RUGBY LEAGUE BRITISH COLUMBIA

2027 Sponsorship Opportunities

Supporting youth. Growing community sport. Building the future of rugby league in British Columbia.





THE RLBC IS GOVERNED BY THE CANADA RUGBY LEAGUE ASSOCIATION

INTERNATIONAL RUGBY LEAGUE

CANADA RUGBY LEAGUE CANADA RUGBY A XIII

WHY PARTNER WITH RLBC

Rugby League BC offers brands a unique opportunity to connect with a growing community of athletes, families, and fans across British Columbia.

As a volunteer-driven non-profit, we are committed to using sport to create positive pathways for youth, promote health and inclusion, and grow the game at all levels.

By partnering with RLBC, your brand becomes part of a movement focused on community impact, opportunity, and growth.

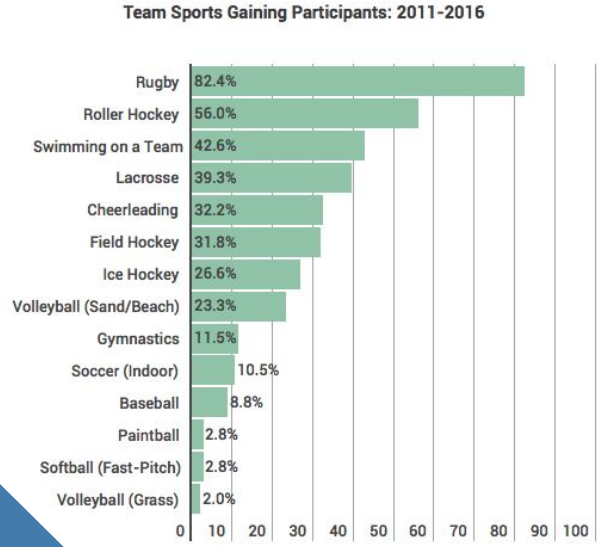


A GROWING SPORT IN NORTH AMERICA

Rugby participation across North America continues to grow, with millions of players involved at youth, school, and amateur levels.

As interest in traditional sports shifts, rugby league is emerging as an exciting, fast-paced alternative attracting new players and fans each year.

This growth creates a valuable opportunity for brands to align early with a rising sport and expanding audience.



ABOUT RUGBY LEAGUE BRITISH COLUMBIA

Founded in 2011, Rugby League British Columbia (RLBC) is the premier domestic rugby league competition in Canada, operating under Canada Rugby League.

As a non-profit organisation, RLBC is dedicated to growing the sport and creating opportunities for athletes across the province.

The 2023 season featured 5 teams and over 200 players, with continued growth expected each year.

The season runs from June through August, featuring regular competition and showcase events such as the RLBC 9s tournament.



THE RLBC IS THE LARGEST RUGBY LEAGUE COMPETITION IN CANADA.

AUDIENCE & REACH

RLBC continues to grow its digital and community presence, providing valuable exposure for partners.

Digital Reach:

- 10K + Instagram followers
- 6,000+ Facebook likes
- 400+ X followers
- 180 YouTube subscribers

Video Engagement:

- 250–280 views per game (2022 livestreams)
- 1,600+ total views across RLBC 9s tournament

Community Impact:

- 250+ active players
- Growing audience of families, supporters, and local communities



THE OPPORTUNITY - THE RLBC

Rugby League British Columbia also have partnership opportunities for in-kind sponsors.
If interested, please contact **richard.marshall@rugbyleaguebc.ca**

$250 Match Day Sponsor (x7 available)

- Promotion on match day social media
- Acknowledgement during match day streams & recordings
- Choose and Award the Man of the Match

$750 Bronze Package (Referee Sponsor)

- Referee jersey/kit sponsor
- Brand acknowledgement on the website
- Paid Promotion on all RLBC social media
- Acknowledgement during match day streams & recordings

$1,500 Silver Package

- Brand acknowledgement on the website
- Paid Promotion on all RLBC social media
- Acknowledgement during match day streams & recordings
- 2 x Field Boards during games

$7,500 Gold Package (x1 Available per season)

- Brand acknowledgement on the website
- Paid Promotion on all RLBC social media
- Acknowledgement during match day streams & recordings
- 2 x Field Boards during games
- Acknowledgement on RLBC Premier Winners T-shirt
- League Title Sponsor
- Rep team jersey/kit sponsor

Custom activations available. We have an extremely creative team. Please contact us directly.

RLBC 9's TOURNAMENT

The RLBC 9s Tournament is one of the premier rugby league events in British Columbia, bringing together teams from across the province for a fast-paced, high-energy competition.

Running since 2013, the tournament features:

- 8 Men's teams
- 2–4 Women's teams
- A full day of games, spectators, and community engagement

This event provides an exciting platform for brands to connect with players, fans, and the wider rugby community in a dynamic and engaging environment.

9s Tournament Sponsorship Opportunity

$1,500 Tournament Title Sponsor

- Brand recognition as the official 9s Tournament Partner
- Logo featured on the RLBC website
- Paid promotion across all RLBC social media channels
- Brand mentions during live streams and recorded matches
- Opportunity to present player awards and trophies

Additional Opportunities

Rugby League British Columbia also offers partnership opportunities for in-kind sponsors.
For sponsorship enquiries, please contact: **richard.marshall@rugbyleaguebc.ca**



PROVINCIAL TEAMS

(Games TBD)

In addition to the regular season, RLBC operates two provincial representative teams: the BC Storm (women's) and the BC Bulldogs (men's).
These teams compete in the annual ***Province of Origin*** match against Alberta, along with additional fixtures throughout the year.
The provincial program serves as a pathway to the Canadian national teams, with British Columbia consistently producing a strong number of athletes at both the men's and women's levels.



Platinum Partner – $1,000

Ideal for brands seeking strong visibility and engagement within the rugby league community.

- Brand recognition on the RLBC website
- Paid promotion across all RLBC social media platforms
- Acknowledgement during match day live streams and recorded games
- Two field-side advertising boards during games
- Brand logo placement on team apparel (shorts, sleeve, or back)

Diamond Partner – $5,000 *Exclusive – One per team*

Ideal for brands seeking premium visibility and long-term association with RLBC and its provincial programs.

- Brand recognition on the RLBC website
- Paid promotion across all RLBC social media platforms
- Acknowledgement during match day live streams and recorded games
- Two field-side advertising boards during games
- Opportunity to present the **Player of the Match** award
- **Official BC Bulldogs Team Kit Sponsor** (logo featured on team apparel)
- Two-year partnership agreement



RLBC TWO YEAR COMPREHENSIVE PACKAGE - $15,000

The two year comprehensive package includes all the benefits included in all other packages. It requires a two year commitment and the RLBC would welcome input on new ways to promote your brand. This package includes:

9's Sponsorship

- 9's Tournament Title Sponsor
- Brand acknowledgement on the website
- Award the players of the Tournament and Trophies

Referee Sponsorship

- Referee jersey/kit sponsor
- Paid Promotion on all RLBC social media
- Acknowledgement during match day streams & recordings

Provincial Teams Sponsorship

- Brand acknowledgement on the website
- Paid Promotion on all RLBC social media
- Acknowledgement during match day streams & recordings
- Two Field Boards during games
- Choose and Award the Man of the Match
- BC Bulldogs Kit Sponsor
- BC Storm Kit Sponsor

Regular Season/Finals Sponsorship

- Brand acknowledgement on the website
- Paid Promotion on all RLBC social media
- Acknowledgement during match day streams & recordings
- 2 x Field Boards during games
- Acknowledgement on RLBC Premier Winners T-shirt
- League Title Sponsor

RLBC
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BRITISH COLUMBIA



CONTACT US

Richard Marshall

+1 604 445 8469

richard.marshall@rugbyleaguebc.ca

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