Bespoke Sponsorship Packages

We are happy to tailor a bespoke sponsorship package if none of the above meets your needs.

Thank you

Thank you for considering the Rugby Legends Dinner NYC as your next sponsorship opportunity. We guarantee an evening of entertainment and fun, and by sponsoring the event you will be supporting two very worthwhile charities.



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