



Hamilton Wild Dogs 2026 Sponsorship Proposal



ONE TEAM

The Wild Dogs

The Hamilton Wild Dogs are a rugby team that embodies the values of brotherhood, camaraderie, and positive impact on their community. Formed in 2016, the team has evolved from a group of social players into a competitive force driven by their shared passion for the sport and their commitment to mentorship, mental health advocacy, and uplifting the people around them.

About the Wild Dogs

Formed in 2016

Formed in 2016 as a mix of social players

Evolved into a Competitive Team

Evolved into a competitive team driven by brotherhood and pride

Mix of Older and Younger Players

Now a mix of older players and young talent

Unique Mentorship Culture

They offer a unique mentorship culture within a competitive rugby setup



Our Legacy

As part of Hamilton RFC, the oldest rugby club in SA, the team is proud of a legacy that has produced WP and Bok players. The juniors program helps kids from disadvantaged areas access structured rugby and support. Wild Dogs embrace and build on this foundation.

Vision & Mission

Win the league and Rebel Cup

Our 2026 goal is to win the league and Rebel Cup, demonstrating our competitive spirit and dedication to the sport.

Grow team visibility

We aim to increase the visibility of our team and the Hamilton Wild Dogs brand through various marketing and promotional efforts.

Champion mental health

Promoting mental health and well-being is a core part of our mission, as we strive to create a supportive environment for our players and the broader community.

Promote leadership, camaraderie, and positive masculinity

Through our competitive rugby setup and mentorship culture, we aim to foster leadership skills, strengthen camaraderie, and promote positive masculinity among our players.

Why Sponsorship Matters

The Hamilton Wild Dogs are more than just a rugby team — we're a brotherhood built on grit, mentorship, and a deep love for the game. But unlike many teams with institutional backing, **we fund ourselves**. Every training session, every match, and every bit of growth we've achieved so far has been made possible through our own effort and the goodwill of those who believe in our purpose. As a Reserve League side, we fall outside of the traditional senior structures — which means **no official funding**. Every rand goes toward keeping our dream alive. And right now, we're at a point where **your sponsorship could truly change the game for us**.

- **Training Camps**

Focused sessions that elevate our gameplay and build team cohesion

- **Rugby Balls & Equipment**

The essentials that keep practices running

- **Player Bags & Jackets**

So players can travel proudly and represent the team

- **Bus Transport**

Critical for Friday night away games, ensuring safe and organized travel

- **Training & Warm up Kits**

Matching gear that builds identity and unity

- **Media Tools & Licensing**

For creating the high-quality social content that connects us to our growing community

We aren't asking for sponsorship as a transaction. We're asking for belief.

Every contribution, no matter how big or small, helps us carry on the mission. In return, we'll proudly carry your name with us — on our backs, across our socials, and in front of our growing supporter base.

What Sponsors Receive

Brand Exposure

Regular brand exposure via Instagram (5,000+ account reach, 14,000+ video views monthly)

Product Placement

Opportunity for product placement in social media posts and videos

Logo Visibility

Placement of sponsor logo on team content and social media

Social Amplification

Sponsors' posts and activations shared across the team's social channels

Team Event Campaigns

Players to be part of Ad campaigns. Use the team for Ads, such as Rugby boys packing shelves, doing deliveries, etc...

Sponsor Logo Placement



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Our Reach & Influence

Instagram & TikTok Reach

5,000+ accounts reached monthly
@hammieswilddogs

Reel Views

14,000+ reel views monthly

Award-Winning Content

Helped the club win the KFM award through social impact

In-House Media Team

Players include marketing and content creators who handle all media

Hamilton Wild Dogs – 2025 Sponsorship Proposal

Supporting the Wild Dogs means backing mental health advocacy, youth development, and rugby culture. By partnering with the team, sponsors can help shape young lives, build strong men, and support the community through sport. The Wild Dogs' commitment to making a positive impact aligns with the values of sponsors who prioritize social responsibility over purely commercial goals.



Join "The Pack."

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Thank you for considering partnering with us to build something meaningful.

