
MARKETING AND RECRUITMENT



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1. INTRODUCTION

The core purpose of the Marketing and Recruitment Portfolio is to create and drive sponsorship opportunities through hospitality, marketing activations and targeted approaches to warrant sponsorship success and to promote the Society as a valued marketing brand.

Our vision is to promote the Western Province Rugby Referees' Society as a brand worthy of strategic sponsorships from leading companies in the Province.

2. MARKETING AND RECRUITMENT OBJECTIVES

The main objective as stipulated by the SA Rugby Constitution is the promotion, development and support of all levels of rugby in South Africa. The WPRRS plays a major role in supporting rugby in our country and Province and, therefore, our Marketing and Recruitment objectives are aligned to help in the promotion and development of this beloved sport.

As mentioned at the last AGM, we use the SMART approach to create leads generation [potential and new sponsors], increase awareness through marketing sponsorships and engage and build relations with sponsors to drive meaningful results.

- Specific – sponsorships assist in attaining our objectives; therefore, the goal is to increase commitments from new sponsors, accumulate sponsorship from current main sponsors and secure new sponsorships on an ongoing basis.
- Measurable – sponsorships contribute towards the recruitment, training, coaching, grading and appointment of referees. Is also measurable through successful hospitality events held and the sponsorship secured.
- Attainable - the success of the Society is illustrated through the successes of our prominent current and past rugby officials in South Africa. We have held and will continue to hold successful fundraising events.
- Realistic – the Society is highly regarded in South Africa and has representation by members on various levels of domestic and international competitions. This helps in the drive to obtain sponsors.
- Timely – all sponsorships are accrued during the period set by the Society. Tangible – when potential and current sponsors are entertained and relaxed at hospitality events, we tend to receive increased sponsorships.

Goals:

- Obtain more sponsors and increase sponsorship from main contributors during the 2019/2020 term.
- Use some funds towards the training and development of all referees.
- Procure digital equipment for training purposes.
- Society to fully fund referee kits (first kits supplied).

3. MARKETING AND SPONSORSHIP STRATEGY

We have a few opportunities we may leverage to build relations with our sponsors. Our marketing and sponsorship are combined as it goes hand-in-hand in terms of promoting the Society as a brand and in building relations with sponsors to secure increased sponsorship.

Below is a list of current and proposed hospitality events:

1. **Help businesses meet their BEE scorecard requirements:** We all know many businesses have to meet CSI requirements as part of their BEE scorecard and are keen to get involved with local causes. We can offer to put a percentage of the sponsorship specifically towards training and development of referees and/or towards the purchase of rugby kits for those who cannot afford it. We then offer the sponsor a letter stipulating the amount of the sponsorship, which they can use towards their BEE scorecard to gain points.
2. **Hospitality benefits available to sponsors:** We encourage our sponsors to take full advantage of hospitality benefits available. These opportunities include the Society's Referee Suite and the Members' Clubhouse at Newlands where members, guests, visiting referees and sponsors socialise and network.
3. **Golf Day Event:** Golf Days are usually popular among corporates and an ideal opportunity to:
 - Build relationships with sponsors and to invite potential sponsors. Some relaxed hours on the course can definitely reinforce relations.
 - Valuable as a team-building activity for the Society for all members get to know each other on a different level. People relate differently to each other when in an informal and relaxed environment.
4. **Black-tie Dinner:** An annual Black-tie Dinner, for which we advertise that part of the proceeds and part of any additional sponsorship will be put towards a nominated CSI initiative. This is one great way to produce a well-rounded event, which sponsors know are going towards a good cause.
5. **Ad-hoc:** Mingle with international guests and officials as we continue to build relations with sponsors and potential sponsors on match days, as well as hold raffles, which are a good marketing activation to raise additional funds.

Other marketing activities we may use to promote the Society as a brand:

Platform/Channel	Where and what"
Social Media	<p>Facebook (FB) and Instagram (IG): Increase our presence on the two channels to promote that sponsors can benefit from sponsoring the development of referees or invite companies to sponsor referee kits and allow for company branding.</p> <p>Instagram TV (IG TV): Showcase our hospitality benefits and events.</p> <p>Tiktok: Showcase our hospitality benefits and events.</p>
Thought-leadership articles	<p>School/university publications: Since many assess referees at various schools and universities we may approach these schools and universities to request space in their online and printed publications to promote thought-leadership articles to give our chair and executives the opportunity to share their thoughts and passion about the sport and to invite parents and their respective companies to join and sponsor towards Golf Day, to become a main sponsor. These publications can also grant permission to advertise our events and hold ad-hoc raffles at the schools to increase our funds.</p>
Sports outlets	<p>Request outlets to display our marketing material. This will greatly help with attracting sponsors and with recruiting.</p>

4. RECRUITMENT STRATEGY

Recruitment is essential in creating a pool of referees. It is a process to attract referee candidates and to identify and select them. The Society has a reputation to uphold and the impact of not conducting this process correctly will affect the caliber of referees appointed.

As indicated in the Strategic Planning 2020 Portfolio: Marketing and Recruitment, our goal is to recruit as follows:

- Mid-season - aim to recruit at least 20 referees
- End-of-season – recruit another 20 referees
- Total season aim is to recruit 40 referees

Even though marketing material is still not being allowed to be displayed at Clubs, our aim is to attract a main sponsor to provide ongoing support of the recruitment programme. If we market this as a CSI initiative, this will encourage the sponsor as it will be a benefit for them to gain points towards their BEE scorecard.

5. PROFILES

CONVENER: JOHAN WILLEMSE



PREFERRED NAME: Johan Willemse

HIGHEST REFEREEING PANEL:

Division 2 - (1983 - 1994)

Match Reviewer - (1996 – current)

RUGBY STATUS:

Member of Western Province Rugby Referees Society - (currently)

Western Province Rugby Union Disciplinary Committee – (1998 – 2002), (2014 – 2017)

YEARS SERVING ON EXECUTIVE:

From 2017 – current

Passion, integrity, discipline these are some of the values that come to mind when I talk about rugby! I believe rugby is one of those sports that brings people together creating solidarity and a spirit of oneness. I certainly have a deep passion for the sport and have played since my high school days. And when I joined the South African Police, I was privileged to play in the under 20s and then senior rugby until 1982. Even though I had to stop playing due to a knee injury, I joined the Western Province Rugby Society in 1983 to continue being part of the game. I was also fortunate to coach rugby at school level – under 15s and under 19A (first team) from 2006 until 2012. I travelled as a coach with the school to Argentina in 2009.

Passion for rugby is the energy that has kept me going over the years and since I am driven by consistency, I can proudly say I am a member of the Western Province Rugby Society for 37 years and will continue for as long as I am able to.

6. CONTACT DETAILS

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