

Rugby World Cup 2021: Trophy Tour Requirements & Guidelines

Rugby World Cup 2021 is coming to New Zealand from 16 September to 18 October and we're getting ready to supercharge the game for women and girls in this country.

As we build up to the official tournament the Rugby World Cup trophy and super star Black Ferns are going on a big New Zealand road trip to a community near you.

This is your opportunity to nominate your school or rugby club and have a chance to be an official location on the Rugby World Cup 2021 trophy tour from May to July 2021.

How does the Trophy Tour nomination process work?

1. Make sure you are familiar with the Trophy Tour guidelines in this document.
2. Nominate your club / school here: www.nzrugby.co.nz/rwc2021
3. New Zealand Rugby will be in touch with you for more information if your club and school is chosen.

Nominating your club / school:

Rugby World Cup 2021 is set to inspire girls and women across the country to get involved in rugby.

We want to know how you will use the Trophy Tour to grow rugby in your school or rugby club.

1. Nominate your club or school 'Women's Rugby Champion' – This person should be the driver of girls' and women's rugby in your school / club.
2. You'll need to provide us with your contact details and the details of the person and club/school you are nominating.
3. Tell us a bit more about why you applied for the Trophy Tour

Examples: Celebrate girls/women in your school or rugby club, growing rugby for women and girls has been an important strategy for your school / club, your club is celebrating a milestone (e.g. 100 years), allow your students or club members to connect with Rugby World Cup 2021.

4. Tell us how you plan on celebrating the Trophy Tour coming to your school / club

Examples: A special women/girls activity day, a young female leadership workshop, give-rugby-a go day at your club / school or a celebration of volunteers who have dedicated their time to growing rugby for women and girls etc.

What your Trophy Tour visit will need to have:

- **Wet Weather Option:** If your event is outside at a rugby ground or school field then you'll need to factor in a wet-weather option. Examples could be a rugby clubroom, school hall or a community centre.

What to expect when the Rugby World Cup trophy attends your venue:

- Photo and autograph opportunities with current and former Black Ferns and the trophy.
- Promotional material in advance to advertise the visit locally and on social media.
- Information about the tournament.
- Your rugby club / school will feature on the official Rugby World Cup 2021 Trophy Tour calendar.
- The trophy will attend your event on a plinth and with a background.
- Promotional material and give-aways.
- Opportunities to win tickets to the tournament.

Commercial Requirements:

- The Rugby World Cup 2021 logo should only be used to promote a Trophy Tour event at your club/school. Please ensure that if the logo is used, it is not used in a way that could inadvertently link a sponsor with the Tournament.
- The Trophy Tour is an official part of Rugby World Cup 2021 and therefore there should be no sponsor / commercial opportunities outside of those approved by tournament organisers.
- You will need to ensure that everybody involved in the event approves their image being used for promotional purposes by New Zealand Rugby.

More Information:

For more information on the Rugby World Cup 2021 Trophy Tour contact trophytour2021@nzrugby.co.nz