



COMMERCIAL PARTNERSHIPS

2026 MAJOR LEAGUE RUGBY



**“AMERICANS ARE RUGBY FANS ...
THEY JUST DON'T KNOW IT YET.”**

NIC BENSON
MLR CEO



MAJOR LEAGUE
RUGBY

DRIVING RUGBY'S GROWTH IN AMERICA

We are the leaders of professional rugby in the United States – the fastest-growing rugby league in North America, building the sport from the ground up with passion, innovation, and unwavering commitment to our players, community, and partners.

Entering our 9th season, we operate a full-contact, 80-minute professional rugby competition from April to June featuring teams across major markets, broadcasting games nationally on ESPN networks and over 130+ nations worldwide.

NATIONAL REACH

6

TEAMS IN
MAJOR
MARKETS
ACROSS
THE U.S.

6-10

ADDITIONAL MARKETS IDENTIFIED
FOR GROWTH



PART OF A GLOBAL PHENOMENON

RUGBY'S WORLDWIDE REACH



GLOBAL MOVEMENT

Rugby is a global movement comprising **500+ million fans** and **8.4+ million active players** across 133 national member federations



AMERICAN RUGBY AWAKENING

Positioned at the forefront of rugby's explosive U.S. growth, with **45 million Americans** expressing interest in the sport and the U.S. set to host both the 2031 Men's and 2033 Women's Rugby World Cups

2031 MEN'S RUGBY WORLD CUP & 2033 WOMEN'S RUGBY WORLD CUP

THE IMPACT OF THE RUGBY WORLD CUP

WORLD CUP FANS

4.1M

FANS
EXPECTED
ACROSS
TOURNAMENTS

240K+

INTERNATIONAL
VISITORS FROM
RECENT WORLD
CUPS

757M

CUMULATIVE
INDIVIDUAL VIEWERS
IN 2019



*3RD MOST POPULAR
SPORTING EVENT
WORLDWIDE*

*\$1.36B IN ECONOMIC
IMPACT*

Sources: United by Rugby / USA Rugby Reports 2022



DELIVERING RUGBY TO THE U.S.

ENTERING ITS 9TH SEASON IN 2026, MAJOR LEAGUE RUGBY (MLR) WAS ESTABLISHED BY PASSION FOR THE GAME WITH THE MISSION OF DRIVING AMERICAN RUGBY TO THE HIGHEST LEVEL



RUGBY
WORLD CUP

2031 & 2033 RUGBY WORLD
CUP HOSTS

100K+

ACTIVE RUGBY PLAYERS IN THE
U.S. AND CANADA

45M

AMERICANS INTERESTED
IN RUGBY



2025 GROWTH

SOCIAL

29.9%

YoY IMPRESSIONS
GROWTH

66.7%

YoY VIDEO VIEWS
GROWTH

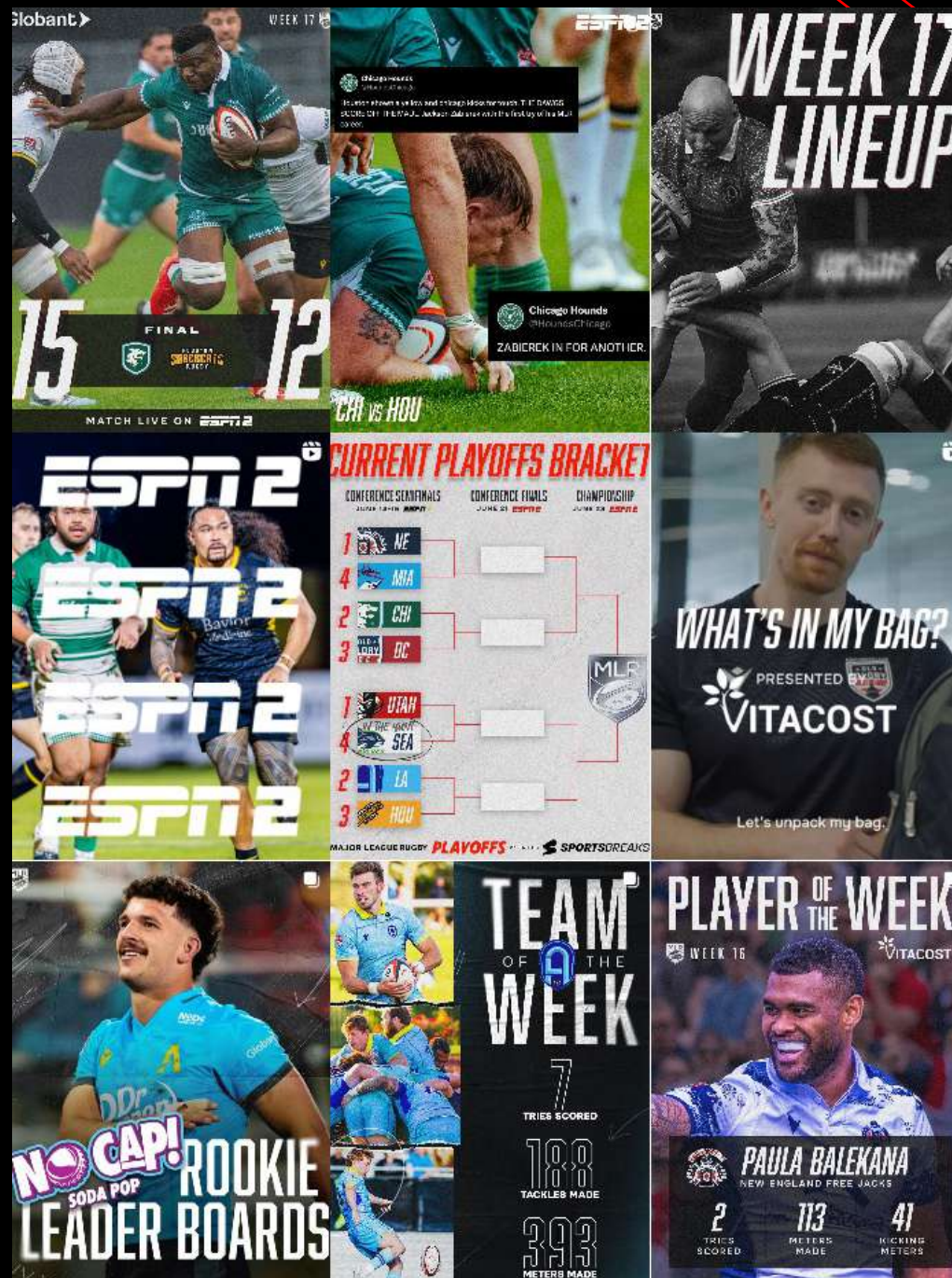
15%

TEAM & LEAGUE AUDIENCE
GROWTH (FB, X, IG, TT)

12%

LEAGUE AUDIENCE GROWTH
(FB, X, IG, TT, YT)

Sources: Relo Metrics 2025 Data



2025 GROWTH

BROADCAST

2.55M

TOTAL VIEWERSHIP

258%

**YOY STREAMING
VIEWERSHIP GROWTH**

104%

**YOY REGIONAL BROADCAST
VIEWERSHIP GROWTH**



National coverage across ESPN, ESPN+, and ESPN2 brings professional rugby to mainstream American sports audiences

ESPN **ESPN+** **ESPN2**

Forbes

2025 GROWTH

MLR's plan to become one of the top five rugby leagues in the world

MEDIA & PR

SPORTS BUSINESS JOURNAL

GILBERT

39 Spine (m)

What Kind Of Impact Rugby Star Louis Rees-Zammit Can Make

SPORTS > BUSINESS > SPORTSMONEY

What Kind Of Impact Rugby Star Louis Rees-Zammit Can Make On Chiefs

22 00 TO

REACH

7.9% YoY MEDIA REACH GROWTH

 Major League Rugby Championship Marshmello

7.9% YoY MEDIA REACH GROWTH

 Major League Rugby Championship Marshmello

218

**CHARLOTTE
BUSINESS JOURNAL**

100% YoY P
COVE
GROW

League Rugby's Vision for American

LAYOFF RAGE

WITH

With rugby and as it moves here to the US, I see more and more brands start to get invol

Sources: Trestle PR 2025 Data

LEAGUES AND GOVERNING BODIES

Vitas Carosella contributes to *Vitas* Carosella writes sports and society with a focus on fitness.



FREE JACKS 28, SABERCATS 22

The Free Jacks never trailed Saturday, delighting the announced crowd of 5,702 at Pawtucket's Centreville Bank Stadium.

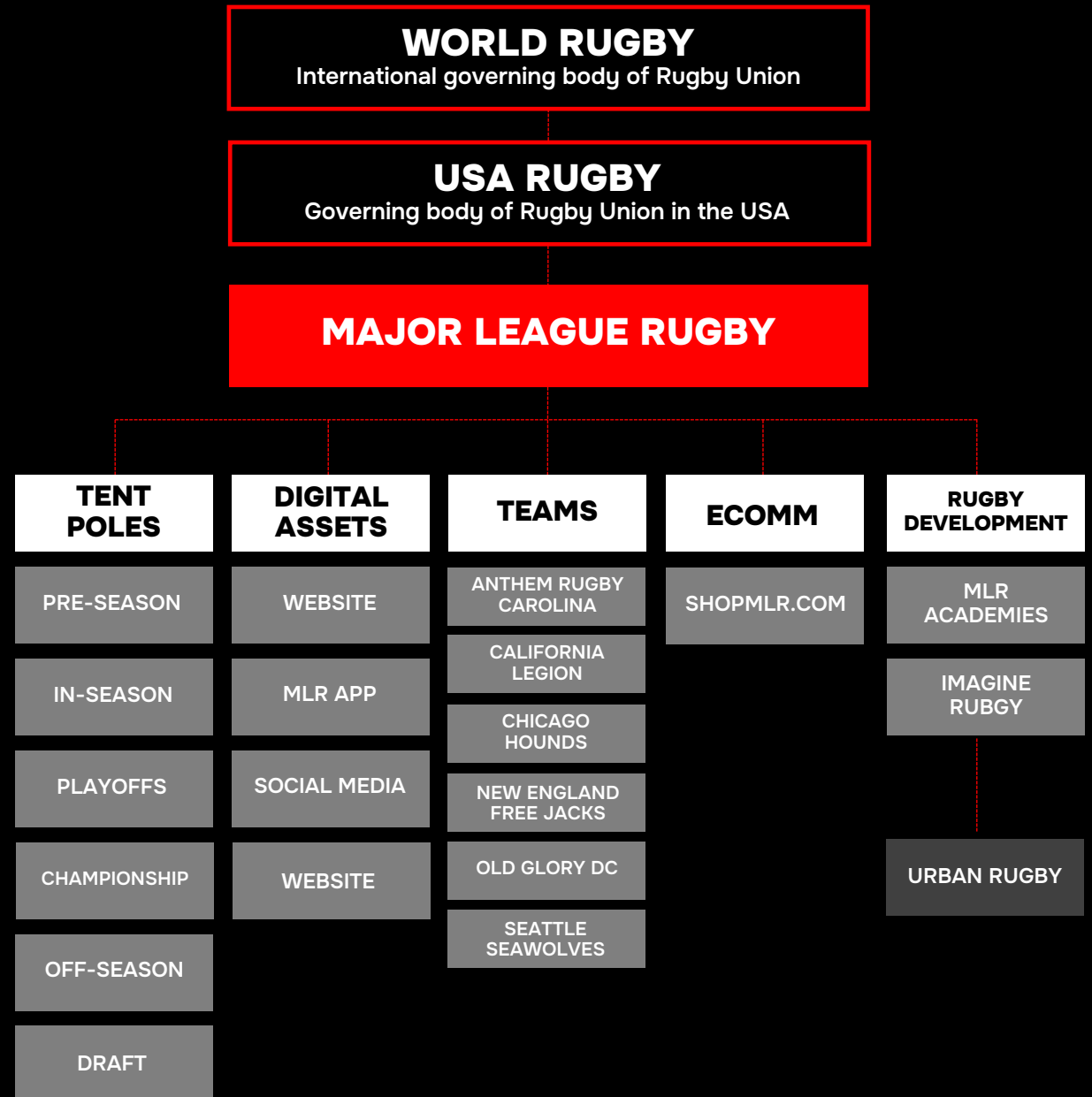
This Eastern Conference Finals match was an instant classic.

AE The Chicago Hawks are the centerpiece of a sports documentary on *AE*.

1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 26

OUR ECOSYSTEM

Major League Rugby is officially sanctioned by USA Rugby, which is a membership nation of World Rugby.





BUILDING TOMORROW'S RUGBY NATION

**A THREE-TIER SUSTAINABLE YOUTH
DEVELOPMENT STRATEGY**

IMAGINE RUGBY

Flag rugby implementation in junior high schools through stand-alone non-profit with 100+ volunteers - creates entry point and builds future fan base

URBAN RUGBY

Community programming in underserved markets that removes barriers to participation while providing tutoring, transportation, and leadership development

ACADEMY DEVELOPMENT

High-performance pathway with professional coaching standards that creates direct pipeline from youth programs to MLR rosters and USA Rugby national teams

MLR'S CULTURE

RUGBY VALUES THAT RESONATE WITH MODERN CONSUMERS



RUGBY VALUES

Rugby embodies **respect, integrity, passion, and community** - the core values today's consumers seek in brands. Our sport celebrates authentic teamwork and genuine human connection

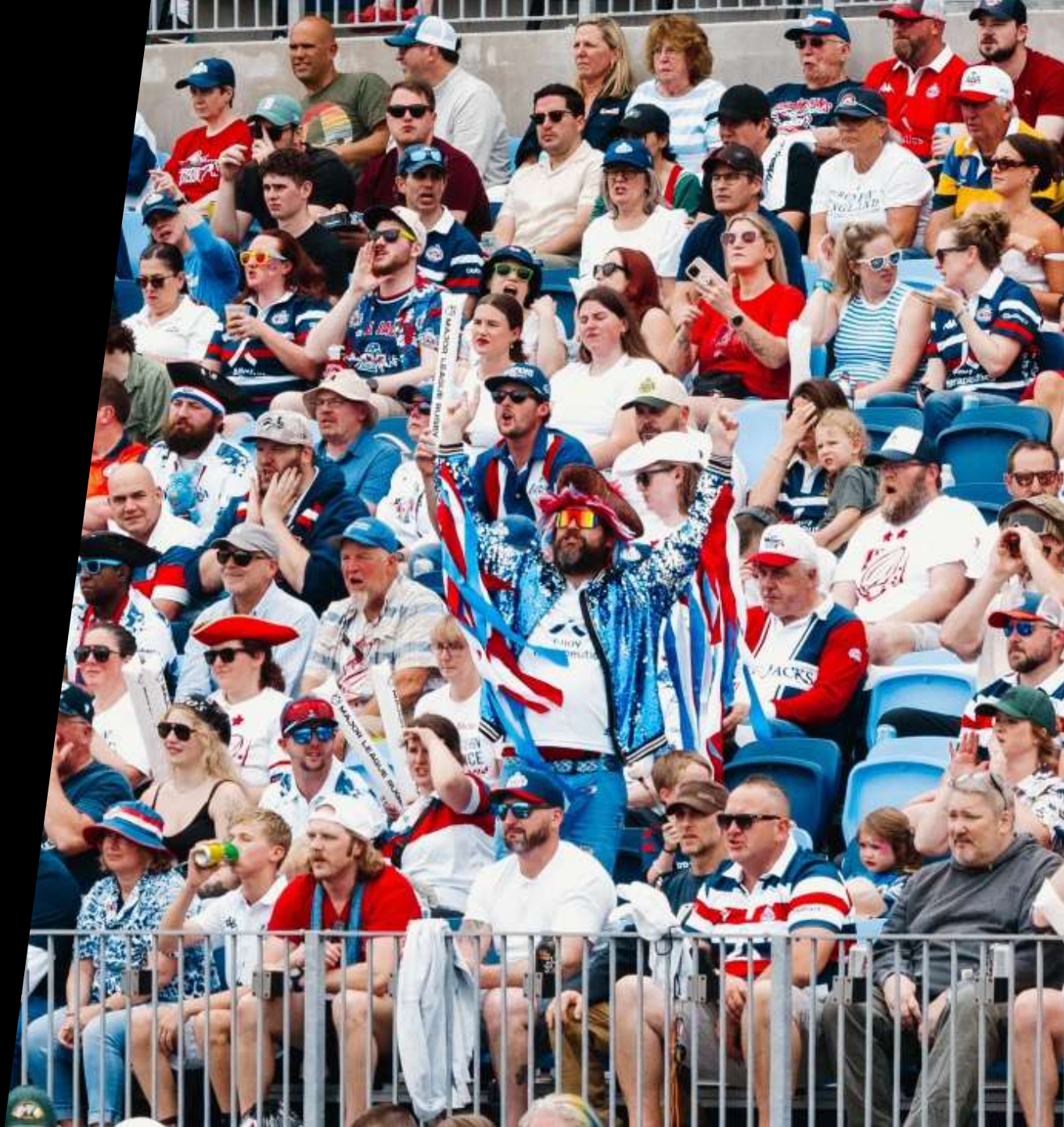


BRAND ALIGNMENT

MLR attracts educated, affluent fans who value authentic experiences over superficial marketing, creating deeper brand loyalty than traditional sports partnerships

PARTNERSHIP ADVANTAGE

THE MLR DIFFERENCE



PREMIUM DEMOGRAPHICS

GENDER



MALE
56%



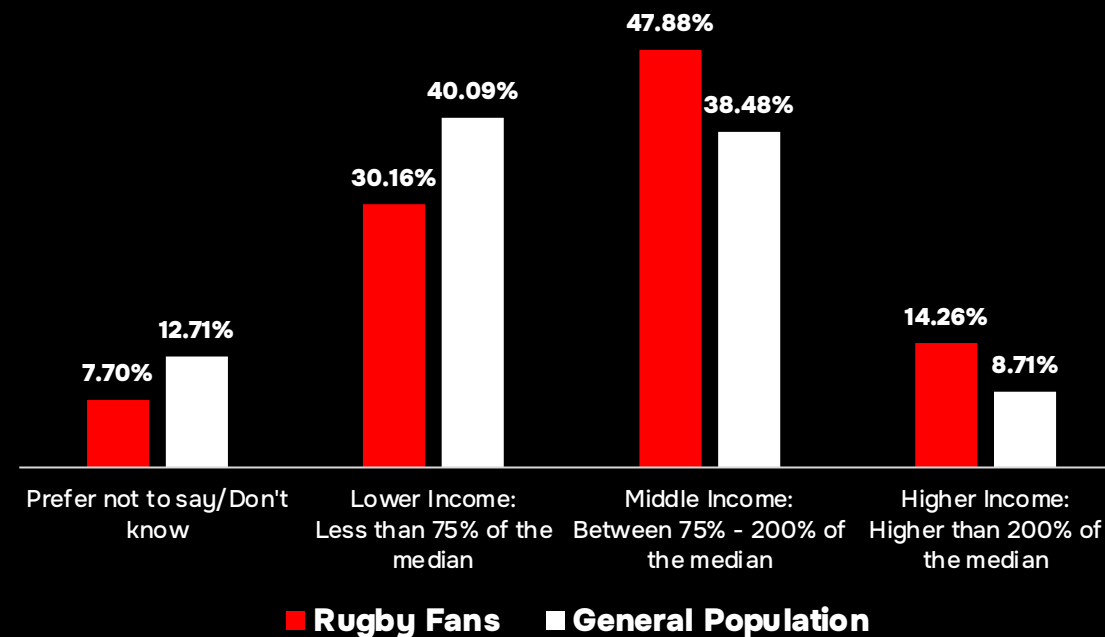
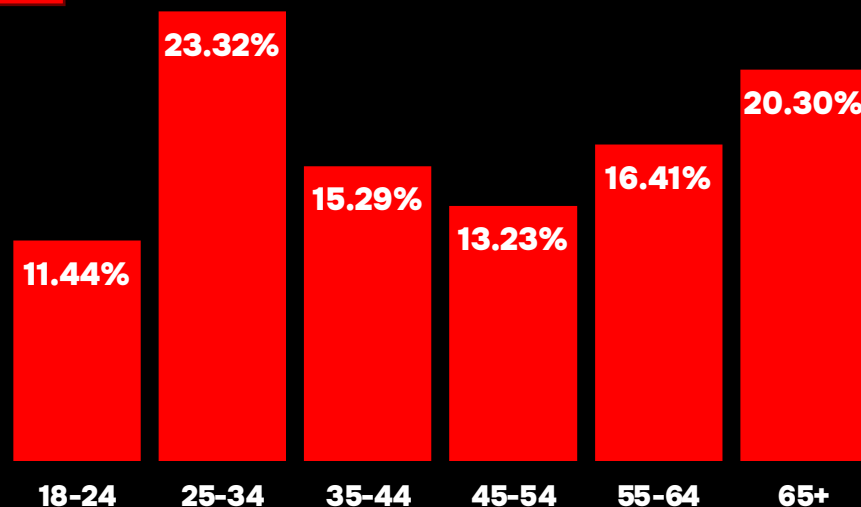
FEMALE
44%

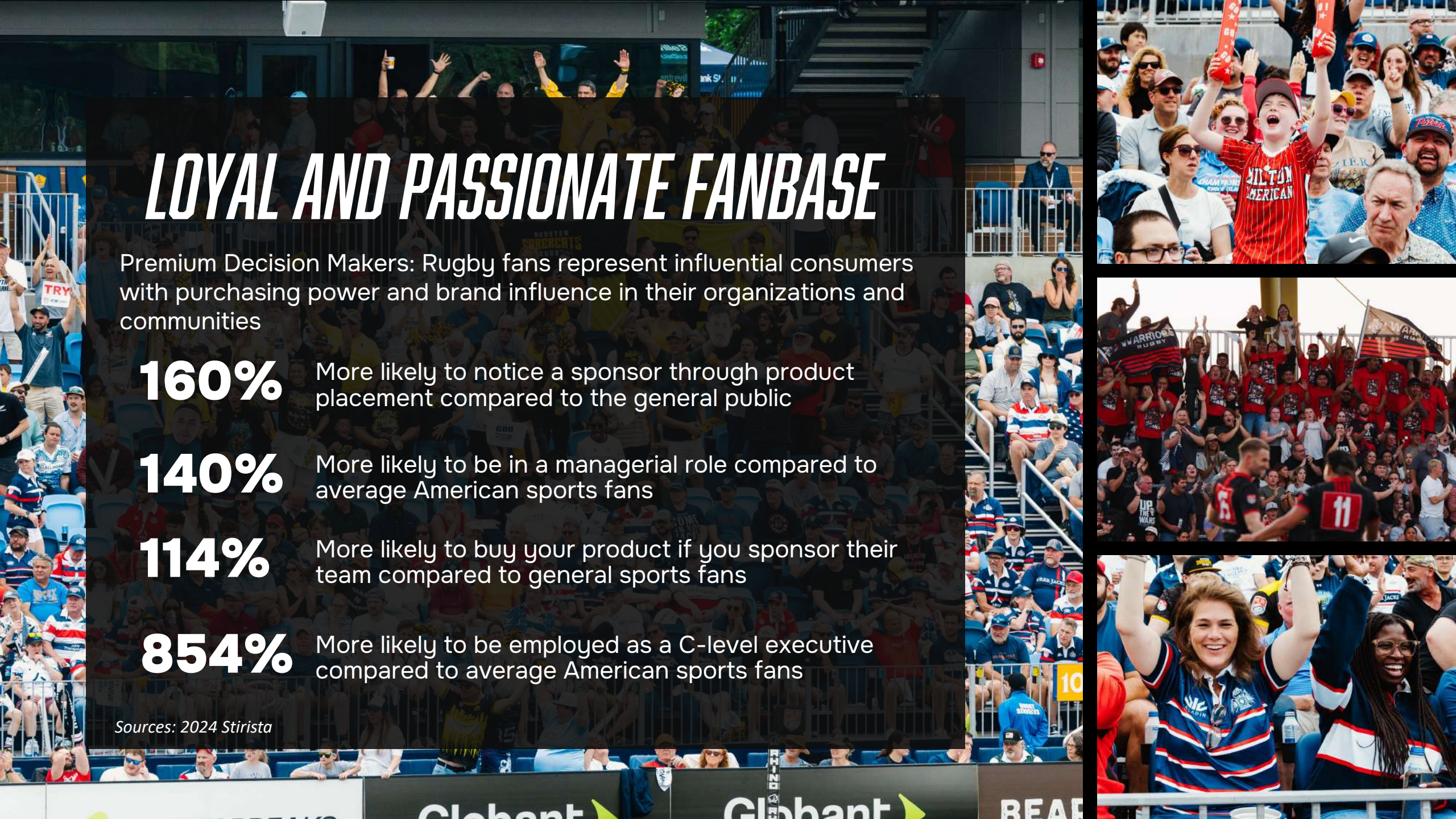
INCOME

221%

MORE LIKELY TO MAKE **250K**
COMPARED TO THE AVERAGE
AMERICAN SPORTS FAN

AGE





LOYAL AND PASSIONATE FANBASE

Premium Decision Makers: Rugby fans represent influential consumers with purchasing power and brand influence in their organizations and communities

160%

More likely to notice a sponsor through product placement compared to the general public

140%

More likely to be in a managerial role compared to average American sports fans

114%

More likely to buy your product if you sponsor their team compared to general sports fans

854%

More likely to be employed as a C-level executive compared to average American sports fans

Sources: 2024 Stirista

Globant

Globant

BEAR

FULL-SERVICE INTEGRATED CAMPAIGNS



STRATEGY DEVELOPMENT

Brand integration planning and content strategy aligned with your marketing objectives



CREATIVE PRODUCTION

Professional video, photography, and digital content creation across all platforms



AMPLIFICATION

Distribution across 20+ team social channels, broadcast integration, and digital platforms



ACTIVATION INTEGRATION

Integration with tentpole events around the Championship and Draft, plus experiential marketing and community engagement opportunities



PERFORMANCE OPTIMIZATION

Real-time analytics, content optimization, and campaign refinement for maximum ROI

MLR SPONSORSHIP ASSET MIX



IP & DESIGNATION



BROADCAST INTEGRATION



CUSTOM CONTENT



IN-VENUE SIGNAGE



HOSPITALITY



AND MORE



THANK YOU

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