

Joint Operational & Commercial Value Proposition



“Bridging College to Eagles & Beyond: Amplifying Stories, Stars, and Growth of the Game”



1. CROSS-MARKETING & STAR AMPLIFICATION “AMPLIFY STARS, STORIES & MARKETING”

- **Ticket & Broadcast Promotion:** Leverage NCR's expansive network of 20,000+ members and 60,000+ fans to drive USAR revenue at test matches through ticket sales, and viewership. Unlock \$100k in new USAR Official merchandise revenue through on-site sales and activations at NCR Championship events.
- **Unified Athlete Storytelling:** Partner with NCR's digital media channels, led by The College Rugby Show, to showcase player pathways from college to the Eagles and beyond, elevating rising stars and raising rugby's profile across the United States.



2. NCR HIGH PERFORMANCE: “BRIDGING COLLEGE TO EAGLES”

- **Co-Branded Tournaments:** Provide USA Rugby with prominent co-branding opportunities at the NCR All-Star Tournament and Collegiate All-American events, establishing a direct pipeline for domestic scouts to identify talent for the Eagles and Olympic teams.
- **Funded Scout Travel:** NCR will sponsor travel and logistics for USA National Team coaches and selectors to actively recruit elite emerging talent at major NCR championship events.



3. \$50K COACHING DEVELOPMENT INVESTMENT: “RETAIN. DEVELOP. COACH.”

- **Funded Registrations:** NCR will sponsor annual USA Rugby licensing and registration fees for up to 50 new coaches per year, driving official certification compliance.
- **World Rugby Level 1 & 2 Certification Sponsorship:** Schedule, coordinate, and fully fund up to \$50k in Level 1 & 2 coaching courses annually to certify 200 new coaches across all age grades and elevate the skills of 100 existing coaches per year.



4. \$50k REFEREE DEVELOPMENT INVESTMENT: “KEEP THE WHISTLE BLOWING”

- **College Student Pathway:** NCR will launch a targeted campaign to recruit student-athletes into official referee pipelines, funding introductory registration fees for up to 200 new referees per year.
- **World Rugby Level 1 & 2 Certification Sponsorship:** NCR will coordinate, promote, and fully fund up to \$50k in Level 1 and Level 2 referee clinics strategically aligned around high-density regional and championship tournaments.



5. INCREASE SENIOR CLUB PARTICIPATION: “KEEP THE BOOTS ON”

- **Post-College Club Transition:** Working together to retain more college players at the senior club level will drive incremental membership revenue in the hundreds of thousands dollars for USAR while increasing senior club participation and feeding the broader Eagles pathway.
- **Complimentary Recruiter Access:** Provide senior clubs with promotional booths and scout credentials to recruit directly at all major NCR championship events.



6. USA RUGBY MEMBERSHIP “STREAMLINED MEMBERSHIP. UNLOCKED REVENUE.”

- **Streamlined Registration:** Embed a USA Rugby opt in membership check-box offering NCR members a streamlined path to become USAR members during annual registration, creating an additional incremental revenue stream of 20,000 student athletes, potentially \$500k+ in new revenue.
- **National Trend Insights:** Share real-time membership numbers and regional density metrics to help USA Rugby track national participation trends.