

United Rugby Club Sponsorship Opportunities



UnitedRugby.ca



Player and Supporter Community Profiles

As a key rugby club in the Lower Mainland, United Rugby Club is attended by a large variety of members. Our primary demographics are as follows*:

- 400 Players and Volunteers registered 2024 season
- 60% Men and Boys - 43% increase
- 30% Women and Girls - 29% increase
- 59% Growth in Mini's K-12

*Percentage growth comparison with 2022

Members include:

- Young Influencers
- Business Owners and Professionals
- Highly Social
- Live, work, and play in the Tri-Cities, New Westminster, Fraser Valley, and surrounds



Rugby is one of the fastest growing sport among women and girls



How We Work with Our Sponsorship Partners

United Rugby Club works with sponsors in the context of multi-year agreements, building strong, mutually beneficial partnerships. These sponsorship agreements are customized to the needs of each sponsor and typically include a package of kit sponsorship, signage sponsorship, specific program sponsorship, and other elements.

Our sponsorship program is evolving, and if you're interested in becoming a sponsor, please reach out to us with your business needs.

Why Become a United Rugby Club Community Sponsor?

- Digital Media: our Facebook page is the hub for all club communications, attracting over 1,400 followers and a dedicated group page of over 200 alum.
- Our vibrant Instagram community boasts over 1,120 active members.
- 14 squads across four age groups: Mini's 5-12, Juniors 13-18, Seniors 19-34, and Masters 35+.
- Two competitive senior sides and a Masters team in excess of 60 senior players.
- United Rugby Club plays host to the annual United Members Tournament attracting 100 players and over 30 families and supporters.

**350 Registered Players
and 50 Registered
Volunteer Coaches and
Officials
Aged 6-65**

**Over 1,400 Facebook
1,120 Instagram
215 active alum**

**Players
60% from Coquitlam
15% from Port Moody
15% from Port Coquitlam
10% regional**

Sponsorship Benefits

Corporate Identity: your company will be part of a close-knit community of passionate rugby supporters and members of United Rugby Club.

Corporate Image: your company will be able to create a bond with our members. This will set you apart from your competitors, creating loyalty to your company.

Community Identity: your sponsorship shows your commitment to the Tri-Cities and New Westminster.

Investing in United Rugby Club

United Rugby Club is a Government-registered club, open to all, for all. The club's aim is that each and every player, coach, volunteer, and supporter embodies the **BC Rugby Core Values** of Safety, Integrity, Respect, and Inclusion, whilst ensuring all have fun.

Our club encourages new players of all ages and experience to join our rugby family.

United Rugby Club offers a playing pathway from our under 6's to our senior sides. Some of our past players have gone on to play at the highest level.

Scott Bowers was selected to join Seattle Seawolves Rugby via the 2023 Major League Rugby Draft. He started playing at 14 years old with United, then playing for TWU, various regional and provincial teams and most recently the Pacific Pride (Canada's National Development Program).



Willow Beyea's represented United on rep teams like Team BC, and currently plays varsity rugby at the University of Calgary. She started playing with United at aged five.



Stevi Schnoor was selected for the National Team for the 2009 Nations Cup and played in three test matches and Sevens tournaments. She represented Canada at the 2017 Women's Rugby League World Cup.



United Rugby Club Celebrates 20 Years in 2025

Rugby has been a part of the Tri-Cities and New Westminster communities for over 60 years. United Rugby Club was created in 2005 as a result of the merger of Pocomo and Douglas Clubs.

United Rugby Club has been a cornerstone of the community, promoting the values of fair play, teamwork, and camaraderie, and will celebrate 20 years in 2025. This is a fantastic time to join the United Community.

United Rugby Club is proudly supported by BC Rugby, Jumpstart, KidSport, and Athletics4Kids, along with Spirit Grants from the City of Coquitlam. We are members of the Coquitlam Field Sports Association and the Coquitlam Sport Centre Users Group.



athletics4kids



COQUITLAM SPORT CENTRE
USERS GROUP



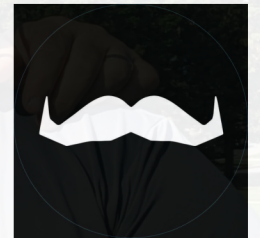
At the Heart of the Tri-Cities & New Westminster

As a community sports club, giving back to the local community is very important to the club. We have supported many good causes over the years including donations to the SHARE Family & Community Services' food bank, and Movember.

United Rugby Club is at the heart of the local community, but we could not provide the sporting opportunities without the help and support of our sponsors.

Sponsors have included:

- Open Road Auto Group
- TYGO Enterprises Ltd (o/a McDonald's Restaurant)
- Lionheart
- Innovative Fitness
- North Find Management
- Pogon Painting
- Schwarz & Co Law Corp.
- Watson Goepel LLP
- ADB Engineering
- Black Belt Contracting
- John B Neighbourhood Pub & Liquor Store
- Galactic Entertainment.



United Rugby Club
Scholarships



Sponsors

United Rugby are proud to have been sponsored by some of the most respected businesses in our region.



Platinum United

Customized Packages are available

- Your company logo on the front of a match day jersey of your choice: men's, women's, juniors, mini's* OR on equipment.*
 - Highlighted advertising on our website, link to your business.
 - Minimum 10 focused social media posts to over 2,800 members throughout season per year.
 - Prominent logo inclusion on club banner at games and events
 - Social media with tagging and highlights for three years.
 - Two club newsletter advertisements per year promoting your business with offers to our members, alumni, and supporters.
 - Your choice of a United Rugby Club social polo shirt, rugby ball, or framed jersey.
 - Invitation to speak at the annual Alumni game.
 - Events with activation opportunities.
 - Free United Rugby Club Associate Membership.
 - Invitation for you and a guest to attend United Rugby Club events throughout the season.
 - Sole jersey sponsorship - price upon request.
- *Subject to availability - talk with us about your options.

**Platinum Sponsorship \$15,000
\$5,000 per year for three years**



Your Pitch-side activation



**Your company logo
on match day jersey front**



**Pitch-side sponsor
banner advertising**

Talk to us about customizing your sponsorship packages to suit your business goals.



**Online advertising, website logo
placement & email content**



**Social media
highlights and tags**

Gold United

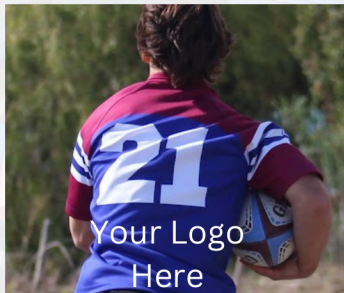
Customized Packages are available

- Your company logo on the back of a match day jersey of your choice: men's, women's, juniors, mini's* OR your company logo on equipment.*
 - Logo highlighted on the pitch-side sponsor banner at select games throughout the season.
 - Prominent logo inclusion on club banner.
 - Minimum 8 focused social media posts to over 2,800 members throughout season per year.
 - Two club newsletter advertisements per year promoting your business with offers to our members, alumni, and supporters.
 - Advertising on our website and link to your business.
 - Attend two events with activation opportunities.
 - Free United Rugby Club Associate Membership.
 - Invitation for you and a guest to attend United events throughout the season.
- *Subject to availability - talk with us about your options.

Gold Sponsorship \$9,000
\$3,000 per year for three years



Your Pitch-side activation



Your company logo on match day jersey lower back



Pitch-side sponsor banner advertising



Online advertising, website logo placement & email content



Social media highlights and tags

Talk to us about customizing your sponsorship packages to suit your business goals.

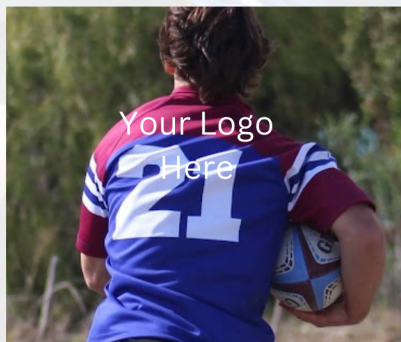
Silver United

Customized Packages are available

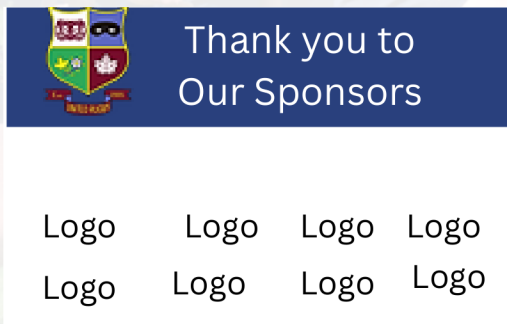
- Your company logo on the back of a match day jersey of your choice: men's, women's, juniors, mini's OR your company logo on equipment.*
- Minimum 6 focused social media posts to over 2,800 members throughout season per year.
- One annual email promoting your business to our members, alumni, and supporters.
- Advertising on our website and link to your business.
- Social Media to over 2,800 members.
- Attend one event with activation opportunities.
- Free United Rugby Club Associate Membership.
- Invitation for you and a guest to attend United events throughout the season.

*Subject to availability

Silver Sponsorship \$6,000
\$2,000 per year for three years



Your company logo on match day jersey upper back



Pitch-side sponsor banner advertising



Online advertising, website logo placement & email content



Social media highlights and tags

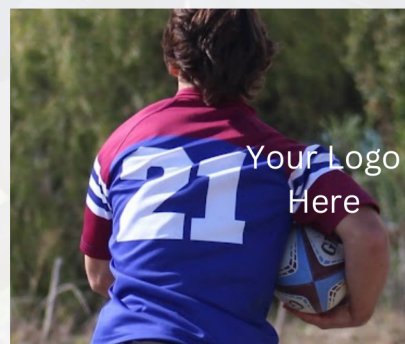
Talk to us about customizing your sponsorship packages to suit your business goals.

Bronze United

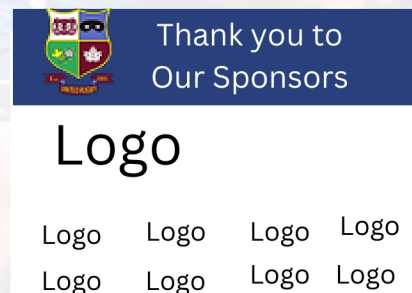
Customized Packages are available

- Your company logo on the shoulder of a match day jersey of your choice: men's, women's, juniors, mini's OR your company logo on equipment.*
- Advertise your company information on a pitch-side banner at select games throughout the season
- Minimum 4 focused social media posts to over 2,800 members throughout season per year.
- One annual email promoting your business to our members, alumni, and supporters
- Advertising on our website and link to your business
- Social Media to over 2,800 members
- Free United Rugby Club Associate Membership
- Invitation for you and a guest to attend United events throughout the season

*Subject to availability



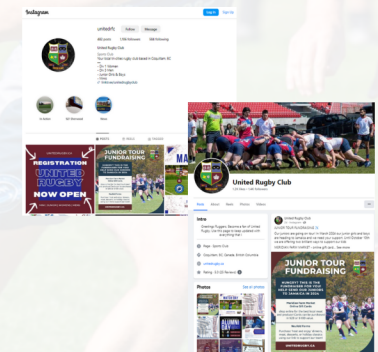
Your company logo on match day jersey shoulder



Pitch-side sponsor banner advertising



Online advertising, website logo placement & email content



Social media highlights and tags

**Bronze Sponsorship \$4,500
\$1,500 per year for three years**

Talk to us about customizing your sponsorship packages to suit your business goals.

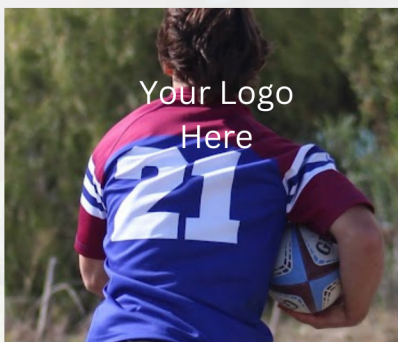
Blue & Maroon United

Customized Packages are available

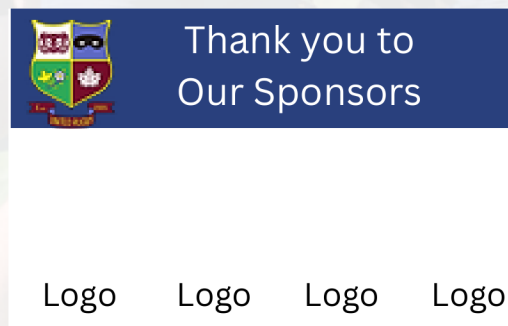
- Your company logo on the nape of a match day jersey of your choice: men's, women's, juniors, mini's OR your company logo on equipment*
- Advertise your company information on a pitch-side banner throughout the season
- Social media and tagging, two highlights per season
- Advertising on our website and link to your business
- Minimum 2 focused social media posts to over 2,800 members throughout season per year.
- Free United Rugby Club Associate Membership
- Invitation for you and a guest to attend United events throughout the season

*Subject to availability

**Blue & Maroon Sponsorship \$3,000
\$1,000 per year for three years**



**Your company logo
on match day jersey
nape**



**Pitch-side sponsor
banner advertising**



**Website
logo placement**



**Social media
mentions and tags**

Talk to us about customizing your sponsorship packages to suit your business goals.

Mini's 5-11 years & Juniors 12-18 years at United Rugby Club

As with any club, our mini and youth sections are the foundations and bedrock of United Rugby Club. We boast one of the largest youth and mini setups in the area, with teams ranging from under 6s right through to under 18s. In 2023, we saw a **growth of 59% in our Minis programs.**

The sponsorship opportunities laid out on the previous pages are geared towards the seniors and the club as a whole, however, we also offer specific sponsorship opportunities for our mini and youth sections.

Our Sunday matches are full of blue and maroon jerseys playing rugby across both our fields and then enjoying after-training and game refreshments by the field. It really is an amazing sight to see so many young faces enjoying the game of rugby.

POA - talk with us about the exciting opportunities to sponsor our Mini and Junior sections which attracts over 200 players and their families each weekend



Your Pitch-side activation



Logo on jerseys



Pitch-side sponsor banner advertising



Online advertising, website logo placement & email content



Social media highlights and tags

Talk to us about customizing your sponsorship packages to suit your business goals.

Customizable Sponsorship Opportunities

Talk with us about customizing your sponsorship to suit your business objectives.

Jersey-Only Sponsorships Available - prices are 3-year terms



FRONT



BACK

Design example subject to change
Name business name only

Gear Bags



Scrum Machine



Juniors Practice Net



Practice Wedges



Club Tent



Post Pads



Corner Flags





#UnitedWeStand Celebrating 20 Years in 2025

Sponsorship Enquiry Form

UnitedRugby.ca/Sponsorship-Enquiry

Contact United Rugby Club

FUNDRAISING - SANDRA NIVEN
fundraising@unitedrugby.ca
778-861-1972

PRESIDENT - PETER HENERY
president@unitedrugby.ca
604-728-8321



www.UnitedRugby.ca