



MAJOR LEAGUE
RUGBY™



A GLOBAL SPORT.



RUGBY WORLDWIDE

10M+

CURRENT ACTIVE PLAYERS

400M+

FANS

221

COUNTRIES WITH RUGBY FANS

RUGBY WORLD CUP

3rd

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



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.



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.



12 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+

THE RUGBY NETWORK HOURS WATCHED
52% GROWTH SINCE 2021

171K+

THE RUGBY NETWORK SUBSCRIBERS
307% GROWTH SINCE 2021

GROWING SOCIAL FOLLOWING

42.71%

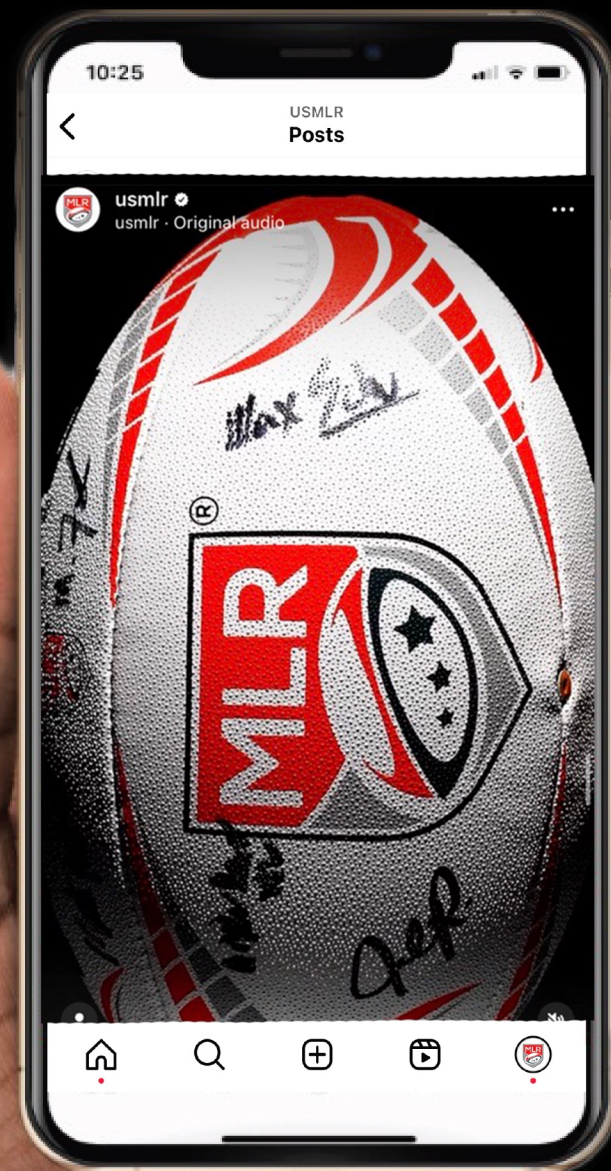
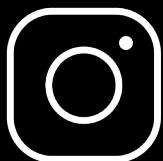
LEAGUE & TEAMS GROWTH
SINCE 2021

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

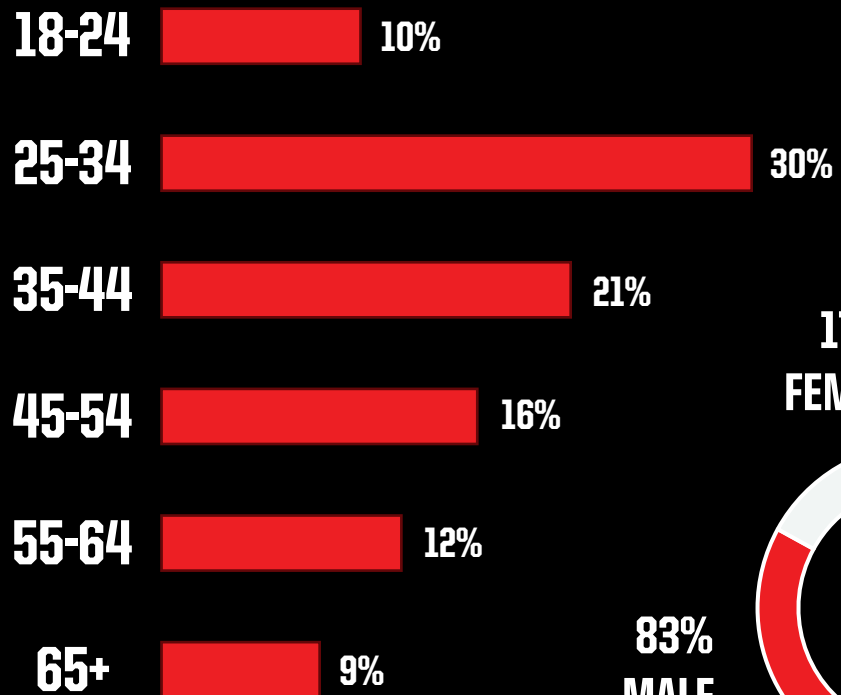
AVERAGE IN STADIUM

29%

GROWTH SINCE 2021

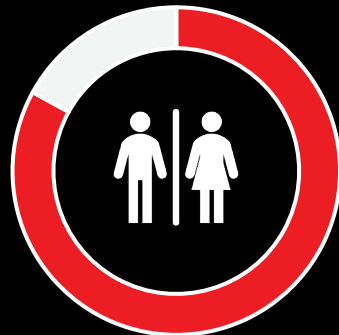
RUGBY FAN DEMOGRAPHICS

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

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



THE TIME IS NOW