



®

**WORLD CUP
RUGBY**

WORLD CUP RUGBY

The West Nally Group

West Nally is a leading international sports marketing organisation — a pioneer in the development of sport as a communication and marketing medium.

West Nally's experience spans an immense variety of world events in a major cross section of sports.

These include the marketing of two World Soccer Cups (Argentina 1978 and Spain 1982), the first World Championships in Athletics in Helsinki in 1983, the 1985 Athletics World Cup, the Davis Cup for Tennis, the World Ski Cup, and the World Games.

As well as the first rugby World Cup, other projects include the 1986 European Athletic Championships, the 1990 Commonwealth Games in Auckland, New Zealand and the 1990 Asian Games in Beijing, China.

West Nally has offices in London, New York, Tokyo, Hong Kong, Sydney, Auckland, Paris, Rome, Madrid and Stuttgart. Sponsor services and support can be provided in all major market areas as well as 'on site' in Australia and New Zealand, where the event will take place.

The West Nally Group provides a full range of practical support services for sponsors, as follows:

- Regular liaison with sponsors and their offices throughout the world.
- The provision of concepts for developing individually tailored marketing and promotional programmes which can be formalised into strategies for distribution throughout a company's network.
- Staging of sponsor seminars to brief marketing personnel on the event and how it can be developed for maximum advantage.
- Assistance with VIP hospitality and all other advance arrangements.
- Attendance of experienced West Nally representatives at all venues and matches.
- Board production and installation.
- Post event reports, television research and analysis.

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WORLD CUP RUGBY

Participating Nations

With 16 nations taking part, the first rugby World Cup will be the greatest international challenge players have ever faced.

The seven top-ranked teams are the International Board members: England, Scotland, Wales, Ireland, France, Australia and New Zealand. In addition to these, nine of the best of the rest of the world's nations have accepted invitations.



Major Venues

Playing format and dates

The countries will be divided into four groups of four and play in a round robin tournament, with the top two teams of each group advancing to the quarter-finals. Thereafter the knock-out principle will apply.

There will be 32 matches in total, with 21 in New Zealand and 11 in Australia.

Following an opening ceremony on 17 May the first match will be played on 23 May 1987, while the final will be held on 20 June 1987 in Auckland, New Zealand.

Groupings

There will be two groupings: the first is made up of the seven International Rugby Board members plus Argentina, while the second comprises the North American, European, Asian, African and Pacific nations.

In considering the draw, the organising committee has attempted to create matchings to produce the most entertaining rugby possible. In each group of four teams, two seeded countries are included. Traditional rivals, for the most part, have been put into different groups.

The groupings are:

Group A: Australia, England, Japan, USA

Group B: Wales, Ireland, Tonga, Canada

Group C: Argentina, New Zealand, Fiji, Italy

Group D: France, Scotland, Romania, Zimbabwe

Australia

Sydney Cricket Ground, Sydney

Located in Australia's premier city, the Sydney Cricket Ground is one of the world's finest outdoor sports venues, with a capacity of 50,000. It is one of the few arenas with its own Diamond Vision screen, a giant video screen that enhances both the impact of the game and sponsors' potential.

Ballymore Oval, Brisbane

Brisbane, on Australia's famed Gold Coast, is the major city in the state of Queensland. Ballymore Oval is a made-for-rugby venue

with a capacity of 27,000, with plans approved for a new stand which will further lift the quality of facilities.

New Zealand

Eden Park, Auckland

Situated in New Zealand's largest city, Auckland, known as the 'City of Sails' because of its beautiful harbours, Eden Park is known throughout the rugby world as the scene of many great contests. It is fitting that this field is the setting for the final. It is New Zealand's biggest and best equipped sports venue with a capacity of 55,000.

	May FRI 22	SAT 23	SUN 24	MON 25	TUES 26	WED 27
POOL 1						
England		Japan				
Australia	V	USA				
Japan		Sydney	V			
USA		Auckland	Brisbane			
England						
POOL 2						
Canada			Canada		Ireland	
Wales			V		Wales	
Ireland			Tonga		Wellington	
Tonga			Ngapoi			
POOL 3						
Argentina			NZ			
Italy			V			
New Zealand			Fiji			
Fiji			Auckland			
POOL 4						
France						
Scotland						
Romania						
Scotland						
Zimbabwe						
Zimbabwe						
Auckland						

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The View From The Grandstand

They can be seen in the parking lots of Twickenham, England, their Rolls Royce doors open offering easier access to pre-game picnic hampers full of French wines and pate. They can be seen on ferries crossing the Irish Sea on their way to and from English shores, predicting the match's outcome over glasses of stout on the voyage over, diagnosing the result on the trip home.

They can be seen in British-style pubs in Tokyo's glittering Shinjuku district, discussing the scores of games played on continents far away.

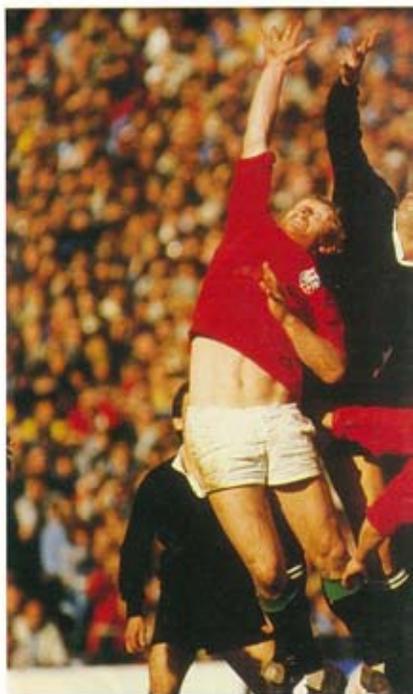
They can even be seen for one week a year at Honolulu's Kapiolani Park, shunning their aloha shirts and surfwear to become blue blazered and flannel trousered fans of the game.

They are the followers. The game is rugby. Firmly embedded in British traditions — the public schools and universities — in the last 100 years the game has spread through the upper social echelons of over 130 countries.

While this is the norm the exceptions are two — New Zealand and Wales. In these two countries, the game has touched something deeper in the national psyche. Hence the almost total acceptance of the sport across all socio-economic boundaries. In both countries, rugby is watched, discussed and played with unrelenting enthusiasm. Matches between the two countries are followed with all the fervour of a religious crusade.

A case in point. A match at Cardiff, Wales, in 1905 produced an incident which is still hotly discussed today. New Zealanders argue their player, Bob Deans, scored the winning points but was pulled back by the opposing team before the referee could rule. The Welsh claim he was well short of the line. Whenever the two nations clash, the point is rehashed.

The game of rugby is a great equaliser, cutting as it does across national and social barriers. The Japanese play the French, the Italians the Australians, the Scottish the Fijians, the Americans the Canadians. Rugby is the only game in which the two halves of Ireland are fully united as one national team. The image of rugby is privileged and proud. It has always been a sport played by gentlemen, to be enjoyed according to the strongest amateur traditions. Socialising before and after matches is as important as the actual game, bringing together important and influential people who have at least one thing in common. Rugby.



WORLD CUP RUGBY

Sponsorship Opportunities

For the first time, selected companies can fully capitalise on an association with rugby's premier image and play a part in the creation and development of a major world sporting fixture. Extensive television coverage will further extend the impact of your commercial involvement.

Even before the rugby World Cup concept was finalised, many major multinationals voiced an interest in the commercial opportunities such an event would create.

The organisers of the first World Cup and West Nally — marketing advisors to the organisers — will ensure that commercial activities will be carefully controlled. Exclusive advantage to the few select corporate sponsors is guaranteed.

Within defined product categories or technical/service roles relevant to the tournament, sponsors can work with West Nally — the sole marketing agent for the World Cup — to design a programme that fits their marketing and promotional requirements, products and target audience.

All commercial rights, including stadium advertising and all other advertising opportunities, film, video and publishing concessions, and promotional rights will be made available to sponsors.

They will not be sold to rival companies, split up or diluted in any way, but will be structured and tailored for each sponsor's needs. However, every base package will include:

- Official sponsor status, with the right to claim and promote this status in all advertising and promotions and to supply the organisers with your products/services to be used in the organisation of the event.
- Repeat advertising boards in prime positions in all competition venues, in place throughout all matches of the tournament.
- A colour page of advertising in all match programmes.
- Advertising and displays in press centres.
- 20 free tickets per match.
- Premier VIP hospitality facilities.



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The Dream Comes True

Rugby's first World Cup is an event that has been worth waiting for.

To some, rugby is a game that is fast and exciting. It combines sheer muscle-power with lightning-fast reflexes and complex strategic manoeuvres. To some, rugby is a way of life. Steeped in traditional values and proud of its amateur status, rugby is at the same time swiftly increasing in popularity the world over. In Japan, for instance, it is the fastest growing sport today.

Followers of the game are from all walks of life, but its strongest support is found among those in the upper socio-economic groupings — *an important decision-making audience.*

The inaugural World Cup is the first time the attention of millions of rugby fans will be focused on one event. Rugby has been played on an international level for over a hundred years. Ironically, for all its stature and the fact it is played in over 130 countries, rugby has always lacked a world stage, *until now.*

The newly established World Cup will take rugby to an even wider audience than ever before. Since soccer's FIFA World Cup tournaments began, the game has seen an upward spiral of popularity to the point where the event now has a worldwide television audience in the billions.

The essential ingredients are:

- **A Major World Event**
- **Extensive Television Coverage In Prime World Markets**
- **Professional Packaging Of The Client's Message**

These three factors work together to create the setting for a prestigious opportunity for your corporate involvement.

The significant level of enthusiastic support from players, officials, national and international rugby bodies and followers will ensure a successful inaugural tournament among the 16 nations who will gather in Australia and New Zealand in 1987 to vie for the William Webb Ellis Trophy, named after the game's founding father.

From such a strong beginning, the event can only grow in stature as more and more countries become involved. The advantage of corporate association at this stage is to capitalise on the intense international interest surrounding the first World Cup and build on this firm foundation.

SPONSORSHIPS WILL BE SELECT AND LIMITED



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Event Summary

Rights include:

Official sponsor status, with the right to claim and promote this status in all advertising and promotions and to supply the organisers with products/services to be used in the organisation of the event.

Repeat advertising boards in prime positions for television cameras and spectator viewing in all competition venues, in place throughout all matches of the tournament.

Special VIP package which includes a colour page of advertising in all match programmes, advertising and displays in press centres, 20 free tickets per match and premier VIP hospitality facilities.

Benefits include:

Opportunity to become associated with the first of what will become a major global sporting event.

Aligning your product or services with a game which appeals to important decision makers in major world markets.

Capitalising on major television exposure planned for the event.

