



TORONTO  
MUDDY YORK RFC

# 2025 SPONSORSHIP OPPORTUNITIES

# A LETTER FROM OUR PRESIDENT

Dear Friend of Muddy York,

I first learned of Muddy York in 2017 when I moved to Toronto. I started as a supporter of the team and laced up my cleats a few years later. From the first time that I stepped onto the pitch with Muddy York, 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, discovered that I can play a sport like rugby, 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. There truly is a space for players of all abilities on Muddy York whether they played in their youth or are first timers. Your support will bolster our growing club even further with new additions to our W+ and Co-Ed Mixed Abilities pillars. We are immensely proud to be a longstanding institution in Toronto and Canadian gay sports for the past 22 years.

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 international tournaments like NORAM and Bingham. We are preparing for NORAM 2025 this May in Boston and planning for Bingham 2026 in Brisbane. Every dollar you give offsets the costs of sending our dedicated ruggers to tournaments 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 with Muddy York. Your generosity makes that possible. From the bottom of my heart, thank you for supporting our organization.

With you,

Paul Avery

President, Toronto Muddy York RFC



# ABOUT TORONTO MUDDY YORK RFC



Founded in 2003, Muddy York RFC is Canada's longest running mixed abilities rugby team. Based in Toronto, Ontario, we are dedicated to being a welcoming club, open for everyone to experience the wonderful sport of rugby, regardless of their sexuality, race, gender identity, or ability. Our club and supporters represent a diverse range of communities, including 2SLGBTQIA+ individuals, immigrants, first-generation Canadians, first-time athletes, seasoned jocks, singers, artists, academics, entrepreneurs, medical professionals, and veterans.

As we are one team with three pillars — M+ Contact, W+ Contact, and Co-Ed Mixed Abilities — we offer multiple pathways for our members and community to enjoy the sport and camaraderie of rugby. Social and competitive games are played over the spring and summer months, along with other social and training opportunities in the fall and winter. 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 both on and off the pitch.

At Muddy York, our ethos is simple: "*With You!*" It is a powerful rugby phrase which reminds us that on the pitch, you are never alone — there is always someone by your side to support you. Off the pitch, it represents the commitment we share with one another, it means finding community in a new city, marching at Pride, volunteering at the local food bank, and supporting each other even when we cannot be physically together. "*With You*" is more than just a saying — it is how we live, and it is the core of what makes Muddy York special.

## #RUGBYFORALL

We believe rugby is for everyone. Your support helps us to succeed in our mission of creating an accessible and inclusive space where people can learn and play, regardless of their financial situation. With you, we can help ensure that everyone has the chance to take part and thrive in our rugby community.





# WHAT IS INCLUSIVE RUGBY?

Inclusive rugby refers to creating a welcoming and accessible environment for all individuals to play and enjoy rugby, regardless of their background, abilities, gender, or financial status. It is about breaking down barriers — whether physical, social, or economic — so that everyone, from beginners to seasoned players, can get involved in the sport. It nurtures a mutual respect, understanding, and responsibility towards others. It helps to break down prejudices within sport and society at large.

At Muddy York, we believe in being truly inclusive, and we are one of the first **Mixed Abilities-**sanctioned teams in North America, and the only member club of the International Gay Rugby association with an officially sanctioned Mixed-Abilities team. Regardless of disability, age, gender, or background, we will work with anyone who wants to learn the sport to make sure they have the supports they need to be able to take part and be included.



# REACH AND IMPACT

## OUR REACH

Muddy York is a club that does not exist in isolation, our members are not just from the downtown core, but our current and legacy members come from across the Greater Toronto Area and further. We are also a member of multiple governing bodies that exist at a local, provincial, national, and international level. As a club, our members take part in games & tournaments within our local union, but in addition to our local play, every year Muddy York members will travel to take part in tournaments across the globe. Muddy York also founded (and hosts) the annual **Beaver Bowl** rugby tournament, which welcomes teams and players from across all our governing bodies to take part.

By being a partner with Muddy York, you will have the opportunity to tap into these multiple levels of exposure.

Our governing bodies are:



The **Toronto Rugby Union (TRU)** is one of the largest and most established rugby organizations in Canada, representing over 40 clubs across the Greater Toronto Area. It oversees both competitive and recreational rugby, with a focus on community engagement and promoting the sport at all levels, from grassroots to elite athletes. The TRU has a significant reach, organizing many leagues, tournaments, and development programs, and serves as a key hub for rugby in Toronto, supporting over 10,000 players, coaches, spectators, and volunteers across the Greater Toronto Area.



The **Ontario Rugby Union** is the governing body for rugby in Ontario, overseeing the development and promotion of the sport across the province. It represents more than 120 clubs and thousands of players, coaches, and volunteers. The ORU organizes various competitions, including league play, tournaments, and provincial championships, and supports rugby development programs for all ages and skill levels. With a focus on growing rugby participation and fostering talent, the ORU plays a crucial role in the progression of rugby at both the grassroots and elite levels in Ontario.







**International Gay Rugby** is the global governing body for inclusive rugby, supporting and promoting rugby teams and clubs that welcome players of all sexual orientations and gender identities. Founded in 2001 as the International Gay Rugby Advisory Board, the IGR has grown to include 119 member clubs from across the world, providing a platform for 2SLGBTQ+ individuals and allies to engage in the sport in a safe, supportive, and inclusive environment. IGR organizes major events, such as:



## BINGHAM CUP

The Bingham Cup has a significant global reach, growing from 8 American teams in the inaugural 2002 tournament in San Francisco, to 140 teams of players from North & South America, Europe, and Australasia in the 2024 tournament in Rome. Muddy York has played in every Bingham Cup since 2006 as either a full or partner team.

## NORAM CUP

The NORAM Cup (IGR North American Championship) is a regional tournament that brings together inclusive rugby teams from North America every two years, and alternates with the Bingham Cup.

By supporting us, your brand will be displayed to not only the 1,200+ expected participants in the 2025 Boston tournament, but also a diverse and engaged audience, spanning from major urban centers to local communities from Boston to Vancouver to Dallas. The NORAM Cup has grown over the years, playing a key role in promoting rugby as a sport that values diversity and inclusion.



# OUR IMPACT

Muddy York has experienced an incredible growth over the past two years, skyrocketing from a small, tight-knit group of gay men to a thriving rugby club with 100 active members across all three pillars.

With a clear vision and a commitment to inclusivity, we are proud to have introduced our W+ pillar in 2023, expanding the club's reach and giving more opportunities for players of all backgrounds and identities to thrive in the sport. As we continue to improve on the field, our performance is stronger than ever — thanks to dedicated athletes, coaches, and volunteers who embody the values of teamwork, respect, and perseverance. With momentum building and ambitious recruitment goals in sight, Muddy York is poised for even more success as we grow the game, support our members, and inspire the next generation of players.

We are also not just a rugby club. For many, we have become friends and extensions of their chosen family. But do not just take it from us! Read what some of our members have to say about their experiences:



## WHY DID YOU JOIN MUDDY YORK?

I was looking for something physically challenging and a place to meet new people and make friends.

I joined Muddy York because it was a welcoming environment to relearn rugby after my car accident. They were accepting of my physical and cognitive disabilities as well as the vision impairment.

Muddy York gave me the space and time to grow the skills needed for a complex and physical game. I absolutely fell in love with it! On top of that, it's because of the people I have met. Rugby and my teammates have enriched my life immensely.

## WHAT HAVE BEEN YOUR FAVOURITE MUDDY YORK HIGHLIGHTS?

Games and tournaments are always fun, but the highlight for me is that feeling of camaraderie that develops over time. So many queer folks miss it growing up either due to fear, intimidation, or outright discrimination. Muddy York offers a place for us to grow together both as athletes and as people. We come to play rugby and end up as a chosen family.

My favourite Muddy York highlight was Beaver Bowl and taking part in the team's first women's game and the Mixed Abilities showcase games. Additionally, finding that Muddy York readily welcomes all people and is accepting of people with disabilities was a big thing.

The Mixed Ability contact games. It's a balanced game where one can play hard while ensuring fair play for all abilities.





# SPONSORING MUDDY YORK

Photo credit: Ang Tek Gie Photography

## BE A PART OF THE TEAM

Sponsoring Muddy York is more than supporting athletes or a sport. It means supporting a different sporting environment designed to welcome and teach those who may have felt or feel excluded by other team sports.

Your sponsorship can help support the essential day-to-day costs of running Muddy York, including field permit fees, training and medical equipment, and coaching, which in turn helps support the club's growth.

If you or your business cannot make a financial contribution, that is okay! We would not exist without the help of our community, and are happy to discuss other partnership avenues, such as in-kind donations. Please reach out today and we will work together to create a custom sponsorship package for you!



# SPONSORSHIP TIERS

The following tiers are offered for our individual team pillars: M+, W+, and Mixed Abilities for our upcoming season, and can be renewable annually at the same or alternate tier.

Logo space on equipment is limited, however, so inquire today for prime placement!

## DIAMOND

(1 SPOT PER TEAM)

**\$5,000+**

- Your logo featured on the chest of our team jerseys.
- Being named as a game day sponsor and weekly player spotlights on our social media feeds.
- A collaborative featurette about your business on our social media feeds for becoming a sponsor.
- Your logo on our website.
- Invoice for business expense purposes.

## PLATINUM

(2 SPOTS PER TEAM)

**\$3,000 TO \$4,999**

- Your logo featured on the sleeve of team jerseys.
- Your logo on our website.
- A collaborative featurette about your business on our social media feeds for becoming a sponsor.
- Invoice for business expense purposes.

## GOLD

(2 SPOTS)

**\$2,000 TO \$2,999**

- Your logo featured on our Mixed Abilities' reversible jerseys, used at all our practices and events.
- Your logo on our website.
- A collaborative featurette about your business on our social media feeds for becoming a sponsor.
- Invoice for business expense purposes.

## SILVER

(4-5 SPOTS)

**\$1,000 TO \$1,999**

- Your logo featured on a team banner displayed at all our games and practices.
- Your logo on our website.
- A collaborative featurette about your business on our social media feeds for becoming a sponsor.
- Invoice for business expense purposes.

## BRONZE

(UNLIMITED)

**\$500 TO \$999**

- A collaborative featurette about your business on our social media feeds for becoming a sponsor.
- Your logo on our website.
- Invoice for business expense purposes.

# THANK YOU

Reach out today at [info@muddyyork.ca](mailto:info@muddyyork.ca)



Photo credit: Iain Downie Photography

