

# Join the excitement of this year's Rugby World Cup

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With the Rugby World Cup coming up this spring and South Africa being a rugby mad country, brand sponsors are already in planning mode, but what can you do as a non-sponsor to leverage this opportunity?



*Image credit: TheSouthAfrican.com*

Here at TLC we've shortlisted our four top tips on how to get involved:

- Reward the biggest rugby fans with tickets to local games and rugby events
- Give all of your customers the chance to look the part with personalised rugby balls and vintage rugby shirts
- Bring the pitch to them with free inflatable rugby posts
- Throw your customers a party with free braai kit for all the family to celebrate

Here at TLC we understand how to create the perfect reward campaign. All of these rewards can provide a link to the Rugby excitement for your brand, get in touch today to find out how.

TLC Marketing has over 20 years of experience in delivering successful campaigns ranging from loyalty platforms to added value consumer incentives by using intelligence from 17 international offices as part of the TLC Marketing Worldwide Group.

For more information, please visit [www.tlcmarketing.com](http://www.tlcmarketing.com).

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