

Sponsorship Opportunities with the Canadian Classics



at Bermuda's World Rugby Classic

Canadian Classics Rugby
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About the World Rugby Classic



The Classic, which features former top players once again representing their countries in international competition, encompasses eleven international matches over the course of the Classic Week. Regular entries include Argentina, France, British Lions, Canada, South Africa, USA, and Italy while New Zealand, Australia, Ireland, Japan, and Uruguay have also featured.

This tournament is the Premier sporting event on the Bermuda sports calendar with attendance pushing capacity every year and comprehensive media coverage. The World Rugby Classic has been seen around the world on television since 1990 and the 2018 Classic was seen in a two-hour program on four occasions on Sky Sports in the British Isles, mainland Europe and the Southern Hemisphere. Fox Sports broadcast the program on two occasions to over 40 million households in the United States, the Caribbean, Latin America, and parts of the Middle East. A ten-minute segment on the 2006 Classic was featured on Trans World Sport, a weekly sports program, which is seen in over 250 million homes worldwide. The Classic was also broadcast on the national stations of France, Monte Carlo, Austria, Singapore, Canada, USA, and Ireland.

Although highly competitive, the social atmosphere of the tournament is an element that has made this event one of the most popular in rugby circles around the globe. Features such as the packed grandstands, the busy Touchline Tavern with live entertainment and corporate tents with gourmet cuisine have ensured the tournament is entrenched internationally as a truly world class event.



World Rugby Classic Sponsorship Levels

There are five levels of sponsorship: *Title, Gold, Silver, Bronze, Supporter* and every package can be tailored for the specific needs or requests of the sponsor.

WRC "Title" Level - \$20,000

- 🍁 Company Logo on front of all Canadian Game Jerseys
- 🍁 Company Logo on team polo and other highly visible locations on all kit
- 🍁 Framed team photo
- 🍁 One signed and framed game jersey
- 🍁 2 Complete sets of Canadian Classics exclusive tour kit & clothing
- 🍁 Recognition at this year's Can-Am events and gatherings.
- 🍁 Recognition and link on Canadian Classics website.
- 🍁 Recognition and link on Canadian Classics social media accounts.
- 🍁 Opportunity for team photo for press release purposes.

WRC "Gold" Level - \$15,000

- 🍁 Company Logo on back of all Canadian Game Jerseys
- 🍁 Company Logo on back of team polo & other highly visible locations on select kit
- 🍁 Framed team photo
- 🍁 One complete set of Canadian Classics exclusive tour kit & clothing
- 🍁 Recognition on Canadian Classics website.
- 🍁 Recognition on Canadian Classics social media accounts.
- 🍁 Opportunity for team photo for press release purposes.

WRC "Silver" Level - \$10,000

- 🍁 Company Logo on sleeve of all Canadian Game Jerseys
- 🍁 Company Logo in visible location on select kit
- 🍁 Framed team photo
- 🍁 Recognition on Canadian Classics website.
- 🍁 Recognition on Canadian Classics social media.

WRC “Bronze” Level – \$5000

- 🍁 Company Logo on all Canadian Game Shorts
- 🍁 Company Logo in visible location on limited kit
- 🍁 Recognition on Canadian Classics social media accounts.

WRC “Supporter” Level – \$2500

- 🍁 Company Logo on all Canadian Game Shorts
- 🍁 Company Logo in visible location on limited kit
- 🍁 Recognition on Canadian Classics social media accounts.

Thank you for your time reviewing these opportunities. If we can be of any further assistance, provide more information, or to send logo images please contact Canadian Classics Executive Director Darrin Chaplin.

Sincerely,



Tom Woods
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