

Vancouver Dragons

2027 Sponsorship Opportunities



THE RLBC SITS UNDER THE CANADA RUGBY LEAGUE ASSOCIATION

INTERNATIONAL RUGBY LEAGUE

ABOUT US & WHY PARTNER

Established 2012 • Registered Non-Profit • Based in Vancouver, BC
Home Ground: Brockton Oval, Stanley Park. The Vancouver Dragons are the most established and most engaged Rugby League club in British Columbia, competing in the British Columbia Rugby League (RLBC), the largest Rugby League competition in Canada. Our club includes:

- Men's & Women's teams competing in the RLBC
- Co-Ed Touch Rugby Program competing in Vancouver City Touch League
- Complete digital media presence including DragonsTV live Streaming

In 2018, the Dragons achieved a historic treble:

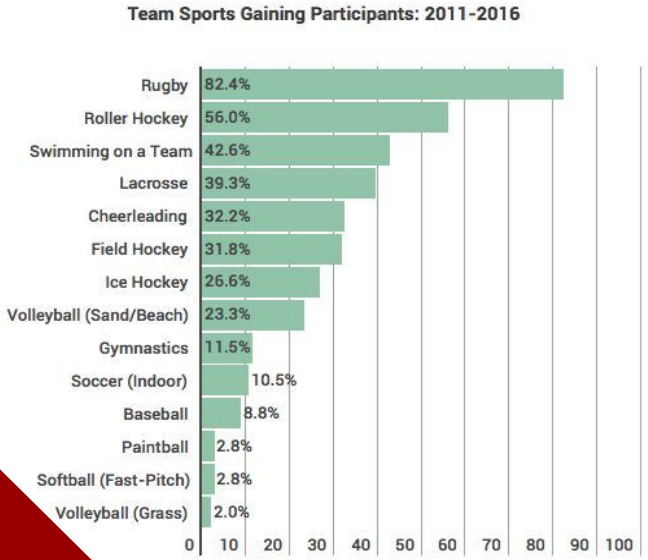
- ❏ RLBC Men's Premier Champions
- ❏ RLBC 9's Champions
- ❏ Vancouver City Touch Champions



2026 saw a 66% increase in participation in British Columbia

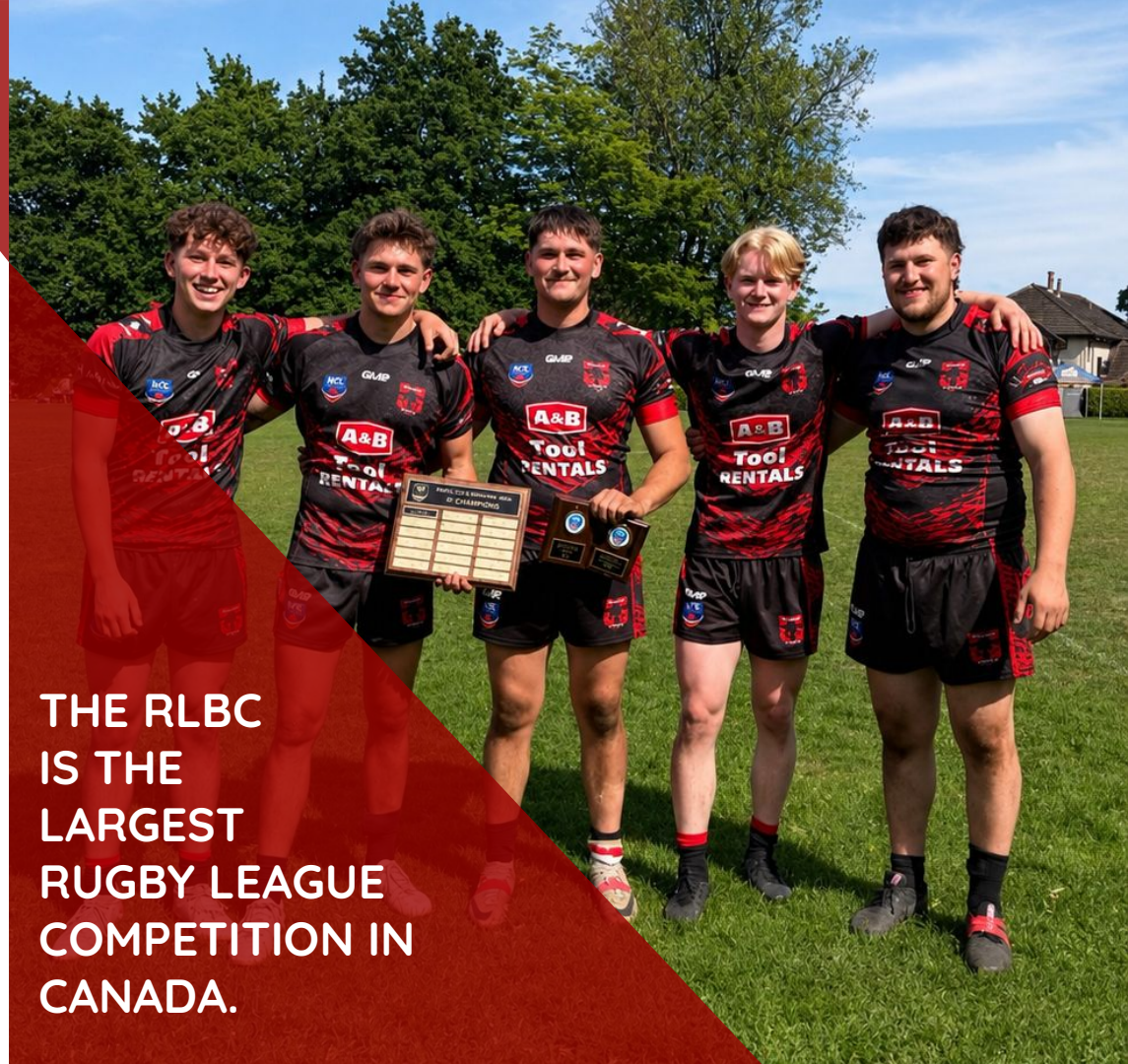
WHY RUGBY LEAGUE ?
WHY NOW ?

Rugby League is one of the fastest-growing sports in North America, with more than 2 million youth participants and rapidly expanding professional, high-school, and community programs. Rugby League is gaining major visibility through rising youth and school participation, increased Olympic attention on the sport and new media and streaming opportunities. Together, these trends create a rare early-stage sponsorship opportunity with high growth potential and a low cost of entry.



THE LEAGUE

Founded in 2011, the British Columbia Rugby League (RLBC) is the premier domestic Rugby League competition in British Columbia, operated under the governance of Canada Rugby League. The RLBC provides the highest level of Rugby League competition in the province and plays a central role in developing players, coaches, and pathways across Western Canada.



THE RLBC IS THE LARGEST RUGBY LEAGUE COMPETITION IN CANADA.

WHY SPONSOR THE DRAGONS ?

Partnering with us means aligning with:

- A growing Canadian sport
- A multicultural, active, community-focused
- audience
- Strong digital reach and consistent content
- A non-profit club that reinvests into sport growth
- A team located in one of the most iconic sporting locations in the world: Stanley Park

Your brand will be featured locally, nationally, and internationally.



Home of Rugby League at Brockton Oval, Stanley Park

SOCIAL

The Dragons deliver some of the strongest media engagement in Canadian rugby league:

- 20k+ Facebook fans
- Average of 10k+ reach on posts

- Recordings of games
- Player highlight reels

- Over 3k+ followers



VANCOUVER DRAGONS SPONSORSHIP OPPORTUNITIES
2027 SEASON – JERSEY SPONSOR

Platinum Sponsor $5,000
1 available

- Prime front shirt sponsor placement (P2)
- Brand acknowledgement on broadcasts and recordings (RLBC)
- Paid social media posts (Facebook & Instagram)
- Branding on club website
- Included on match preview & report materials

Silver Sponsor $1,000
2 available

- Shirt sponsor sleeve placement (P7 or P9)
- Brand acknowledgement on broadcasts and recordings (RLBC)
- Paid social media posts (Facebook & Instagram)
- Branding on club website
- Included on match preview & report materials

Bronze Sponsor $750
8 available

- Short sponsor placement (P14, P16, P17, P18, P21, P22, P23, P24)
- Brand acknowledgement on broadcasts and recordings (RLBC)
- Acknowledgement on social media posts *(Facebook & Instagram)*
- Branding on club website
- Included on match preview & report materials

Gold Sponsor $3,000

- Back of the shirt sponsor placement (P3)
- Brand acknowledgement on broadcasts and recordings (RLBC)
- Paid social media posts (Facebook & Instagram)
- Branding on club website
- Included on match preview & report materials



Titanium Sponsor $2,000

- Back of the shirt sponsor placement (P5)
- Brand acknowledgement on broadcasts and recordings (RLBC)
- Paid social media posts (Facebook & Instagram)
- Branding on club website
- Included on match preview & report materials

Matchday $500
5 available

- Select and present game MVP
- Brand acknowledgement on broadcasts and recordings (RLBC)
- Brand acknowledgement on social media posts
- Branding on club website
- Included on match preview & report materials

Player Sponsor $750

- Photo with player
- Branding on club website with player
- Included on broadcasts and recordings where possible
- Included on match preview and report materials where possible

CONTACT US

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