



TORONTO
MUDDY YORK RFC

2024 SPONSORSHIP OPPORTUNITIES

A LETTER FROM OUR PRESIDENT

Dear Friend of Muddy York,

I joined Toronto Muddy York Rugby Football Club in Spring of 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.

As a Muddy York rugger, I have made new friends, found pandemic support, and have 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 Bingham in May 2024 but we are also bolster our growing club even further with new additions to our Women's and Mixed Abilities rosters. We are immensely proud to be a longstanding institution in Toronto and Canadian gay sports.

We continue to train together in the off-season leading up to our regular season start in May, in addition to preparing to bring home the gold at Bingham. Every dollar you give offsets the costs of sending our dedicated ruggers to Bingham 2024 and allows us to expand our regular season programming to more people.

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 organization.

With you,

Kevin Joseph

President, Toronto Muddy York RFC



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ABOUT TORONTO MUDDY YORK RFC



2024 marks Toronto Muddy York RFC's 21st year as Toronto'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, gender identity, or ability.

In addition to our involvement with the Toronto Rugby Union (TRU), we are also 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 biennial Bingham Cup. We have seen great success at all levels — winning the Beaver Bowl in 2023 and the Bingham Challenger Bowl in 2022. In 2024, we're on the road to compete at the Bingham Cup being held in Rome in May.

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.

#RUGBYFORALL

We believe that rugby is for everyone. Our goal as a club is to provide our community with an inclusive space to learn and play rugby. Your support helps make the 2024 regular season and Bingham Cup accessible to all our members, regardless of financial status.



WHAT IS INCLUSIVE RUGBY?

This intersection between rugby and the LGBTQ+ 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 welcome or it may have felt unsafe.



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 member of the LGBTQIA+ community 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 Muddy York over the last 21 years, the personal impact has been profound. People who were told they didn't belong in sports are now devoted and capable rugby players.



BINGHAM CUP

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

Muddy York has attended every Bingham Cup since its founding. Bingham 2024 will be in Rome, Italy and our goal is to make the tournament as accessible to our players as possible.

Photo credit: Ben Gronfors



BEAVER BOWL

Beaver Bowl also occurs every two years, opposite to the Bingham Cup. This tournament is hosted by Muddy York, here in Toronto. We welcome teams from Canada and the U.S. for a long weekend of rugby, fun, and community-building.

Our next tournament will be in 2025.

MUDDY YORK

Muddy York and our supporters represent a diverse range of communities that call Toronto home. LGBTQIA+ people play on our team. We have immigrants, first-generation Canadians, first-time athletes, seasoned jocks, singers, artists, academics, entrepreneurs, medical professionals, and veterans.

Muddy York's strength comes from the diversity of our members. Together, we dedicate sweat, blood, and tears because we value our rugby community. Muddy York instils the spirit of rugby in everyone.

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 Muddy York.

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.

Photo credit: Iain Downie Photography





SPONSORSHIP OPPORTUNITIES

Photo credit: Ang Tek Gie Photography

SUPPORT INCLUSIVE SPORT

Sponsoring an inclusive sports team is more than just supporting athletes or a sport. Inclusive sports are designed to create a different sporting environment different from what we grew up with. It's a space designed to welcome and teach.

Inclusive sports nurtures a mutual understanding and responsibility towards others. It helps to break down prejudices within sport and society at large. Your sponsorship allows individuals historically excluded from sports to see that there is a home for them with Toronto Muddy York.

With Toronto Muddy York, we believe in truly being inclusive and are one of the few Mixed Abilities-sanctioned teams in North America. This means we can accommodate anyone who wants to learn the sport, regardless of disability, age, gender, background or poor self-perception. Muddy York provides an opportunity to play and train, to be a part of a community where you're not judged for simply being yourself.



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. We're happy to discuss partnerships of any kind. We wouldn't exist without the help of our community.

All sponsorship tiers include being featured on Muddy York social media channels.

TIER 1
\$5,000+

Our Tier 1 sponsors are the pillars of Muddy York. The sponsorship funds they provide help to cover the basic costs of running the club each year. We recognize these important partners via our regular season playing jerseys.

TIER 2
\$3,000-4,999

Tier 2 sponsors help us with some of our larger objectives by assisting, through their financial contribution, the purchase of game and tournament-specific travel, gear, and materials.

TIER 3
UP TO \$2,999

Our Tier 3 sponsors help with the day-to-day operations of the organization. They partner with us financially on specific parts of the club often in combination with in-kind contributions.

NEXT STEPS

Contact our President, Kevin Joseph (president@muddyyork.ca), today to become an official Toronto Muddy York sponsor.



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