
BC RUGBY
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RUGBY

WHO WE ARE

First established in 1889, BC Rugby is one of the oldest and most historic sports organizations in Canada.

Today, as a non-profit organization, we continue to grow, manage and develop Rugby from Mini Rugby to future National Team athletes.

With 65 Clubs, 10,000 Members and a rapidly growing community, we're building the safest, most vibrant, and inclusive Rugby community.



WHY BC RUGBY

A partnership with BC Rugby is more than a sponsorship - it's an investment in youth development, diversity and community health.

Our sport embodies teamwork, resilience and respect, aligning perfectly with forward-thinking brands. Played in 130 countries by over 9 million people, Rugby is a truly global sport that creates lifelong bonds and friendships.

Show your commitment. Share our values. Grow with our community.



OUR REACH

With 10,000 passionate junior and senior members across 65 Member Clubs, BC Rugby can help elevate your brand within a loyal and engaged community.

40,000
Digital Followers

10,000
BC Rugby Members

65+
Organizations

20M+
Digital Impressions

10M+
Users reached

80,000
Livestream Views



*Digital analytics from 2026 calendar year

OUR COMMUNITY

Rugby is for EVERYONE - all ages, genders, and body types.

Rooted by our core values of Safety, Integrity, Respect and Inclusion, Rugby empowers athletes and builds confidence.

With strong participation in youth and grassroots Rugby, our fastest growing programs are in girls and women's rugby.



OPPORTUNITIES

We offer Sponsorship Packages across:

- BC Bears (High-Performance)
- BC Rugby Events (Flagship Tournaments)
- BC Rugby Leagues (Community Backbone)
- Physical Branding (Field, Kit & Equipment Visibility)
- Digital Media (Year-Round Engagement)

Every package can be customised to help achieve your goals.



BC BEARS

The pride of BC and fiercely supported in our community - our BC Bears XVs & 7s Teams compete nationally and internationally:

- Pathway from U15-Senior
- 200+ athletes each season
- U19 XVs - National Competition
- U17 XVs - O'Neills Challenge Cup vs. Ontario
- U15 XVs - Build A Bear Camps
- 4M+ digital impressions in 2026

PACKAGES START FROM $5,000



OUR EVENTS

Our Flagship Events attract thousands of fans and massive digital reach:

- Vancouver Sevens Invitational
- BC Rugby Senior & Age-Grade Club Finals
- Provincial Regional Championships
- Kamloops 7s (largest junior 7s event in Canada)
- Saratoga Cup
- BC Rugby Hall of Fame Gala

PACKAGES START FROM $2,000



OUR EVENTS

EVENT	ATTENDANCE	REACH	IMPRESSIONS
VANCOUVER SEVENS INVITATIONAL (MARCH)	1,500	200,000	500,000
SENIOR CLUB FINALS (MAY)	2,500	250,000	600,000
PROVINCIAL REGIONAL CHAMPIONSHIPS (JULY)	1,500	300,000	750,000
SARATOGA CUP (AUGUST)	500-1,000	60,000	80,000
KAMLOOPS 7S (SEPTEMBER)	3,000	450,000	850,000
AGE-GRADE CLUB FINALS (DECEMBER)	500	150,000	200,000
HALL OF FAME DINNER (DEC/JAN)	250	50,000	50,000

OUR LEAGUES

Featuring 60+ Senior and Junior teams throughout BC, our Club Leagues are the backbone of our community.

Naming rights and opportunities include:

- BC Rugby Senior Club Leagues (Sept.-May)
- BC Rugby Age-Grade Club Leagues (Sept.-Dec)
- BC Rugby North/Interior Leagues (Summer)
- BC Rugby Regional Competitions (Men and Women)

PACKAGES START FROM $1,000



PHYSICAL PACKAGES

Put your brand at the heart of the action with opportunities in:

- Field branding & post pads
- Playing Kit, Staff Kit and Merchandise
- Branded Balls & Equipment
- On-site activations at BC Rugby Events

Your brand doesn't just sponsor Rugby - it becomes part of the game-day experience.

PACKAGES START FROM $1,000

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DIGITAL PACKAGES

Reach fans year-round through our fast-growing digital channels:

- Branded social campaigns
- Livestream overlays & broadcast mentions
- Website, newsletter and email ads

Your brand will be seen - and remembered.

PACKAGES START FROM $500



CONTACT US

Ready to join the game? Let's start the conversation and connect your brand with our community!

CONTACT:
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