



### Smoky Mountain Athletic Club

The Smoky Mountain Athletic Club (SMAC), a registered tax exempt non-profit organization, was formed in 2001 to foster the growth of rugby in the East Tennessee Area. Today, SMAC is dedicated to attracting, creating, hosting, managing, and promoting rugby-related events, leagues, and facilities for youth throughout East Tennessee. In 2001 SMAC founded the Smoky Mountain Conference of the Tennessee High School Rugby League and today provides playing opportunities for over 500 high school boys and girls in over 15 area high schools. In 2008, SMAC introduced rugby to middle schools in Knox County by providing each school with a comprehensive start up kit and physical education curriculum plus hosted free clinics twice a week.



### The Tennessee Rugby Park

In 2007, SMAC signed a lease with Knox County for 20 acres on Oak Ridge Highway for the purposes of constructing athletic fields dedicated to the sport of rugby. After playing on fields that were not traditionally suited for rugby over the past eight years, this action fulfills the dream of a park in East Tennessee that is designed and devoted to the sport of rugby. High school teams from throughout East Tennessee began playing on the fields in the spring of 2009. Additionally, the University of Tennessee Rugby Team plays matches and sessions for middle school age players are held at the park.

### 2010 ADVERTISING OPPORTUNITIES

4 foot by 8 foot advertising panels will be placed within the park and prominently displayed throughout the entire year. Along the north sideline of the two main fields, a six foot fence will contain the panels in clear view of thousands of spectators for all of the middle school and high school rugby matches plus other events held throughout the year. Only 40 of these panels will be available each year. Funds generated through this program will be used to supporting the cost of ongoing park development and maintenance plus the purchase of field related equipment.



Smoky Mountain Athletic Club, Inc  
 P. O Box 52654  
 Knoxville, TN 37950  
[www.smacrugby.com](http://www.smacrugby.com)  
[www.tnrugbypark.com](http://www.tnrugbypark.com)



**2010 SPONSORSHIP ENROLLMENT  
ANNUAL COST: \$1000**

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

E-Mail Address \_\_\_\_\_

**Make Checks Payable to: Smoky Mountain Athletic Club, Inc.  
Return mailing address: P. O. Box 52654, Knoxville, TN 37950**

**Signage**

- Signage. All signage associated with advertising and sponsorship shall be 4' x 8' in size and will be located on the park advertising fence. Final location will be left to SMAC's sole discretion.
- Preparation. Advertiser shall provide SMAC with camera ready art and/or a high quality logo suitable for reproduction. Final design, layout, graphics and content shall be subject to the approval of SMAC. SMAC will be responsible for construction, application, maintenance of the sign

**General Terms**

- Term: This advertising / sponsorship agreement shall remain in effect for the entire described calendar year.
- Renewal Option: SMAC may, at its discretion, provide discounted renewal terms to this agreement for additional years.

**Questions can be sent to Marty Bradley at 865.246.6618 or [director@smacrugby.com](mailto:director@smacrugby.com)**

Smoky Mountain Athletic Club, Inc  
P. O Box 52654  
Knoxville, TN 37950  
**[www.smacrugby.com](http://www.smacrugby.com)**  
**[www.tnrugbypark.com](http://www.tnrugbypark.com)**