



**NORAM CUP**  
BOSTON 2025

**Sponsorship  
opportunities**

Coming together to make  
our journey soar.

## A LETTER FROM OUR CHAIRMAN

Dear friend of inclusive rugby,

**With You.** On the pitch, it's a promise of support. It means, "We've got your back", "We'll share the load", "We'll make it to the try line together".

Off the pitch, it's the community ethos and charting principle of the Boston Ironsides RFC; New England's only competitive and fully-accredited member of the International Gay Rugby Association and Board. The Ironsides are fully committed to creating a community where everyone is safe to be their full authentic self, and have been for the past 22 years.

My experience with the Boston Ironsides Rugby Football Club began when I joined the club after moving to Boston in Fall 2022. From the first time that I stepped onto the pitch with this team I have witnessed the very real commitment of **With You**. It's this commitment that inspired me to bring the IGR North American Cup to Boston in 2025 and continue to grow awareness and inclusivity for everybody in the community.

Over the weekend of **May 30 – June 1, 2025**, the Boston Ironsides RFC will host the **2025 IGR NORAM Cup**, the largest senior amateur tournament in North America. Our tournament ceremonies, matches, and athlete housing will all be located within the city proper, allowing attendees the opportunity to explore Boston's history, neighborhoods, and culture. It is our sincere hope this tournament continues to build the awareness and impact of inclusive rugby.

As it is on the pitch, we can't do it alone and are looking for partners to be with us to support this tournament and allow players and supporters from across Canada, Mexico, and the US to build bonds with other players and supporters while strengthening the sport, the community, and themselves.

I look forward to the opportunity to discuss collaboration opportunities to amplify the mission and goals of the 2025 NORAM Cup Tournament.

With You,

*Quinton Leduc*

Quinton Leduc  
Chairman, 2025 IGR NORAM Cup





The place to be for inclusive rugby

# NORAM Cup

Photo credit: John Armstrong

The North America (NORAM) Cup is a biennial gay and inclusive rugby tournament, and the largest rugby union tournament in North America. The inaugural NORAM Cup was in 2023, hosted by the Charlotte Royals in North Carolina. The host city and club for the 2025 tournament is Boston, Massachusetts and the Boston Ironsides RFC.

The 2025 NORAM Championship will take place from **May 30 through June 1, 2025** and will field two divisions, Men's+ and Women's+, as well as a Trans Match.

Similar to the Bingham Cup and the Union Cup on an international and European scale respectively and held biennially, the NORAM Cup focuses on promoting inclusivity, diversity, and camaraderie within the rugby community specifically in North America. It brings together LGBTQ+ rugby teams and allies from various parts of North America to compete in a spirit of sportsmanship and celebration.



# What is inclusive rugby?



Photo credit: Julie Dunn Photos

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. The 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).

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 like strength, fearlessness, determination and challenge 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 21 years, the personal impact is profound. People who were told they didn't belong in sports are now devoted and capable rugby players.

## Our community

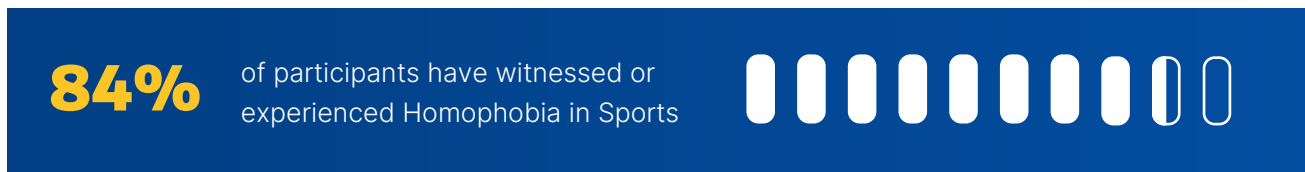
There's a common phrase in rugby. On the pitch, "with you" is an audible reminder that you're not running alone – that there is someone by your side to support you when you're tackled.

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.

# Homophobia in American sports

The first and largest international study of nearly 9500 gay & straight people reviewed by 7 international academics.

Summary of statistics by [Outonthefields.com](http://Outonthefields.com)



**50%** OF GAY MEN    **53%** OF LESBIANS

**HAVE BEEN PERSONALLY TARGETED**

Of those who have been targeted:



**89%** OF GAY MEN    **82%** OF LESBIANS

**HAVE HEARD VERBAL SLURS SUCH AS "FAGGOT" OR "DYKE"**



**29%** OF GAY MEN    **19%** OF LESBIANS

**HAVE RECEIVED VERBAL THREATS**



**35%** OF GAY MEN    **20%** OF LESBIANS

**HAVE BEEN BULLIED**



**19%** OF GAY MEN    **8%** OF LESBIANS

**HAVE BEEN PHYSICALLY ASSAULTED**



Photo credit: Dannis Noonan-Sloan





# Benefits of becoming a partner

Photo credit: John Armstrong

- Once in a lifetime opportunity to become a key partner of one of the fastest growing amateur rugby union tournaments in the world;
- Greater visibility of your organization within the Boston and North American markets;
- Raise your public profile within the LGBTQ+ community locally, nationally and internationally;
- Publicly confirm your organization's core and shared values of respect and diversity through concrete action. (In other words: walk the talk!);
- Exposure to thousands of new potential customers – from local purchasers to a new international market – to promote your goods and services;
- Positive impact through affiliation with a highly regarded international sporting event;
- International brand awareness among target groups with disposable income; and,
- Creative opportunities to market your products and services at the event and as marketing materials post event (social media videos, blog entries, etc.).

# Our reach

Participation in NORAM Cup Boston 2025 has already surpassed previous and we expect to have teams representing **30 clubs from across North America**. By supporting this event, your brand will be showcased to not only the 1,200+ participants but also a diverse and engaged audience, spanning from major urban centers to local communities from Boston to Vancouver to Dallas.

## Participating teams

(as of early registration)



## Social media

	Website(s)	Instagram	Facebook
<b>Boston Ironsides RFC</b>	12,000 annual hits	3,500 followers	500 followers
<b>IGR</b> (aggregate of members)	650,000 annual hits	120,000 followers	100,000 followers

# Sponsorship opportunities

Diamond	Platinum	Gold	Rainbow
\$15,000	\$8,000	\$3,000	\$1,000
1	1	4	Unlimited

## Diamond

As the **Title Sponsor** of the prestigious **NORAM Cup Boston 2025**, our Diamond Sponsor will receive unparalleled brand exposure and engagement throughout the event. This exclusive partnership offers premier visibility and a unique opportunity to connect with athletes, fans, and key stakeholders, reinforcing your brand as a leader in the sports community.

- **Title Sponsor Naming Rights:** Your brand will be prominently featured as the official Title Sponsor of the NORAM Cup Boston 2025, with all event materials, including press releases, signage, and promotional content, reflecting this prestigious title.
- **Exclusive Opportunity to Address the Audience:** Deliver a powerful message at the Opening and/or Closing Ceremonies, connecting directly with the audience and highlighting your brand's commitment to sports and community.
- **Full-Page Advertising:** A dedicated full-page ad in the official NORAM Cup Boston 2025 Tournament Program, offering a prime space to showcase your brand and business.
- **Venue Naming Rights:** Your brand name will be displayed at the Athletes' Village or Main Pitch, giving your company exclusive visibility at key event locations.
- **Logo Placement on Pitch Flag Posts:** Your logo will be displayed on 4 flag posts per pitch, prominently visible throughout the tournament.
- **Strategic Signage:** Benefit from prominent signage throughout the tournament sites, including the Athletes' Village, ensuring your brand stands out at high-traffic areas.
- **Product Placement Rights:** The right to place your products at various tournament venues, allowing for direct engagement with attendees.
- **Primary Logo Placement:** Your logo will appear on referee jerseys and volunteers' t-shirts, creating visibility among both participants and event staff.
- **Website Branding:** Your logo will be featured on the NORAM Cup Boston 2025 website, with a direct link to your own website, ensuring online exposure.
- **Social Media Promotion:** Active promotion of your brand across NORAM Cup Boston 2025 social media channels, increasing engagement with fans and followers.
- **Swag Bag Inclusion:** Inclusion of your promotional materials in the registration swag bags, along with a 300-word business introduction showcasing your company and your alignment with the event's values.
- **Dedicated Press Release:** A dedicated press release announcing your sponsorship will be shared across media outlets, providing additional visibility and exposure.
- **Single Sponsor Exclusivity:** Enjoy single sponsor exclusivity, ensuring your brand is the exclusive partner at the Diamond Sponsor level.
- **VIP Passes:** Receive 8 VIP passes to all NORAM Cup Boston 2025 events, offering access to exclusive areas and premium experiences.

This is your opportunity to be front-and-center at a world-class sporting event, with unmatched visibility and a deep connection to the tournament and its global audience. Join us as the **Diamond Sponsor of NORAM Cup Boston 2025**, and help elevate the event to new heights while showcasing your brand as a leader in the sports community.



# Sponsorship opportunities

<b>Diamond</b> <b>\$15,000</b> <b>1</b>	<b>Platinum</b> <b>\$8,000</b> <b>1</b>	<b>Gold</b> <b>\$3,000</b> <b>4</b>	<b>Rainbow</b> <b>\$1,000</b> <b>Unlimited</b>
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## Platinum

As a **Platinum Sponsor** of the **NORAM Cup Boston 2025**, your brand will enjoy exceptional visibility and recognition at one of the most exciting sporting events of the year. This partnership offers a unique opportunity to engage with athletes, fans, and the broader community, while demonstrating your company's commitment to supporting elite sports events and fostering community spirit.

- Acknowledgement at Opening and Closing Ceremonies:** Your brand will be formally acknowledged during both the Opening and Closing Ceremonies, highlighting your pivotal role in supporting the event.
- VIP Passes:** Receive 4 VIP passes to all NORAM Cup Boston 2025 events, providing exclusive access to key venues and premium areas.
- ¾ Page Advertising:** A prominent ¾ page ad in the official NORAM Cup Boston 2025 Tournament Program, showcasing your brand to all event participants and spectators.
- Hospitality Area Naming Rights:** Your brand name will be proudly displayed at the Hospitality Area, ensuring high-traffic visibility and association with the event's key gathering space.
- Event Signage:** Your logo will appear on signage at various high-visibility locations around the tournament sites, including near the pitches, driving brand awareness throughout the event.
- Logo on Volunteer T-Shirts:** Your logo will be placed on volunteers' t-shirts, ensuring your brand is seen by attendees and participants throughout the tournament.
- Website Exposure:** Your logo will be featured on the official NORAM Cup Boston 2025 website, with a link directly to your own site, offering online exposure to a global audience.
- Social Media Promotion:** Your company will be prominently promoted on NORAM Cup Boston 2025 social media platforms, connecting your brand with a large and engaged following.
- Swag Bag Inclusion:** Your promotional materials will be included in the registration swag bags, along with a 100-word introduction of your business, highlighting your brand's values and connection to the event.

The **Platinum Sponsor** partnership is an ideal opportunity for companies looking to strengthen their brand presence at a premier sporting event, with a blend of strategic signage, VIP access, and digital promotion. By partnering with **NORAM Cup Boston 2025**, you'll position your company as a key supporter of high-caliber athletics and help drive the success of this highly anticipated event.

# Sponsorship opportunities

<b>Diamond</b> \$15,000 1	<b>Platinum</b> \$8,000 1	<b>Gold</b> \$3,000 4	<b>Rainbow</b> \$1,000 Unlimited
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## Gold

As a **Gold Sponsor** of the **NORAM Cup Boston 2025**, your brand will gain significant exposure and recognition at one of the most exciting events of the year. This partnership offers a valuable opportunity to connect with a passionate audience, from athletes and spectators to event organizers and media, all while highlighting your commitment to supporting elite sports and community-driven initiatives.

- **Acknowledgement at Opening and Closing Ceremonies:** Your brand will be formally acknowledged during both the Opening and Closing Ceremonies, ensuring high-profile recognition at the start and conclusion of the event.
- **VIP Passes:** Receive 2 VIP passes to all NORAM Cup Boston 2025 events, granting you exclusive access to key event areas and prime viewing locations.
- **Half-Page Advertising:** A half-page ad in the official NORAM Cup Boston 2025 Tournament Program, placing your brand in front of all event participants and attendees.
- **Website Branding:** Your logo will be featured on the NORAM Cup Boston 2025 website, along with a direct link to your business, ensuring continued online visibility.
- **Social Media Recognition:** Your brand will be promoted on NORAM Cup Boston 2025's social media platforms, reaching a broad and engaged audience across multiple channels.
- **Swag Bag Inclusion:** Your promotional materials will be included in the registration swag bags, ensuring your brand reaches every participant and attendee from the very beginning of the event.

The **Gold Sponsor** package offers a robust marketing presence, balancing in-person visibility with digital recognition. By aligning your brand with **NORAM Cup Boston 2025**, you will position yourself as a leading supporter of competitive sports, while engaging with a dynamic audience of athletes, spectators, and influencers. Don't miss this opportunity to showcase your brand at a premier sporting event.

## Rainbow

- **Website Branding:** Your logo will be featured on the NORAM Cup Boston 2025 website, along with a direct link to your business, ensuring continued online visibility.

**Each sponsorship level is customizable and open to discussion for personalization for your organization. Customization of the sponsorship is available to allow the most effective opportunity for your brand.**

The Boston Ironsides RFC, Federal Employer Identification Number (EIN) 75-3111791 is a registered non-profit organization under internal revenue code 501(c)(3), with public charity status 509(a)(2). Please note - all or part of your contribution to our organization may be tax deductible as a charitable contribution. Please check with you tax advisor to determine the full deductibility, if any, of your charitable donation.



# À la carte

## Custom sponsorship options

We're excited to work with you to make sure our partnership hits the mark for your brand. **In-kind donations** of goods and services are welcome and allow you to see the direct impact of your support.

[Reach out today](#) to discuss how we can work together.



# Legacy sponsorship opportunities

## Trans-Athlete Summit

Trans-athletes face unique challenges and are often overlooked. The issue of the rights of trans-athletes and their ability to participate in sports, at all levels, is a growing and pressing concern. This is a unique opportunity for your organization to stand out from all of your competitors and be associated with the legacy of the NORAM Cup, beyond the rugby pitch.

# Trans-Athlete Summit

	<b>Human Rights</b> <b>\$5,000</b> <b>1</b>	<b>Friends</b> <b>\$2,000</b> <b>3</b>	<b>Ally</b> <b>\$500</b> <b>Unlimited</b>
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## Human Rights

As the **Human Rights Sponsor** of the esteemed **NORAM Cup Boston 2025 Trans-Athlete Summit**, your brand will take a leadership role in championing equality, inclusion, and opportunity for the trans-athlete community. This exclusive sponsorship offers high-level visibility across multiple platforms, enabling you to engage with athletes, thought leaders, and advocates in a meaningful way. Your partnership will underscore your brand's commitment to social responsibility and progressive values within the sports world.

- **Title Sponsor Naming Rights:** Your brand will be featured as the official Human Rights Sponsor of the NORAM Cup Boston 2025 Trans-Athlete Summit. All event materials—including press releases, promotional content, signage, and digital assets—will prominently reflect your role as a champion of inclusion and equality.
- **Exclusive Opportunity to Address the Audience:** Deliver an impactful message at the Opening Ceremony, setting the tone for the summit and showcasing your brand's dedication to human rights and diversity in sport.
- **Full-Page Advertising in the Conference Program:** A prime, full-page ad in the official conference program, ensuring your brand stands out among event attendees, influencers, and decision-makers within the trans-athlete and LGBTQ+ communities.
- **Prominent Signage at the Summit:** Benefit from strategic signage across key areas of the summit venue, including the main stage, networking areas, and registration desks, guaranteeing high visibility throughout the event.
- **Logo on NORAM Cup Boston 2025 Website:** Your logo will appear on the NORAM Cup Boston 2025 website, with a link to your company's site, offering consistent online exposure before, during, and after the event.
- **Social Media Promotion:** Active promotion of your brand on NORAM Cup Boston 2025's social media channels, engaging with an active online community and broadening your reach to event participants and followers.
- **Inclusion of Promotional Material in the Swag Bag:** Your promotional materials will be included in the registration swag bag, directly reaching attendees and providing an opportunity to engage with the summit's audience in a personalized way.
- **Dedicated Press Release:** A press release will be issued announcing your sponsorship, providing visibility across media outlets and reinforcing your position as a leader in supporting human rights within sports.
- **Single Sponsor Exclusivity:** Enjoy exclusive sponsorship rights at the Human Rights level, ensuring your brand is the sole partner within this important category.

### Additional Benefits for Title Rights (Optional, \$3000):

Enhance your visibility by securing **Title Rights** for an additional \$3,000. Your brand will be referred to as "[Company] Presents the NORAM Cup Boston 2025 Trans-Athlete Summit", further elevating your profile as a key supporter of the trans-athlete movement and the event's values.

# Trans-Athlete Summit

<p>Human Rights \$5,000 1</p>	<p>Friends \$2,000 3</p>	<p>Ally \$500 Unlimited</p>
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## Friends

As a **Friends Sponsor** of the **NORAM Cup Boston 2025 Trans-Athlete Summit**, your brand will be recognized as a valued supporter of inclusion, community, and the celebration of trans athletes in sports. This partnership provides key visibility at the summit, with opportunities to engage directly with attendees and showcase your commitment to equality and human rights in the sporting world.

- **Acknowledgement During the Conference:** Your sponsorship will be publicly recognized during the summit, ensuring your brand is associated with this important event and its mission to support trans athletes and promote diversity in sports.
- **Access-Pass to NORAM Cup Boston 2025:** Receive 1 Access-Pass to the tournament weekend, giving you exclusive entry to the event and the opportunity to network with athletes, thought leaders, and other stakeholders.
- **Banner Advertising in Summit Final Program:** Your brand will be featured with a banner ad in the official summit program, allowing for exposure to all attendees and participants.
- **Logo Listing on NORAM Cup Boston 2025 Website:** Your logo will appear on the NORAM Cup Boston 2025 website, with a link to your company's site, offering online visibility to the event's broad audience.
- **Inclusion of Promotional Material in the Swag Bag:** Your promotional materials will be included in the registration swag bag, providing direct engagement with attendees and ensuring your brand is in front of participants throughout the event.

**Each sponsorship level is customizable and open to discussion for personalization for your organization. Customization of the sponsorship is available to allow the most effective opportunity for your brand.**

The Boston Ironsides RFC, Federal Employer Identification Number (EIN) 75-3111791 is a registered non-profit organization under internal revenue code 501(c)(3), with public charity status 509(a)(2). Please note - all or part of your contribution to our organization may be tax deductible as a charitable contribution. Please check with you tax advisor to determine the full deductibility, if any, of your charitable donation.





# Next steps

Thank you for taking the time to review our partnership opportunities. We would love to talk more about next steps and how your organization can form a partnership with our organization.

## To discuss more about potential partnership between us:

- Contact Quinton Leduc by email at [Quinton.Leduc@NORAMCupRugby.com](mailto:Quinton.Leduc@NORAMCupRugby.com)

Please note that the NORAM Cup Boston 2025 Board of Directors are all volunteer-held positions and responses may be delayed. We appreciate your understanding.

**Thank you.**



**NORAM CUP**  
BOSTON 2025