



**Les 24 Heures  
de rugby d'Avusy  
Avusy's 24 Hours of Rugby  
Sport AND Festivities**

**Marketing and  
promotional support**

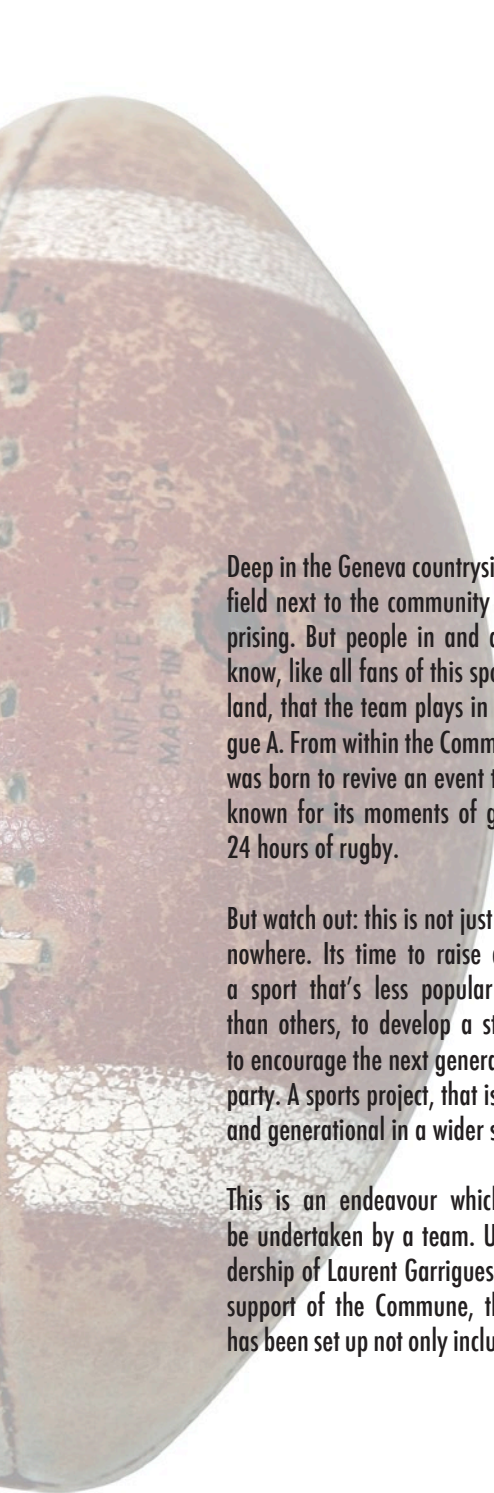
# On the 4th and 5th of September 2010, rugby will be having a party in Avusy

*In a charming rural  
village in the Geneva  
countryside, a team of  
enthusiasts presents a  
free 24-hours of sport  
and entertainment.*

- A rugby field in the Geneva countryside
- + A team that shines in Switzerland
- + Numerous teams invited
- + Not only sport: music, artists, dance ...
- + Stands and entertainment of all kinds
- + Catering from near and far, Genevan wines and beverages
- + Local delicacies
- + Animation assured during a 24-hour period

- = A celebration for the people of the entire Geneva region
- = A sport not quite like others to discover
- = A rugby school to ensure the motivation of youngsters





Deep in the Geneva countryside, the rugby field next to the community centre is surprising. But people in and around Avusy know, like all fans of this sport in Switzerland, that the team plays in National League A. From within the Commune, the idea was born to revive an event that was once known for its moments of glory: Avusy's 24 hours of rugby.

But watch out: this is not just an idea from nowhere. Its time to raise awareness of a sport that's less popular amongst us than others, to develop a state of mind, to encourage the next generation... and to party. A sports project, that is also cultural and generational in a wider sense.

This is an endeavour which could only be undertaken by a team. Under the leadership of Laurent Garrigues and with the support of the Commune, the team that has been set up not only includes represen-

tatives of RC Avusy, chaired by Philippe Mermod, and his rugby school - designated as the primary beneficiary of the event - but also local politicians and specialists in this type of project.

As the program is ambitious, which will really be twenty-four hours of Sport and celebration, an association has been created, inscribed in the Registry of Commerce, which will be responsible for the full range of organizational tasks. In addition to all the administration and logistics required for the establishment of a major event, a Committee of Honor has been established, to find a godmother and a godfather to attract sponsors, to ensure the collaboration of well-known and prestigious rugby teams, develop a concurrent program of festive activities to attract people of all ages, to plan and organize the event for everyone.

The high quality of the event will be based upon matches between great teams from here and abroad, high quality artistic productions and food and beverage stands of all kinds, especially those offering regional products.

This major project which is being prepared for early Autumn of 2010 crosses not only the boundaries of the Commune, but also those of the country.

It will not only be a celebration of sport, but a festival in its own right. And because rugby is a sport of fair play, it is already included as part of an idea born in the heart of the Commune and which has come a long way: «Respect can change our lives» (Le respect, ça change la vie). Avusy's 24 hours of rugby is a declaration and an event that is destined to be repeated to change a moment in our lives.



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**A MAJOR project is under preparation for September 2010!**





## **From the heart and from friendship: «Avusy's 24 hours of rugby» is coming back!**

Which sport better than RUGBY embodies the courage, brotherhood, friendship, respect for others, the spirit of celebration?

Today, «Avusy's 24 hours of rugby» is reborn thanks to a Commune and team of volunteers full of enthusiasm and determination.

And to complement this fine spirit, Avusy's 24 hours of rugby will be «supported» by a location and infrastructure worthy of our ambitions: The Communal Centre of Avusy at Athenaz.

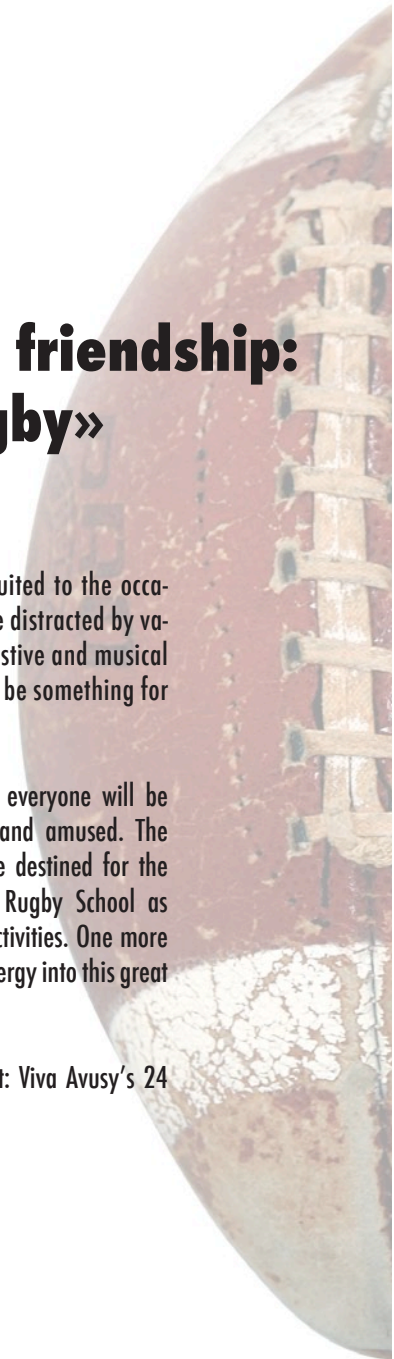
Preparation of this sporting event & party is in full swing, the date is already set: the 4th and 5th September 2010. During these exciting hours, while the rugby men (or rugby woman...) practice our favourite sport, the hungry can en-

joy culinary delights suited to the occasion, youngsters will be distracted by various games, all in a festive and musical atmosphere. There will be something for everyone!

During these 24 hours everyone will be entertained, sustained and amused. The profits of this event are destined for the development of Avusy Rugby School as well as to fund youth activities. One more reason to give all our energy into this great adventure!

Until this great moment: Viva Avusy's 24 hours of rugby!

Laurent Guarrigues  
President



# Bringing together the great rugby family

The idea has already been realized successfully in the past, but for various reasons, the event has passed through a long eclipse. We had to start again: it's being done by an enthusiastic team, with support from the local authorities and obviously Avusy RC.

An association has been created, putting to work a committee of ten people for a great challenge: to establish an outstanding demonstration that will combine both sport and festivities.

Viewed from the angle of sport, it is the opportunity to group the rugby family on the same site throughout the weekend, to participate in various tournaments, then bring this time of joy to a close in combination with a great game of rugby XV that will definitely include two major teams, in the presence of many sponsors. One of the objectives is also, through sponsors, advertisers, friends of rugby and various other participants, to raise funds destined to:

- support the development of rugby in our region;
- support the projects of Avusy RC and

more specifically its School of Rugby, to promote the sport and the values associated with it in order to provide a recreational and educational alternative for the youth of our region;

- develop a partnership with the City of Onex to create a rugby school in this Commune too. Training and coaching will be proposed by Avusy RC's School of Rugby. We will also reach youngsters aged from 6 to 18 who are supervised by J + S (Youth and Sport) instructors;
- give rugby courses in schools.

The provisional program for Avusy's 24 hours of rugby is as follows:

- Organization of a Rugby sevens Tournament
- Tournament for Rugby Schools
- Retirees
- Veterans
- Women's teams
- Mixed Teams
- The Big Match

Alain Studer  
Vice-President

## The rugby party

Living in Avusy is both enjoyable and a progressive discovery for those who are a little curious. Thus, when a new habitant of the village comes home a little late in the evening and sees this powerful light from afar, he thinks firstly of a football field. But at the entrance to Athenaz the sign corrects him: «Avusy RC, next match ....».

And then, over the course of months and years, this leads to true integration, with ultimately a political commitment, opening doors to all sorts of «beguiling» activities. Rugby, I knew nothing of it. I learned a little about it when Laurent Garrigues asked me if I wanted to be at the party that he was preparing. The party? That of rugby, of course. But soon it became clear that to attract and maintain attention in the sport, there should be a festive

side, artistic, cultural, with all the necessary logistics.

And that's what we wanted, all together: that the lights on rugby should be supercharged by an environment adding to the desire and the pleasure of coming, and staying. The audience of Avusy's 24 hours of rugby may therefore, between games, listen to bands and singers, dance, visit cultural stands, get acquainted, eat, taste specialities and drink.

In short: twenty-four hours of rugby which will also be twenty-four hours of celebration, to show you what a team from a small Commune in the Geneva countryside wanted to do for «its» sport, for you!

Didier Fleck  
Vice-President



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## Rugby

*some words on the sport,  
its origins, its evolution*

The term rugby denotes a whole collection of contact team sports, characterized by the use of an oval ball, playable by hand or by foot, but which may only progress towards the opponents goal when carried, kicked or passed by hand to another player behind.

The objective of the game is to score more points than the opponent by scoring either drops or tries.

Cooperative activity/collective confrontation, based on combat and/or avoidance, where the aim is to advance to touch down the ball in the in-goal area (or to pass it between the poles) depending on clearly defined rules .

A collective combat sport, rugby calls for

strength and speed and requires strong strategic planning.

In French, in common parlance, the word rugby normally refers to the most popular variant, namely rugby XV.

### *History*

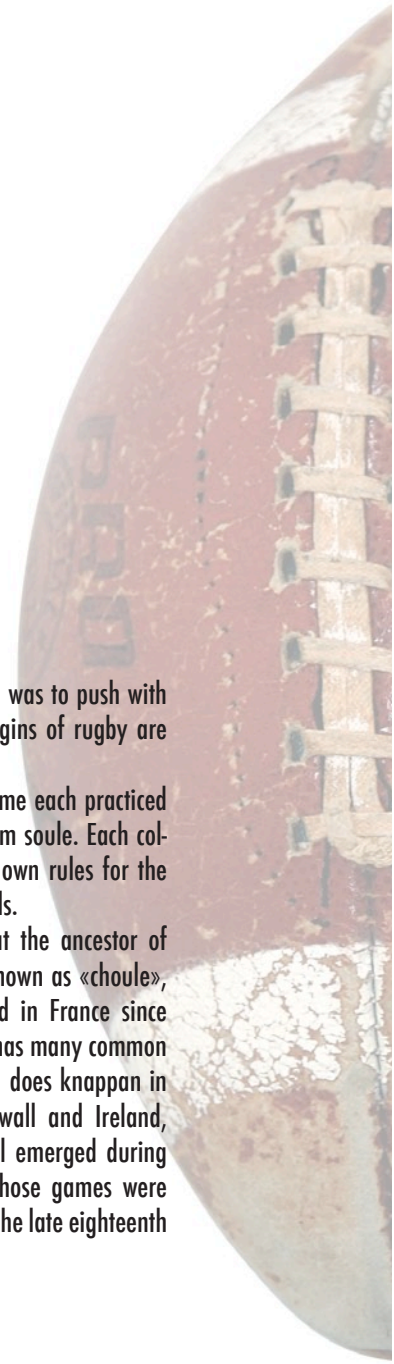
folk football, which found refuge in English colleges.

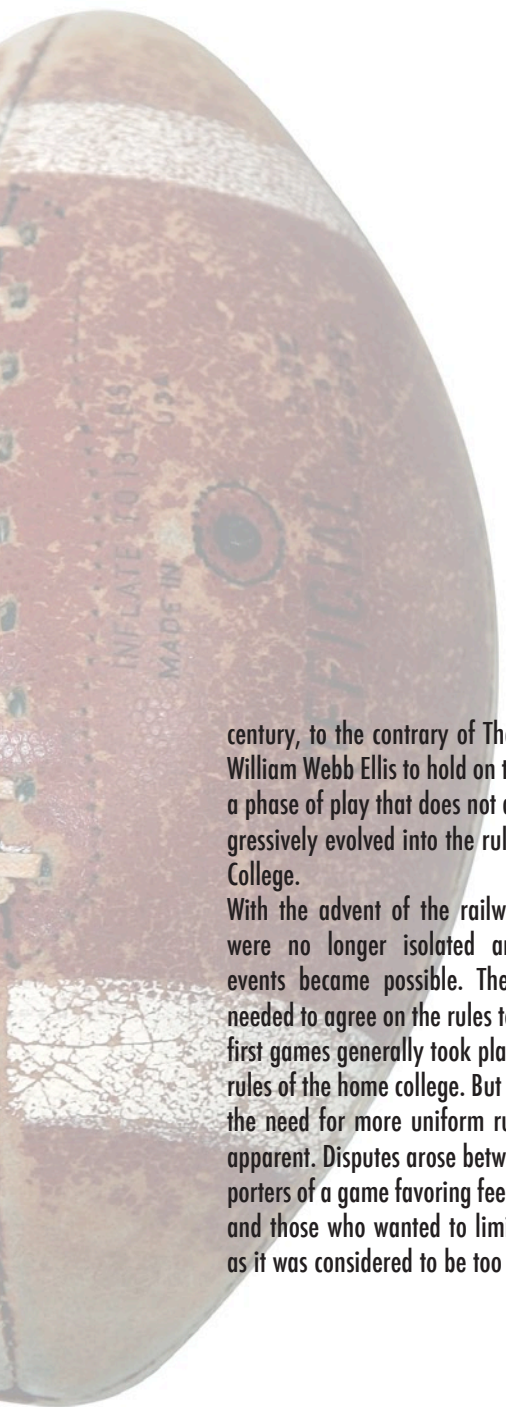
The original variant was invented on the playing field of the principal college in the town of Rugby (England). Legend has it that during a football game in 1823, William Webb Ellis, a student of this college (Rugby School) and future pastor, carried the ball in his arms behind the opponent's

goal line while tradition was to push with the foot. In fact the origins of rugby are much more complex.

British colleges of the time each practiced a ball game derived from soule. Each college frequently had its own rules for the game using feet or hands.

Some studies claim that the ancestor of rugby is «soule» also known as «choule», a sport widely practiced in France since the Middle Ages. Soule has many common features with rugby, as does knappan in Wales, hurling in Cornwall and Ireland, calcio in Italy, which all emerged during the same period. But those games were quickly extinguished in the late eighteenth





century, to the contrary of The gesture of William Webb Ellis to hold on to the ball in a phase of play that does not allow it, progressively evolved into the rules of Rugby College.

With the advent of the railway, colleges were no longer isolated and sporting events became possible. They therefore needed to agree on the rules to adopt. The first games generally took place using the rules of the home college. But very quickly the need for more uniform rules became apparent. Disputes arose between the supporters of a game favoring feet (dribbling) and those who wanted to limit this game as it was considered to be too violent (we

should realise that the game of the time differs from that practiced today). From this dispute arose Association Football (soccer or so called football) and Rugby Football, the names of their respective organizations.

This practice, characteristic of the football played in Rugby School, that is the Rugby School rules or rugby football, were codified for the first time in 1846 by students, and December 8, 1863, in Cambridge, by students of this university, all former pupils of Rugby. «Rugby-Football» was born.

In 2007, there were approximately 3.5 million players worldwide.

### *The current best teams in the world*

The world rankings of the International Rugby Board (IRB) was introduced in 2003 to allow a relative comparison between the national teams of rugby XV.

The list below gives the classification established on February 14, 2009 for the top ten:

- New Zealand
- South Africa
- Australia
- Wales
- Argentina
- England
- Ireland
- France
- Scotland
- Fiji

### *The current best teams in Switzerland*

For the 2008/2009 season, the teams operate in the following:

- LNA
- Zurich Grasshoppers
- Hermance
- RC Avusy
- RC Bern
- RC Geneva P-L-O
- RC Nyon
- RC Yverdon
- Stade Lausanne RC

- LNB
- Albaladejo RC Lausanne
- RC CMSG
- RC Fribourg
- RC La Chaux-de-Fonds
- RC Neuchatel Sport
- RC Zug
- RFC Basel
- Rugby Lugano

## The Commune and local officials are involved

*On match nights, the ground lighting is visible from afar. Like a symbol. Behind Avusy RC there is a whole Commune. This is what we find behind the preparation of Avusy's 24 hours of rugby, with the presence in the organizing committee of numerous local politicians. Monique Meyer, the Mayor of Avusy, confirms her support.*



## Avusy's 24 hours of rugby: a major sporting event for our Commune in 2010!

This small Commune of 1,365 inhabitants, including 518 hectares mainly used for agriculture, is extremely proud to host this event which first took place more than twenty years ago.

Divided into three villages and a hamlet, the population of Avusy will without doubt give this event the full importance that it deserves. Indeed, our inhabitants have always shown their commitment to many clubs - there are more than twenty - that are part of our Commune.

Like our population, the authorities

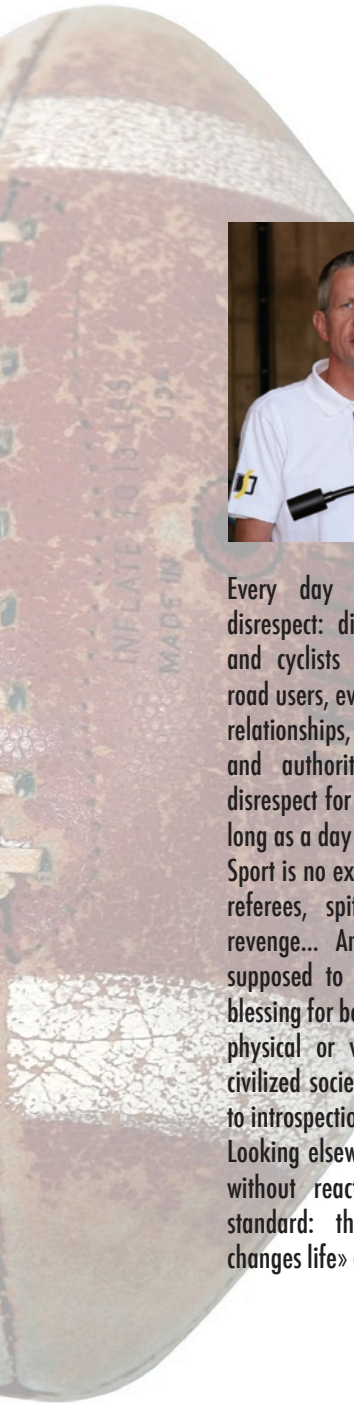
of the Commune of Avusy support this event by making available - amongst other things - an infrastructure adapted to playing rugby. We hope that this gesture shows that it is always possible to create and organize events of magnitude and that even modest countryside clubs are also able to ensure their success.

We wish success to all the organizers, spectators and players.

The party will be great!

Monique Meyer  
Mayor





## Respect, it changes life, sport... and rugby!

Every day there are complaints of disrespect: disrespect between motorists and cyclists from pedestrians or other road users, even disrespect in professional relationships, family, between citizens and authorities, between generations, disrespect for the public good... The list is long as a day without bread.

Sport is no exception to this list: assaulted referees, spitting, fist fights, beatings revenge... And to think that sport is supposed to be a school of life and a blessing for body and mind! These attacks, physical or verbal, are unworthy of a civilized society and should encourage us to introspection, to self-criticism.

Looking elsewhere or simply complaining without reaction, is to disrespect the standard: the campaign «Respect, it changes life» denies this and calls upon all

beings with intelligence - that one even that distinguishes us from other living beings - irrespective of social rank or hierarchy, culture, nationality or religion, to refuse to disrespect and to convince himself that every irrespects made every day, good or bad is not without effects on others.

Friends of rugby, friends of the festival and Avusy's 24 hours of rugby are working together to maintain the image of a sport where respect is the rule, despite the hardness of the contacts, despite the fierce determination of each opponent to win. Let rugby be a high point of mutual respect. Let us be the ambassadors of «sport-respect», of «sport-well being». Let us win without humiliating the Other and let us lose without shame.

André Castella



## SPONSOR 3 BALLS

- Exclusive use of the name of the event, for example: «The Coca Cola 24 hours of Rugby»
- Active participation in press conferences
- The main sponsor is represented and shall delegate one representative.
- Variant of the name and logo on all promotional materials
- Print Ads
- Links on the website
- Posters and leaflets
- Flyers
- Passes
- Official Program
- Radio/TV spots (in agreement with the broadcaster)
- staff clothing
- Advertising Slogans
- Visual Presence on the ground and on TV
- Panels on the ground
- Cup presentation on the podium by hostesses
- Exhibition Stand
- VIP service
- Tickets, good champagne, parking and access passes

All inclusive price  
CHF 50,000.- (VAT 7.6% included)

## SPONSOR 2 BALLS

Variant of the name and logo on some promotional materials

- Print Ads
- Links on the website
- Posters and leaflets
- Flyers
- Passes
- Official Program
- Advertising Slogans
- Visual Presence on the ground and on TV
- Panels on the ground
- Cup presentation on the podium by hostesses
- Exhibition Stand
- VIP service
- Tickets, good champagne, parking and access passes

All inclusive price  
CHF 25,000.- (VAT 7.6% included)

## SPONSOR 1 BALL

Variant of the name and logo on some promotional materials

- Print Ads
- Links on the website
- Posters and leaflets
- Flyers
- Visual Presence on the ground and on TV
- Panels on the ground
- Cup presentation on the podium by hostesses
- Exhibition Stand

All inclusive price  
CHF 10,000.- (VAT 7.6% included)





## PRESS CONFERENCE

### Value added

The launch press conference is a highlight and a privileged opportunity to actively involve sponsors.

## MEDIA ADVERTISING PLAN

### National and International press

- More than a dozen ads in French and French speaking Swiss newspapers
- More than a dozen ads in Swiss and French specialised sports magazines

## PARTNERS

### national and International press

Our media partners will contribute to help strengthen the advertising campaign and media coverage of the event at a regional level.

## DISPLAY CAMPAIGN

- 100 F4 (SGA campaign)
- 1000 Posters 70 x 100 mm
- 1500 A2 Posters
- 2000 A3 posters
- Official Program 5000 ex.
- 50,000 Flyers.

## PARTNERS

### Radio and TV

An intense campaign that will start on 15th August 2010 with:

- 100 spots on Geneva radio stations
- 100 spots on French radio stations
- 100 spots on local and regional TV

## EXHIBITORS/ADVERTISERS

### PARTNER DEAL

- 1 Panel 1.5 x 0.9m
- Classifieds speaker
- 4 VIP bar access
- 4 vouchers for champagne
- 1 parking pass

CHF 2800.- HT

### EXHIBITOR DEAL

- Stand of approximately 10m2
- 2 VIP Bar access
- 2 vouchers for champagne
- 3 exhibitor passes
- 1 parking pass

CHF 1000.- HT

Electricity, insurance, tents and furniture not included.

### PROGRAM DEAL

- Display color (print run of 5000 copies, free distribution)

A4 format

1 page CHF 1,000.- HT

1/2 page CHF 600.- HT

1/4 page CHF 300.- HT

Event promotion



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**Fax : +41.22.756.33.37**

**Composition du Comité:**

- **GARRIGUES Laurent, Président;**
- **FLECK Didier, Vice-président (section animations);**
- **STUDER Alain, Vice-président (section sport);**
- **LUGINBUNL Cathy, Trésorière;**
- **GIRARD Nathalie, Secrétaire;**
- **CASTELLA André, membre du comité ;**

- **CERUTTI Françoise, membre du Comité;**
- **GRU Roberto, membre du Comité;**
- **KUPFERSCHMID Christian, membre du Comité;**
- **PYTHOUD Jean-Marc, membre du Comité;**
- **PYTHOUD Marie-Thérèse, membre du Comité.**