

USA RUGBY 7s COLLEGIATE CHAMPIONSHIPS Partnership Review



EXECUTIVE SUMMARY

The inaugural Collegiate Championship for Men's & Women's Rugby 7s was built entirely on parity and equity. This was the first post-season collegiate tournament that featured the men and women competing in the same venue, with **equal resources, opportunities and national exposure.**

Key Achievements:

- Competition & Performance
 - 1,000+ student-athletes competed
 - 68+ Teams
 - 2 National Champions
 - 2022 Women's National Champion: Lindenwood University
 - 2022 Men's National Champion: Life University
- Community Impact
 - \$5 Million invested into the local community
 - 36 Local Businesses Partners
 - 2 Professional Development Conferences
 - High School/Youth Rugby Tournaments & Combines



TOURNAMENT ANALYTICS

COLLEGIATE RUGBY CHAMPIONSHIP VIEWERS

- 2022 Total Viewers
 - **Live National TV Viewers: 600,000**
 - **Live Local TV Viewers: 139,000**
 - Avg Local Rating: .3

SOCIAL & DIGITAL IMPRESSIONS & ENGAGEMENT

- Impressions: 795,493
- Followers: 71% Average Increase Across Platforms
- Accounts Reached: 48,421 (47,200 from non-followers)

Number from May 13-15 only

STADIUM FOOTPRINT:

- Daily Average Attendance: 6,000



FOUNDING PARTNER

USA RUGBY 7s COLLEGIATE CHAMPIONSHIPS

BRAND AWARENESS: Align with the values of rugby in the United States by highlighting your company's commitment to the community with a presence on the national stage.

COMMUNITY DEVELOPMENT: Strengthen Atlanta's **diversity, inclusivity** and **leadership development** engagement by providing opportunities and resources for personal, educational and social advancement.

BUSINESS FOOTPRINT: Connect with a diverse, like-minded network of professionals, and rally with AEG, The Aspire Group, USA Rugby and the NR7s around this transcendent sport built for everyone.

