



Tennessee Rugby Academy
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Dear Prospective Sponsor

The Tennessee Rugby Academy (TNRA) was founded in 2019 and is a member of USA Rugby and the Smoky Mountain Athletic Conference (SMAC) which is a 501(c)(3) non-profit that supports youth rugby in Knoxville and the surrounding East Tennessee Area. The team is comprised of youth amateur athletes and the primary purpose of the club is to support and develop the youth for participation in community, collegiate, and future higher level competition. Our participation is very diverse, including boys and girls from 16 different schools in the East Tennessee area.

Rugby emphasizes sportsmanship and camaraderie and has recently been reintroduced as an Olympic sport. The TNRA strives to teach youth the essence of sportsmanship and camaraderie through our Maxim: Family, School, Rugby. The club has grown from 25 High School Boys in our first season where the team won the Bowl State Championship to over 90 boys and girl participants from K-12th grade in our 2020-2021 season. As with many youth sports, there are many expenses associated with playing rugby including in-season and off-season training, uniforms, equipment, and travel. The Academy and Rookie Rugby programs pride ourselves on ensuring that any player can participate regardless of financial situations, and generous donations and sponsorships allows us to provide that experience for any kid who steps onto the pitch.

TNRA and our SMAC Rookie Rugby Program is currently seeking outside sponsorships and donations to help account for the club's increased expenses and growth. While typical sponsors choose to make a financial donation to the SMAC for supporting youth rugby, we also realize the benefits of service and product sponsorships including training space/time, supplements, and equipment. Our goal is to grow the sport in the East Tennessee area to as many players as possible, and recurring sponsorships and donations are vital to our success and growth. If you are interested in becoming a sponsor, please reach out to us and we are happy to provide you with more information. All donations are tax deductible.

Sincerely,

J. Logan McNeil

Academy Director