

ST JOHN'S  
COLLEGE



# RUGBY

2009

# FESTIVAL

In proud association with

First National Bank - a division of FirstRand Bank Limited.



**FNB**  
First National Bank

ST JOHN'S COLLEGE  
14TH EASTER  
RUGBY FESTIVAL  
9, 11, 13 APRIL 2009



[www.stjohnscollege.co.za](http://www.stjohnscollege.co.za)

St John's College, in proud association with First National Bank, is delighted to be hosting its 14th Annual Easter Rugby Festival. Eleven visiting senior schools and nine preparatory school teams will join the St John's College 1st XV and U13 team at the Festival – *A True Showcase of Schoolboy Rugby.*

- The Festival offers the opportunity of encouraging the growth and development of school rugby, in the widest context
- It fosters good fellowship amongst participants from a wide variety of backgrounds
- It provides an opportunity for all participants to play against, and socialise with sides they might not otherwise meet
- The fostering of an exciting rugby spectacle and social occasion increases the popularity and enjoyment of rugby amongst school boys and supporters of schoolboy rugby

## FACTS ABOUT THE FESTIVAL

- St John's College has proudly hosted this annual Festival since 1996
- The event has proved highly successful as both a rugby spectacle, and as a social event for the whole family
- Spectators include enthusiastic families, friends, passionate rugby supporters and proud 'old boys' of participating schools
- In excess of 25 000 people attended the Festival in 2008
- The Festival has earned its high profile status due to the strength and diversity of the participating teams
- Games played at the Festival will be televised as part of the FNB Classic Clashes TV programme. The 40m<sup>2</sup> videoboard will be used for transmission and advertising purposes
- The objective of the Festival remains the growth and development of schoolboy rugby in the widest context
- In keeping with our social responsibility, the 2009 Easter Rugby Festival will see a continuation of control in the entertainment area. ID will be required for the consumption of alcoholic beverages

# ADVERTISING OPPORTUNITIES 2009

## TARGET MARKET

- Reach the right people at the right time
- Expose your brand or company to this highly influential target market while they are in a relaxed environment, watching a sport they are passionate about
- Your brand will enjoy unprecedented access to a group of decision makers at St John's College

## MATERIAL REQUIREMENTS

(Advertising packages do not include production costs)

- Advertising wedges: Size 800mm x 3000mm (landscape); supply material in high resolution pdf format with 10mm bleed all around
- Business Directory advert:  
Full page = 210mm x 148.5mm (A5 portrait)  
Half page = 105mm x 148.5mm (landscape)  
Business card = 65mm x 45mm (landscape)
- Big screen adverts: 30 seconds: supply on DVD

## ADVERTISING PACKAGES

<b>PACKAGE ONE</b>	<b>Excl VAT</b>	<b>R 7 000</b>
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- 1 Perimeter advertising board
- Half page advert in the Business Directory

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<b>PACKAGE TWO</b>	<b>Excl VAT</b>	<b>R 12 000</b>
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- 2 Perimeter advertising boards
- Half page advert in the Business Directory
- 3 Video board spots per day

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<b>PACKAGE THREE</b>	<b>Excl VAT</b>	<b>R 18 000</b>
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- 3 Perimeter advertising boards
- Full page advert in the Business Directory
- 5 Video board spots per day

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### CUSTOMISED PACKAGES AVAILABLE

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#### BUSINESS DIRECTORY

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|---------------------|---------|
| 1. Business card    | R 500   |
| 2. Half page advert | R 2 500 |
| 3. Full page advert | R 5 000 |

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## PARTICIPATING TEAMS 2009

### 1st XV Teams

- Affies Hoër Seunskool
- FNB Invitation XV
- Glenwood High School
- Golden Lions
- Helpmekaar Hoërskool
- Jeppe Boys' High School
- Maritzburg College
- Monument Hoërskool
- Paarl Boys' High School
- Paul Roos Gimnasium
- Outeniqua Hoërskool
- St John's College

### 10 Preparatory School Teams



**FOR FURTHER INFORMATION PLEASE CONTACT:**

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