



# MAJOR LEAGUE RUGBY™

# A GLOBAL SPORT.



## RUGBY WORLDWIDE

**10M+**

CURRENT ACTIVE PLAYERS

**400M+**

FANS

**221**

COUNTRIES WITH RUGBY FANS

## RUGBY WORLD CUP

**3<sup>rd</sup>**

MOST VIEWED SPORTING  
EVENT GLOBALLY

**501M**

CUMULATIVE LIVE AUDIENCE  
FOR THE 2019 RWC

**2031**

RUGBY WORLD CUP  
COMING TO AMERICA



# ON THE RISE IN NORTH AMERICA.

BY 2031, MLR WILL ...

Host over **3M FANS** at MLR facilities

Reach **106M VIEWERS**, including regional, national, and international broadcasts and TRN

Introduce **5M YOUTH** to the sport of rugby with 1M participating



# THIS IS MAJOR LEAGUE RUGBY

GROWING LEAGUE

On The **Rise** In North America

ATHLETES WHO INSPIRE

Built On Values Of **Hard Work** And **Respect**

LOYAL, PASSIONATE FAN BASE

**National** Audience

GRASSROOTS EFFORTS

**Youth** And **Collegiate**



# A UNIQUE MULTI LEVEL PARTNERSHIP OPPORTUNITY.



LA  
2024



510

MLR PLAYERS

103

MLR MATCHES

2,673

ACTIVE CLUBS  
IN THE U.S.

35,340

YOUTH PLAYING  
RUGBY IN THE U.S.

30,000

COLLEGIATE PLAYERS  
IN THE U.S.

4M

U.S. RUGBY FANS

1M

MLR FANS

# A NATIONWIDE OPPORTUNITY.



11

NORTH AMERICAN MARKETS

6 of the TOP 10 DMAs

★ **Potential New Markets by 2031:**  
Austin, Kansas City, Little Rock, Nashville, Cleveland, Detroit, Denver, Las Vegas, San Francisco, Orlando, Raleigh, Philadelphia





# COMPREHENSIVE BROADCAST COVERAGE.

## NATIONAL

Game of the week broadcast on Fox Sports.  
Championship game live on main network



**FS1 FS2**

## REGIONAL

All 13 MLR teams have regional  
broadcast partnerships showing all  
games in their markets



## STREAMING

The Rugby Network (MLR owned), streams  
all games nationally and internationally



**330K+**

**FS1** AVG. HOUSEHOLDS  
80% GROWTH SINCE 2021

**247K+**



HOURS WATCHED  
52% GROWTH SINCE 2021

**171K+**



SUBSCRIBERS  
307% GROWTH SINCE 2021



# GROWING SOCIAL FOLLOWING

**42.71%**

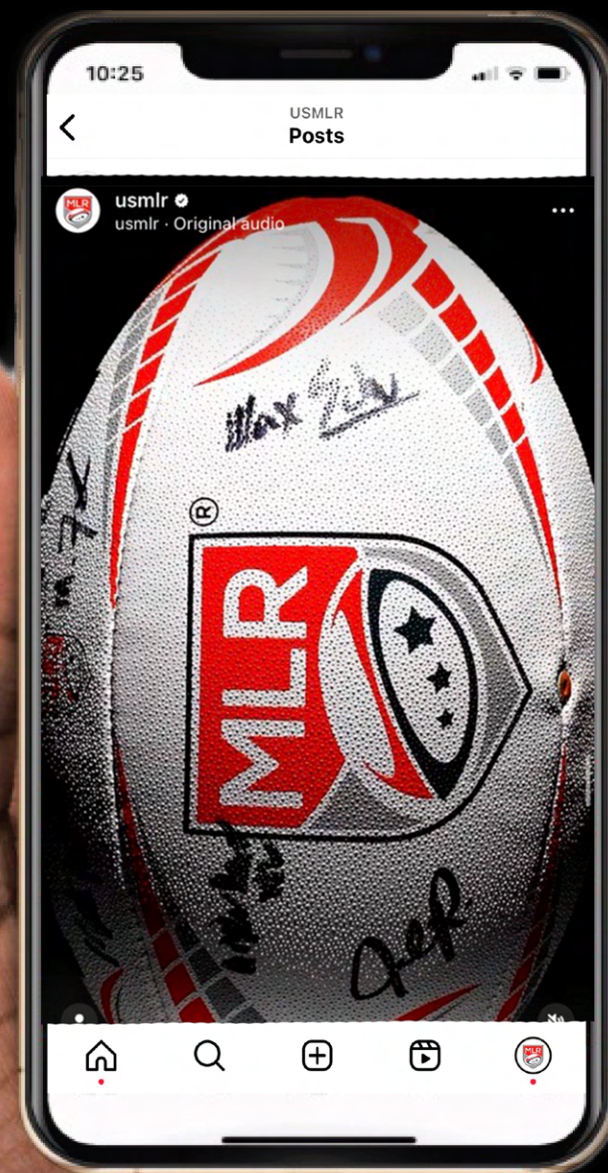
**LEAGUE & TEAMS GROWTH**  
SINCE 2021

JULY 2021: 643,157 // JULY 2023: 917,853

**55.01%**

**@USMLR ONLY GROWTH**  
SINCE 2021

JULY 2021: 144,957 // JULY 2023: 224,693





# ATTENDANCE

TOTAL IN STADIUM

**260K+**

13% GROWTH SINCE 2021

CHAMPIONSHIP

**10K+**

32% GROWTH SINCE 2021

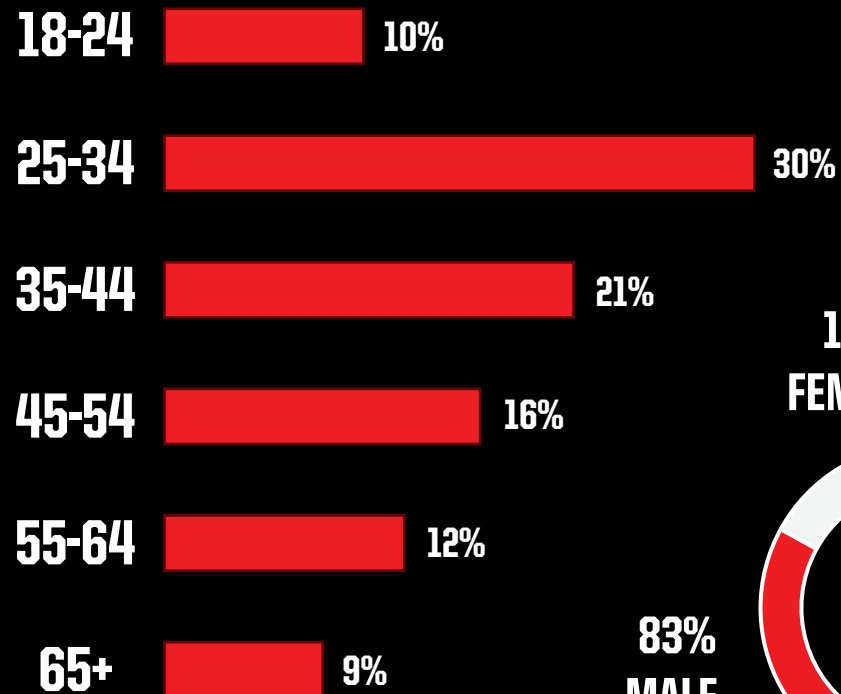
AVERAGE IN STADIUM

**29%**

GROWTH SINCE 2021

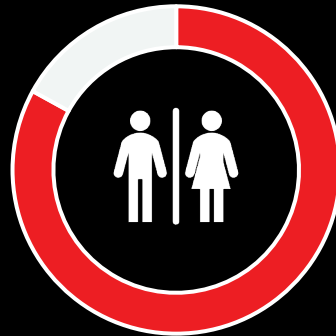
# RUGBY FAN DEMOGRAPHICS

## AGE



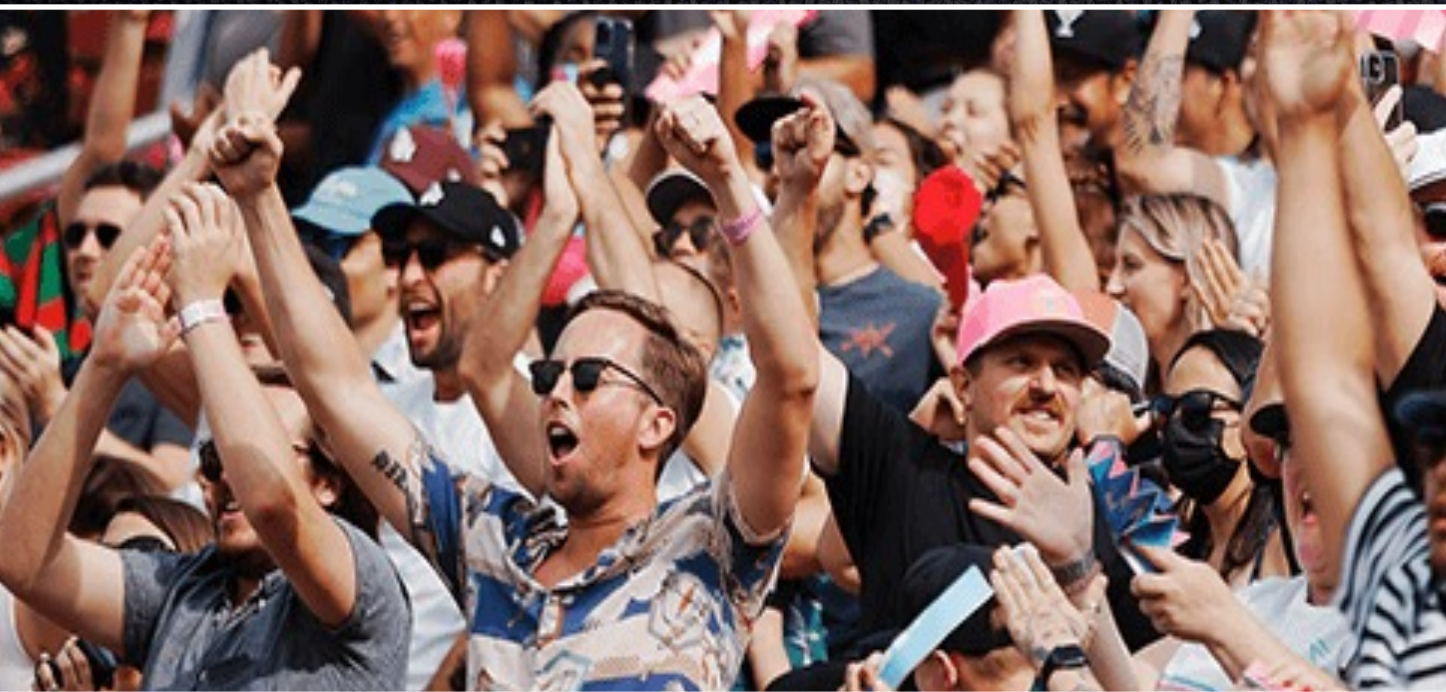
17%  
FEMALE

83%  
MALE





# LOYAL AND PASSIONATE FANS.



## RUGBY FANS ARE...

**160%**  
MORE LIKELY TO

NOTICE A SPONSOR THROUGH  
PRODUCT PLACEMENT

compared to the general public

**114%**  
MORE LIKELY TO

BUY YOUR PRODUCT IF YOU  
SPONSOR THEIR TEAM

compared to the general sports fan

**105%**  
MORE LIKELY TO BE

A BUSINESS DECISION MAKER

compared to the general sports fan

**74%**  
MORE LIKELY TO HAVE

\$250K IN LIQUID ASSETS

compared to the general public





WE'RE **BUILT** DIFFERENT  
SO **YOU** CAN SHOW UP DIFFERENT



# CUSTOMIZED PARTNERSHIPS TO MEET YOUR OBJECTIVES

REACH A NATIONAL AUDIENCE THROUGH COMPREHENSIVE ASSETS ACROSS ALL MLR CHANNELS



MAJOR LEAGUE  
RUGBY™

OFFICIAL DESIGNATION  
AND USE OF MARKS



CATEGORY EXCLUSIVITY



IN STADIUM BRANDING



PREMIUM BROADCAST  
GRAPHICS



VIRTUAL SIGNAGE



EVENTS AND APPEARANCES



SOCIAL MEDIA PROGRAM



CUSTOM CONTENT



COMMERCIAL SPOTS



MARKETING ENTITLEMENT



# RUGBY

ALL WE NEED IS **YOU**

