

# SPONSORSHIP & MARKETING COLLABORATION 2025-2026



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Baltimore Flamingos RFC, Inc.  
[Baltimoreflamingos.org](http://Baltimoreflamingos.org)



# Who are we?

The Baltimore Flamingos RFC is a certified, good-standing 501c(3) non-profit organization and the first and only gay & LGBTQ+ inclusive rugby team in the state of Maryland. As a member of International Gay Rugby (IGR), our mission is to, first and foremost, foster and cultivate a safe space for LGBTQ+ people to learn and participate in rugby.

Founded in 2016, our journey has been marked by continuous growth and achievement. From our International Championship win of the Challenger's Cup at the biennial Mark Bingham IGR Tournament (Ottawa, Canada 2022), to organizing the world's first all trans rugby match (Charlotte, NC, 2023), to the establishment of our womxn's side in the Fall of 2023, we strive to build an environment of inclusivity and athleticism for all.

Started by a few misfits, our team has grown to over 80 players and over 2,500 supporters from all over the world. The Flamingos participate in Division 4 of the Mid-Atlantic Conference, where we play against teams from Virginia, Maryland, Pennsylvania and Delaware. In addition to conference games, we like to focus our spring seasons on playing and connecting with other IGR teams from across the continent and world. We have traveled as far as Charleston, New Orleans, Ottawa, the Netherlands, and more. In the Summer of 2026 we will be sending over 50 Baltimore Flamingos to compete in Brisbane, Australia. Our Womxn's + side has also grown exponentially this season and will be competing in their first IGR NORAM Tournament in May under the Baltimore Flamingo Umbrella.

Over the course of 15 rugby seasons, the team has fostered countless friendships and an ever-growing group of alumni, active players, fellow ruggers, and supporters whose camaraderie continue to build our community.



At the team's founding, we began with a group of players largely new not only to rugby, but to sports in general. We consistently struggled to fill a 15-person roster, lost every match played, but continued to grow and have fun. Now, the Flamingos' hard work is paying off thanks to our seasoned coaching staff, passionate board of directors, and dedicated athletes. A few of our major achievements are below:

- ▶ Capital City Shield Champions (Columbus, Ohio 2019)
- ▶ Challenger Cup Champions, Bingham Tournament (Ottawa, Canada 2022)
- ▶ Mid-Atlantic Conference Semi-finalists , (Local, 2023)
- ▶ Hoagland and Gladiator Shield Champions, Bingham Tournament (Rome, Italy 2024)

We take pride in the impact we have on the community simply by having and adhering to our club's mission in addition to being authentically ourselves. The Flamingos are, and will always be LGBTQ+, inclusive, and winners, regardless of the score board.

So join us and our other sponsors and community partners who have all contributed to our success.

Sincerely,  
The Baltimore Flamingos



# What do you get as a Flamingos Sponsor?

The Baltimore Flamingos RFC provides co-branding and marketing opportunities that reach both the LGBTQ+ and rugby communities alike, through merchandise, official match attire, branded equipment, pride banners, social media, and more. Every sponsorship is custom to your needs as a business, and we are willing to accommodate almost any arrangement if it aligns with our club principles. Rugby is the fastest growing sport in the United States and within the LGBTQ+ community. In the 2018 season, USA Rugby exceeded 137,000 player registrations and in 2019, International Gay Rugby welcomed its 100th team. The Flamingos are one of the most visible and recognized LGBT organizations in the greater Baltimore region and actively compete in regional, national and international games. The Flamingos maintain connections with other local LGBTQ+ sports organizations such as Stonewall Baltimore, and continued collaborations with local sponsors, as well as a focused participation in LGBTQ+ inclusive rugby related events and communities.

## What do the Flamingos need?

Funds! Our expenses include: Baltimore City field reservations, equipment, tournament registrations, post-game socials, referees and coaching. More importantly, to keep the game accessible to all, we maintain a scholarship fund to ensure that membership costs will never be a hindrance for anyone wanting to play rugby.

## How can you support the Flamingos?

There are many ways to support the Baltimore Flamingos RFC, Inc. These options will be elaborated in the upcoming pages.

- Official match jersey brand placement
- Official off-field merchandise brand placement
- Equipment and signage brand placement
- Event and tiered sponsorships
- Custom ideas

This packet provides information to all **\*CURRENTLY AVAILABLE\*** sponsorship and co-branded marketing opportunities.

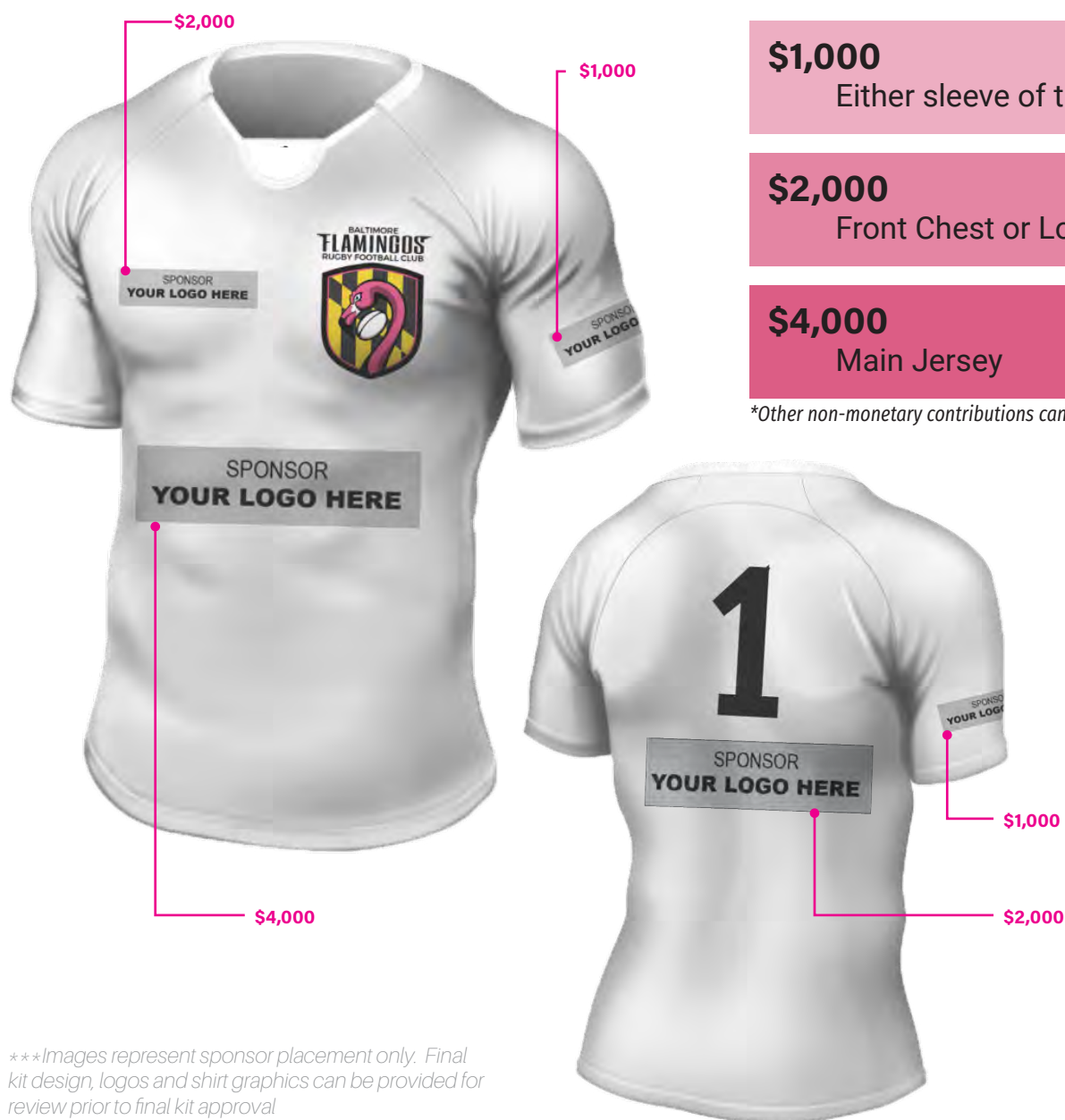


# Sponsor the Baltimore Flamingos Rugby Team

Your sponsorship of our custom-designed jerseys ensures prominent visibility during every game and on social media, while also making a statement of support for LGBTQ + athletes and our fight against homophobia in sports.

Sponsor space is available on both sleeves, the chest plate, abdomen (main sponsor), and the lower back of the jersey.

New team jerseys are not produced every year, allowing these advertising spaces to return at least 2-3 years of exposure. Additionally, the team offers its members and supporters the chance to purchase replicas of the team jerseys as official merchandise--offering additional marketing exposure beyond the pitch/games.



\*\*\*Images represent sponsor placement only. Final kit design, logos and shirt graphics can be provided for review prior to final kit approval

# Classic Rugby “Cuffing Season” Long-Sleeve

Since the inception of the game, rugby players everywhere have donned the eponymous “rugby shirt”, long sleeved, collared, and cotton. While the practicality of the rugby shirt has diminished in-game in favor of a more streamlined fit and synthetic material, the sleek look and style of the rugby shirt is timeless.

After selling out of our first run, we are bringing back our long sleeved rugby shirt in a vibrant new design, and we are inviting you and your brand a place on our “Cuffing Season” rugby long-sleeve, next to our logo.



Front Chest

Sleeve

**\$500**

Either sleeve of the jersey

**\$1,000**

Front Chest

**\$2000**

Back

*Production will only begin once we reach total contributions of \$2500*



Back

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# Event Sponsor

Sponsors also have the option to donate funds outside of a monetary contribution. Often this takes the form of event sponsorship. Generally, when an event sponsorship occurs, the Flamingos coordinate with the event sponsor to market events and drive people to them both through social media and by attending the event. Additionally, team members in jerseys can be available for assistance at events if necessary. Though all events are different, the Flamingos offer coordinated marketing on the events, listing in our general sponsor list and Flamingo signage at the event. While no set amount is pledged by an event sponsor, we would set a metric to determine what the Flamingos would receive, for instance a portion of sales or the sale of a specific product. Sponsors Charm City Meadworks and Peabody Heights Brewery have both hosted events where the Flamingos have had free use of space and received a percentage of sales from the event.

## Tiered Sponsor

The Baltimore Flamingos RFC, Inc. Offer four tiers of sponsorship wherein a sponsor provides a certain amount of funds or in-kind materials and receives a set of acknowledgement and co-branding. The details are as follows:

<b>\$3,000+</b> <b>Level 4</b>	<ul style="list-style-type: none"><li>• All level 1, 2 &amp; 3 benefits</li><li>• Large logo on Flamingos official pride tee shirt</li><li>• Large signage at Baltimore Pride, and any other attended pride events</li><li>• Signage at all Flamingos home games</li></ul>
<b>\$1,000-\$2,999</b> <b>Level 3</b>	<ul style="list-style-type: none"><li>• All level 1 &amp; 2 benefits</li><li>• Quarterly "Sponsor Spotlight" Facebook posts</li><li>• Weblink on website</li><li>• Small logo on Flamingos' official pride t-shirt</li><li>• Medium signage at Baltimore Pride, and any other attended Pride events</li></ul>
<b>\$500-\$999</b> <b>Level 2</b>	<ul style="list-style-type: none"><li>• All level 1 benefits</li><li>• Increased frequency of shout out posts to monthly</li><li>• Fixed logo on website</li><li>• Small signage at Baltimore Pride, and any other attended Pride events</li></ul>
<b>\$250-\$499</b> <b>Level 1</b>	<ul style="list-style-type: none"><li>• Acknowledgment in scrolling sponsor list on website</li><li>• Shout out posts on Facebook, Twitter and Instagram quarterly</li></ul>

**THANK YOU TO OUR CURRENT SPONSORS  
FOR YOUR CONTINUED SUPPORT!**

**TO OUR FUTURE SPONSORS,  
WELCOME TO THE FAM!**

