

2024 | 2025 SEASON

# SPONSOR DECK

L.A.'s Home For Inclusive Rugby



Hello! We're the Los Angeles Rebellion and we'd be thrilled to partner with you in supporting our organization and your business goals. Together we could make a great team.



# ABOUT US

**WE STAND FOR INCLUSION, ON AND OFF THE PITCH.**

Founded in 2001, Rebellion Rugby is Los Angeles' primary avenue for queer & allied individuals to participate in the sport of rugby at the amateur level. We have since become the most followed inclusive athletics program in the country, and one of the largest rugby programs in California.

We are committed to building a vibrant community that empowers individuals of all sexual and gender identities through athletic training, competition, and personal growth. Our mission is to ensure that everyone, regardless of skill level or background, has a place in sports where they can thrive, connect, and champion inclusivity.

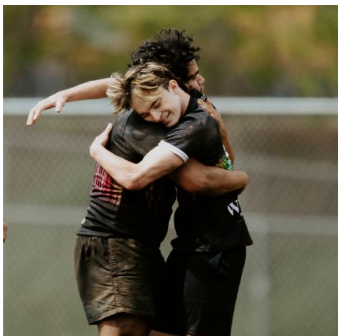
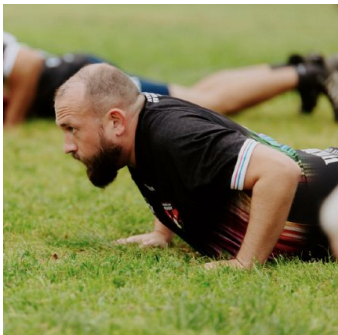
# OUR VISION

**NO MATTER WHO YOU ARE OR WHO YOU LOVE,  
THERE IS A PLACE FOR YOU IN RUGBY.**

Rebellion Rugby envisions a future where our competitive and non-competitive programs not only foster physical and emotional wellness but also drive significant change in sports culture, making rugby accessible and welcoming to all.

We actively seek to understand and address the unique needs of our community members, ensuring that our club remains a beacon of inclusivity and empowerment in the world of sports.





# TRAIN. COMPETE. BELONG.

## WE INCREASE EQUITABLE ACCESS TO COMMUNITY BASED FITNESS.

Rebellion Rugby's primary program is our Division III squad that competes regionally in the Southern California Rugby Football Union, and globally as part of International Gay Rugby.

- ★ The Rebellion is the only amateur rugby program in Los Angeles fully inclusive of all sexual and gender identities. No matter who you are, you can play on our pitch.
- ★ Training runs twice weekly from September to May, and includes fitness, rugby skill development, and high impact contact training.
- ★ Our athletic training and social support programs have a proven impact on obesity, high blood pressure, poor mental health, and social isolation.
- ★ We compete weekly from January to April across Southern California, including home matches at Ferraro Fields at Griffith Park. .



# VISIBILITY MATTERS.

WE ARE THE MOST-FOLLOWED INCLUSIVE RUGBY PROGRAM IN THE WORLD.  
SO SHOW UP WITH US!



**Instagram**  
@rebellionrugby  
42K Followers



**TikTok**  
@rebellionrugby  
83K Followers  
1.8M Likes

# SATURDAY IS A RUGBY DAY

8 WEEKS. 80 MINUTES OF HIGH INTENSITY SPORT.

PROMOTE YOUR BRAND ON THE PITCH WHERE EVERYONE IS WELCOME.

## 2024-25 DIVISION III SEASON MATCHES

Jan 18 • Beaumont Rugby

Jan 25 • Temecula Rugby

Feb 1 • West Coast Marines Rugby 🏠

Feb 8 • South LA Soul

Feb 22 • San Diego Armada (in Palm Springs)

Mar 1 • Fullerton Dead Elephants 🏠

Mar 8 • Riverside Rugby

Mar 22 • Beach Cities Rugby





# NORAM CUP

## BOSTON 2025

We look forward to participating in the International Gay Rugby Association's North American Cup this May 2025 in Boston – with over 40 clubs attending from across North America, this event has become the Super Bowl of inclusive rugby!







# RUCKTACULAR 2025

**LOS ANGELES REBELLION • SAN DIEGO ARMADA • SAN FRANCISCO FOG  
SEATTLE QUAKE • PORTLAND LUMBERJACKS • VANCOUVER ROGUES  
COLORADO RUSH • PHOENIX STORM • MEXICO SPICY BARBARIANS**

Help kick off the Rebellion's 25th Anniversary Celebration when the best and biggest inclusive rugby tournament on the West Coast returns to Los Angeles!

Scheduled for December 6, 2025, the two day festival will engage 500 rugby players and supporters in friendly athletic competition.

Brand partners have a range of opportunities to promote their business or service through on-pitch promotion and alignment with off pitch social events.

# RUGBY

# WIVES



## A GROUNDBREAKING NEW TV DRAMEDY

The Los Angeles Rebellion have inspired and are being featured in an upcoming TV series. Created by Rebellion CEO and “OG RugBAE” Eric Anderson, RUGBY WIVES is a dark comic sports opera about the world of inclusive rugby... as seen through those who clean up after the beer, bruises, and bad choices.

Inquire with us to learn about how your business can be promoted on-screen in 2025!



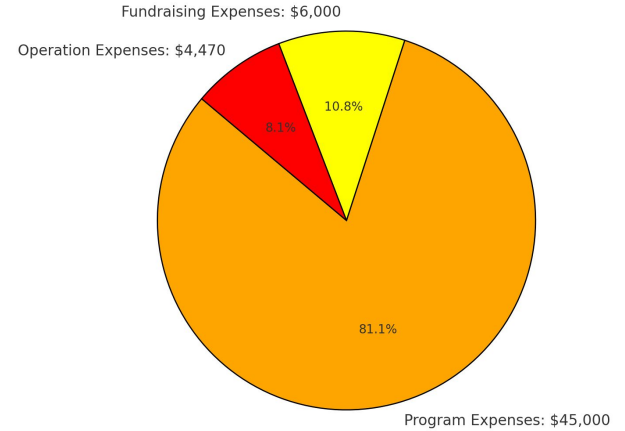
# \$3.1 TRILLION USD

IS SPENT BY LGBTQ+ INDIVIDUALS AND FAMILIES ON BRANDS & SERVICES SUPPORTING OUR COMMUNITY.

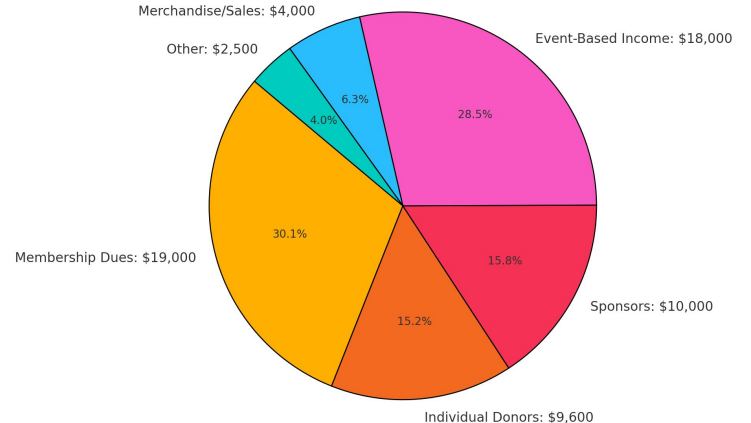
JOIN OUR PARTNERS MAKING A SIGNIFICANT COMMITMENT TO SUPPORTING EQUALITY, ON AND OFF THE PITCH:

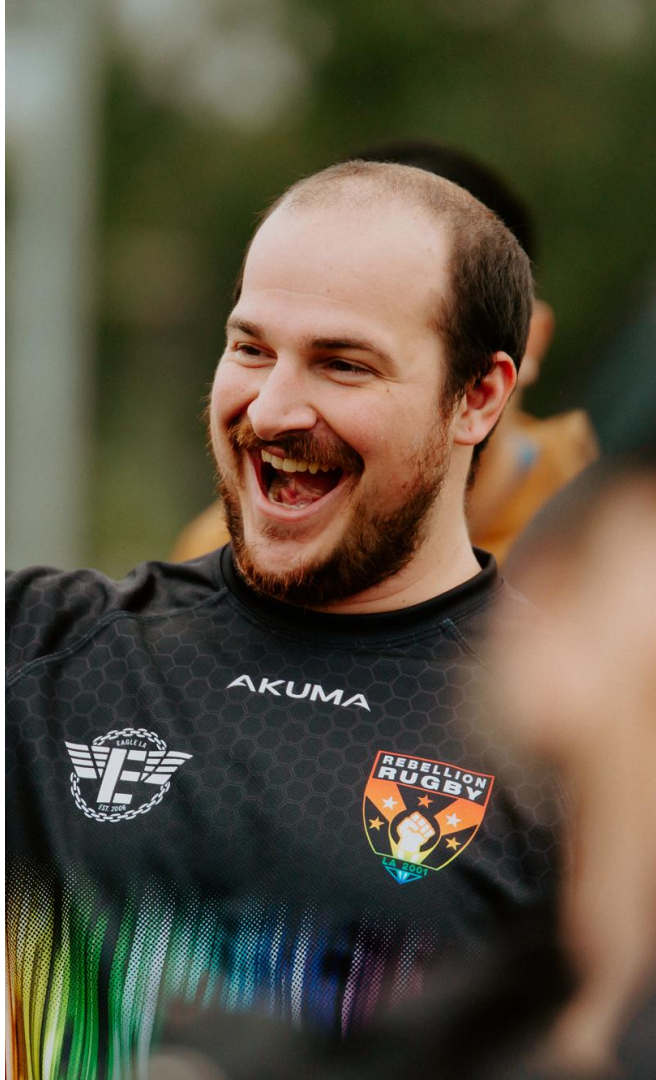


## 2024-25 EXPENSE BREAKDOWN



## 2024-25 PROJECTED INCOME





## SPONSOR LEVELS

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# COMMUNITY

## OUR ON-RAMP FOR LOCAL BUSINESSES TO SUPPORT INCLUSIVE SPORTS

\$250 - \$499

Support the following critical operating expenses:

- ★ LGBTQ+ Outreach and Marketing Expenses
- ★ Community Event Expenses
- ★ Organization IT/Web Hosting



## SPONSOR LEVELS

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# CLUB

## SUPPORT OUR VITAL PROGRAMS FOR LGBTQ+ ATHLETES

\$500 - \$999

Support the following critical operating expenses:

- ★ Training Field Rental
- ★ Recruiting and Retention activities
- ★ Coach Training and Certification
- ★ Medical and Safety Supplies



## SPONSOR LEVELS

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# MATCH

PROMOTE YOUR BUSINESS AT OUR HOME MATCHES ALL SEASON LONG

\$1,000 - \$1,499

Support the following critical operating expenses:

- ★ Match Field Rental
- ★ Referee Stipends
- ★ Club Match Apparel
- ★ Third Half Expenses (Food/Beverage)



## SPONSOR LEVELS

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# TOURNAMENT

**SUPPORT THE REBELLION'S JOURNEY TO REPRESENT LOS ANGELES  
ON THE GLOBAL COMPETITIVE STAGE**

\$1,500 - \$2,499

Support the following critical operating expenses:

- ★ Tournament Registration
- ★ Staff and Coach Travel
- ★ Tournament Apparel



## SPONSOR LEVELS

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# ELITE

## PAVE THE WAY FOR TRANSFORMATIVE CHANGE – ON AND OFF THE PITCH

\$2,500 - \$3,999

Support the following critical operating expenses:

- ★ Coaching Stipends
- ★ Medic/Physio Trainer at all matches
- ★ Marketing and Event Expenses
- ★ Legal and Fiscal Accounting Support





## SPONSOR LEVELS

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# LEGACY

HELP WRITE THE NEXT CHAPTER IN THE REBELLION'S STORY

\$5,000+

Support the following critical operating expenses:

- ★ Stipends for Coaches
- ★ Staff Expenses for Medic/Physio Trainer, Marketing
- ★ Legal and Accounting Representation
- ★ Training Equipment

# SPONSOR PERKS

	CO	CL	M	T	E	L
LOGO INCLUSION						
Club Jerseys or Warm Up Apparel				x	x	x
Other Club Apparel (Shorts, T-Shirt)			x	x	x	x
Season Signage and/or Goal Posts			x		x	
Tournament Signage				x	x	x
Print & Digital Promotional Materials	x	x	x	x	x	x
Website Name and Logo Listing	x	x	x	x	x	x
BRAND PROMOTION ON SOCIAL						
Sponsored Videos on Tik Tok or Instagram		x		x	x	x
Partnership Recognition Post on all platforms	x	x	x	x	x	x

CO: Community; CL: Club; M: Match; T: Tournament; E: Elite; L: Legacy)



**PROMOTE YOUR BUSINESS  
ON OUR MERCH!**



# CONNECT WITH US



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*@rebellionrugby*

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