



SPONSORSHIP OPPORTUNITIES



WHO WE ARE

BC Rugby was first established in 1889 in New Westminster and remains one of the oldest and most historic sports organisations in Canada.

Today, as a non-profit provincial sports organisation, we continue to grow, manage, and develop the sport of Rugby in British Columbia through year-round senior and junior programming, leagues and events, and Provincial Representative Teams known as the BC Bears.

Our vision is simply **to become the safest, most vibrant and inclusive Rugby community.**



WHY RUGBY?

Rugby is the sport where **everyone is welcome**.

- A sport for all ages, genders, body types and backgrounds - there is a place for everyone on the pitch.
- Inclusive with core values of respect, integrity and world-famous camaraderie - focuses on teamwork and family.
- Empowers young athletes who might not be selected in other sports - boosts confidence through shared experiences and opens academic doors through scholarships.
- A truly global sport that creates lifelong bonds and friendships.

ABOUT OUR AUDIENCE

OUR MEMBERSHIP

8,000 

Registered Members

65 

Organisations



Senior Members
(72% male, 28% female)



Members age 13-18
(63% male, 37% female)



Members aged 12 or below
(77% male, 23% female)

357 

Members registered
as a Coach

157 

Members registered
as an Official

- **BC Rugby** is a Member-based organisation with over 8,000 passionate individual Members and 65 Affiliate Members (Clubs/Regions).
- 66% male, 34% female
- Age range: 3-84 years old
- 11% of Members identify as Indigenous
- 43 Clubs based in Lower Mainland region, 20 Clubs in the North/Interior/Yukon, 1 Club in USA



DIGITAL AUDIENCE

BC Rugby has a loyal and engaged audience on Facebook, Instagram, X (Twitter), LinkedIn and YouTube with users actively sharing our content.

We have an email database of over 12,000 contacts, with our emails typically receiving a 45% open rate and 10% click-through rate.

Together, we can leverage your brand to new audiences through targeted email campaigns and exclusive content.

24,000

Followers

2.2M

Profile Reach

5.4M

Impressions

4.3M

User Reach





DIGITAL AUDIENCE

BC Rugby is the second most-followed Provincial Sports Organisation in British Columbia and has seen:

- Social media following doubled in three years (all organic)
- Average 30,000 website views per month
- Over 6.5 million profile impressions since January 2022 with an average engagement rate of 10%
- Facebook and Instagram as our most engaged platforms (18,500 followers):
 - 60% male, 40% female
 - Facebook: 25-54 age range most engaged
 - Instagram: 18-44 age range most engaged
- Growing merchandise sales among fans with fresh, bold look!

Need more data? Tell us what you're looking for and we will be happy to put a report together.

OPPORTUNITIES WITH **BC RUGBY**



BC RUGBY EVENT SPONSOR OPPORTUNITIES

Opportunities Available	Silver	Gold	Platinum	Diamond
1 Year Commitment Cash Contribution	\$ 1,500.00	\$ 5,000.00	\$ 10,000.00	\$ 30,000.00
3 Year Commitment Cash Contribution	\$ 1,350.00	\$ 4,500.00	\$ 9,000.00	\$ 27,000.00
Spots Available	6	4	3	1
Name Sponsor	✓			
Logo Sponsor		✓	✓	✓
Presenting Rights for Event				✓
Pre-Event	Silver	Gold	Platinum	Diamond
Inclusion in Tournament Announcement Email (3)	✓	✓	✓	✓
Inclusion in Tournament Announcement Social Media (3)		✓	✓	✓
Inclusion in Tournament Package (2)		✓	✓	✓
Social Media Post Mention			✓	✓
During Event	Silver	Gold	Platinum	Diamond
PA Announcer Callout		✓	✓	✓
Signage at Event		✓	✓	✓
Event Activation Space			✓	✓
Post-Event	Silver	Gold	Platinum	Diamond
Post-Event Email & Social Media Post	✓	✓	✓	✓

Gold-Diamond Customized Add-ons	Gold	Platinum	Diamond
Livestream Presentation (Per Day)	\$		2,000.00
Medical Therapist Sponsor (Per Day) - Therapist Shirts	\$		2,500.00
Officiating Sponsor (Per Day) - Officiating Jerseys	\$		3,000.00



CUSTOM OPPORTUNITIES

BC Rugby **VALUES** your support. In return for your investment and commitment to growing Rugby throughout BC, we will create a custom package for you designed to help achieve your goals. This can include:

- Naming Opportunities (including title sponsorship)
- On-site activations at BC Rugby Events and Experiential Marketing
- Brand Recognition (digital and physical)
- VIP & Hospitality Opportunities
- Sampling and Product Placement at events/in content
- Collaborating on social campaigns (such as BC Bears teams wearing sustainable, green-friendly kits)

Tell us about your goals and we can build something just for you and your budget.



SUPPORT OUR EVENTS

BC Rugby Events are held throughout the year and attract thousands of athletes, spectators, and volunteers. Our events include:

- **Vancouver Sevens Invitational:** Junior Rugby 7s tournament held in the week leading up to the HSBC SVNS Vancouver, attracting over 1000 spectators.
- **BC Rugby Club Finals:** Senior and Junior Club Finals held in May and December, respectively. Featuring eight finals in one day, our Senior Club Finals are fiercely competitive with over 2000 passionate fans in attendance.
- **PRL/PRCs:** The Provincial Regional Leagues and Provincial Regional Championships is our biggest junior event and sees 1000 athletes represent their regions with pride. Held over four weeks culminating with a two-day Championship event, this pathway is integral to our BC Bears selections and attracts 1000s of fans to watch the action.
- **Saratoga Cup:** Showcases the passion and commitment of our Northern and Interior Members as our most remote Clubs battle for Provincial bragging rights!
- **Kamloops 7s:** The second largest junior Rugby 7s tournament in North America welcomes 120+ teams from across Canada and the United States in a fun yet competitive festival environment.
- **Hall of Fame & Awards:** Our annual celebration that sees friends and foes come together in festivity and celebrate Rugby in style!



SUPPORT OUR LEAGUES

BC Rugby Leagues are the bread and butter of our community. From August to August each year, our Club Teams battle it out across 10 Senior Divisions and 12 Junior Divisions - with all roads leading to the BC Rugby Club Finals and Saratoga Cup!

- **BC Rugby Senior Club Leagues:** Featuring seven Men's and Women's Divisions across the Lower Mainland and Vancouver Island, our BC Rugby Senior Club Leagues take place over 16 weekends from August to May. Things begin to heat up in April with Divisional Playoffs, as Clubs aim to make the BC Rugby Senior Club Finals and lift silverware!
- **BC Rugby Age-Grade Leagues:** Our Junior Club Leagues typically run from September to December, beginning with Rugby 7s before switching to Rugby XVs. Featuring 12 Boys and Girls Divisions across U14, U16 and U18 age groups, Club teams compete to clinch their spot at the season-ending Age-Grade Club Finals in December!
- **BC Rugby Northern/Interior Leagues:** Featuring three Senior Men's and Women's Leagues across the Kootenay, Okanagan and Northern Regions, our Interior leagues see Clubs travel over 8 hours to play matches - a true display of our community's dedication and commitment.



SUPPORT BC BEARS PROGRAMS

Beware The Bear! Our Provincial Representative Teams, the BC Bears, sees over 250 junior and senior athletes represent our province in national and international competition each year.

BC has a rich history of representative Rugby. Through the years, our Provincial Teams have hosted some of World Rugby's biggest names, and many BC Bears athletes have gone on to represent Canada's National Teams.

Our Bears are fiercely supported by the community as they compete in tournaments based in BC, Canada, United States, and New Zealand throughout the year.

BC Bears Programs:

- U16 Girls 7s and U18 Girls and Boys 7s
- U16, U18 and U19 Boys and Girls XV's
- Senior Women's and Senior Men's Programs



SUPPORT SAFESPORT

Safety is one of BC Rugby's Core Values.

By supporting our **BC Rugby Postpads Initiative**, you will directly contribute to helping provide safe places for our community to play Rugby.

This opportunity will not only help replenish vital safety equipment with new, professionally-branded post pads for use in Leagues and Events, but it will also showcase your brand directly where the action happens.

You can't get closer to the pitch than that without dusting off your cleats!





LET'S CONNECT!

**WE'RE EXCITED TO HEAR ABOUT YOUR GOALS
AND HOW WE CAN HELP ACHIEVE THEM.**

Get in touch and let's talk about ways that we can work together:

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