

RAN BEACH RUGBY

DHL & RAN

In 2014 RAN took the initiative to promote beach rugby around the region, as a vehicle to grow rugby and also to increase awareness of rugby. Beach rugby is already popular in Europe and RAN believe that given the regions outstanding beach locations, that beach rugby can be successfully launched and promoted throughout its membership. So as to create a unique backdrop, RAN have purchased two large inflatable rugby pitches and fans which have been and will continue to be used at most of RANs beach rugby events, whenever requested by a Member Union. The two main obstacles with the beach pitches is (i) the high cost of transportation around the venues and (ii) the cost of storage when not in use. With this in mind RAN have entered into an agreement with DHL whereby DHL have agreed to provide free of charge transportation and to assist with storage. In return RAN have agreed that whenever a RAN Member Union wishes to utilise either of the pitches, then the event / tournament will always carry the DHL title and name and will be promoted as such both on social media and at the actual event, including displaying the DHL, RAN and GIR banners. Unions who fail to adhere to these conditions and have secured the pitch courtesy of DHL free of charge carriage will be fully liable for all costs of transportation, both too and from that members country, irrespective of whether the pitch was used or not.

TOURNAMENT NAMING RIGHTS

DHL and RAN must be included in the name of your beach rugby tournament. Below is the structure for naming a DHL beach rugby tournament in the RAN region:

DHL [NAME OF UNION, CLUB OR LOCATION] RAN BEACH RUGBY TOURNAMENT

LOGO USAGE

The RAN and DHL logos must be used on all print and digital marketing and branding material for your tournament. The logos must be prominent and displayed correctly. Please see below for links to download the most up to date logos and logo guidelines:

DHL Logos to Download: http://www.dpdhl.com/en/media_relations/media_library/fotos/dhl_logo.html

RAN Logos for Download: <https://rugbyamericasnorth.com/brand>

BRANDING AT EVENT

Unions utilising the DHL Beach Rugby inflatable pitches are required to prominently display the RAN, GIR and DHL banners at all events for the duration of the event. The banners will be shipped with the pitch and blower. Any additional tournament signage, promotional material or merchandise must include the RAN and DHL logos.

SOCIAL MEDIA

[@RugbyAmericasN \(Twitter\)](#), [@Rugby Americas North \(Facebook\)](#) and [@DHL Rugby \(Facebook\)](#) or [@DHLRugby \(Twitter\)](#) should be tagged in all posts regarding a beach rugby tournament. The hashtag #beachrugby is also suggested.