

## **ABOUT BOSTON IRONSIDES RFC**







Boston Ironsides RFC is celebrating our 20th year as New England's premier inclusive rugby club. In that time we have been dedicated to welcoming everyone to learn the wonderful sport of rugby, regardless of sexuality, race, or gender identity.

We are proud of our membership in International Gay Rugby (IGR), the globally recognized organization that oversees gay and inclusive rugby teams worldwide.Through IGR we compete in regional, national, and international tournaments, including the upcoming Bingham Cup, and have seen great success at all levels – winning the Bingham Bowl in 2006.

Our goal is to use the values taught by rugby to show that sports are for all people. We value teamwork, leadership, philanthropy, friendship, and passion on and off the pitch.

We believe that rugby is for everyone, and will make that the case for all of our members. Your support helps make this year's Bingham Cup accessible to all our members, regardless of financial status.















#### WHAT IS INCLUSIVE RUGBY?

This intersection between rugby and the LGTBQ+ community began in 1998 with one team in Washington, DC. Since then, it has grown to be the world-wide network of teams known as International Gay Rugby (IGR). Rugby combines athleticism and teamwork- both on the field and off. Many gay and trans people have been excluded from opportunities to excel in sports and be part of a team. We were not welcomed or it may have honestly been unsafe. And if there was a sport for gay people – it wasn't manly Rugby.

Inclusive Rugby is an agent of change for individuals and societies. We get the opportunity to learn and develop in ways many of us thought impossible. We step on the field as openly gay people. Each year inclusive rugby introduces teams around the world to opponents who are open, proud, and strong – and gay. Inclusive teams introduce communities to the qualities we value – strength, fearlessness, determination – challenging negative stereotypes.

Playing rugby and existing as a gay person have something in common which almost everyone has experienced, that feeling of getting ready to 'go into battle'. Doing one seems to make the other a bit easier. For the players on the Ironsides over the last 20 years, the personal impact is profound. People who were told they didn't belong in sports are now devoted and capable rugby players.



#### **THE BINGHAM CUP**

The Bingham Cup is THE gay rugby event. Every two years, International Gay Rugby (IGR) organizes a global tournament named for the gay 9/11 hero, and rugby player, Mark Bingham,

The Boston Ironsides have attended every Bingham Cup since its founding. This year the team is heading to Ottawa. And our goal is to make the tournament as accessible to our players as possible.



#### **THE IRONSIDES**

The Ironsides and our supporters represent a diverse range of communities that call Boston home. Gay, straight, bi, cis, and trans ruggers play on our team. We have immigrants, first-generation Americans, first-time athletes, seasoned jocks, singers, artists, academics, entrepreneurs, medical professionals, and veterans,

The Ironsides' strength comes from the diversity of our members. Together, we dedicate sweat, blood, and tears because we value our rugby community. The Boston Ironsides instill the spirit of rugby in everyone.



#### **IN OUR COMMUNITY**



There's a common phrase in rugby. On the pitch, with you is an audible reminder that you're not running alone – that there is someone by your side to support you when you're tackled.

Off the pitch, it's a way of life for everyone in an Ironsides kit. With you is our commitment to each other. It's finding community in a new city. It's marching at Pride. It's volunteering at the local food bank. And even when we couldn't be near each other, it meant supporting our teammates and keeping our community safe.

#### SOCIAL MEDIA REACH Social Media Reach

# SPONSORSHIP OPPORTUNITIES

# HELP US MAKE #RUGBYFORALL SUPPORT THE IRONSIDES TODAY!



#### **SPONSORSHIP TIERS**

Our sponsorship tiers allow for support at any level. We also accept in-kind donations and can create custom sponsorship packages for your business.

Contact <u>Mike Agnew</u> (vicepresident@bostonironsides.org) to become an official Boston Ironsides Sponsor today!

SPONSOR	DIAMOND	GOLD		PROMOTER	FRIEND
	\$10,000	\$5,000	\$3,000	\$2,000	\$500 - \$1,000
Logo Placement On Merchandise Run	2 YEARS	*			
Premier Logo Placement On Uniforms	2 YEARS	*			
Basic Logo Placement On Uniforms			*	*	
"Presented By" Social Media Post On Game Day	10 GAMES	5 GAMES	1 GAME		
Logo/Link On Team Homepage	2 YEARS	*	*	*	
Social Media Shoutout On A "Sponsor Saturday"	*	*	*	*	*
Logo/Link On Sponsor Page	*	*	*	*	*
Invite To Team Fundraisers	*	*	*	*	*
Logo On 2022 Bingham Cup Banner	*	*	*	*	*

### **SPONSOR OUR BINGHAM JOURNEY**

Getting to the Bingham Cup requires hard work in practice. But it also takes money.

By sponsoring the team, you make it possible for every Ironside to get to Ottawa and prove their courage, sportsmanship, and pride.

#### **SEND A PLAYER TO BINGHAM**

We estimate the total cost for a player's Bingham trip as "\$550".

When you sponsor at this tier, you'll be listed on our banner as a "Player Sponsor" and will be featured in our Bingham media packages as well. And a player will give you a big thank you on the Ironsides Instagram.

BINGHAM EXPENSES	REGISTRATION	LODGING	MEAL PLAN	ТАХ	TOTAL
COST PER PLAYER	\$210	\$140	\$135	\$65	\$550

### FEED THE TEAM

Rugby players get hungry!

By providing the price of one player's meal plan, you feed the Ironsides. You will receive a special spot on the banner for "Feeding the Team"!



#### **SPONSOR AN IRONSIDES TEAM**

This Bingham we will be sending two teams to the tournament.

A team sponsorship of \$11,000 would allow us to send one of our two teams to Ottawa, fully funded!

Team sponsors will receive everything in our diamond tier, along with special recognition on all Ironsides Bingham media packages.







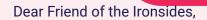


#### A LETTER FROM OUR PRESIDENT









I joined the Boston Ironsides Rugby Football Club when I moved to Boston in Spring, 2019. From the first time that I stepped onto the pitch with this team I have witnessed the very real commitment of With You! On the pitch, it's a promise of support. Off the pitch, it's our community ethos.

The Ironsides have been my best friends, pandemic support, and a continued source of growth and inspiration. I know my teammates share that experience. This team is a safe space for queer folks and allies to learn a new sport and build a unique community. Not only are we planning for the Bingham Cup in Ottawa this August, but we are also celebrating our 20th anniversary this spring! We are immensely proud to be a longstanding institution in New England gay sports.

We continue to train together in the off-season. And this spring's season will prepare us to bring home the gold at Bingham! Every dollar you give offsets the costs of sending our dedicated ruggers to Bingham.

We work hard to ensure that cost presents no barrier to any player that steps onto the pitch. Your generosity makes that possible. From the bottom of my heart, thank you for supporting our Road to Bingham.

With you,

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Dave Eaton President, Boston Ironsides RFC















# BOSTON IRONSIDES RFC www.bostonironsides.org



Boston Ironsides RFC Inc. is a 501(c)(3) nonprofit. Our FEIN is 75-3111791 Contributions are tax-deductible in accordance with the law. Photo Credits: Julie Dunn and Kevin Rovelli

BINGHAM