



flow



CONTENTS

1. WHO WE ARE
2. RUGBY IN THE US
3. COMMUNITY
4. OUR AUDIENCE
5. PARTNERSHIP OPPORTUNITIES

MIAMI
SHARKS

A professional rugby player in a pink jersey is captured in motion, running with the ball. He is wearing a white headband and a white wristband. The background shows other players in pink jerseys, slightly out of focus, on a green field. The overall scene is dynamic and action-oriented.

WHO WE ARE

WE
ARE

MIAMI'S NEWEST SPORTS PROFESSIONAL
FRANCHISE

READY TO TACKLE AMERICA'S PROFESSIONAL
RUGBY LEAGUE: MLR

EXCITED TO OPEN THE DOORS TO OUR
POWERHOUSE OF RUGBY EXPERIENCES AND
THRILLING ENTERTAINMENT

MADE IN MIAMI

In recent years, Miami has emerged as one of the most influential cities in the United States, boasting the fastest-growing economy in the country.

With the arrival of internationally renowned figures and the consistent outstanding performance of top teams across various leagues, Miami has also solidified its position as a global sports capital.

In this thriving context, Miami Sharks Rugby has emerged as the new professional team in the city.



MIAMI DOLPHINS
Tua Tagovailoa (1)



INTER MIAMI
Leo Messi (10)



FLORIDA PANTHERS
Claude Giroux (28)



MIAMI SHARKS
Tomás Cubelli (9)



MIAMI MARLINS
Bry Perez (39)



MIAMI HEAT
Jimmy Butler (22)

OUR TEAM



MARCOS GALPERIN

CEO-Founder of Mercado Libre
Time 100 most influential
companies 2023



COCHI PELLICENA

Head Coach
Former coach of Argentina and
Italy rugby



TOMAS CUBELLI

Professional rugby player
87 caps with Argentina rugby
national team
Captain of international teams

MIAMI SHARKS IN THE NEWS

USA RUGBY

Major League Rugby: Miami Sharks Sign Los Pumas Star For 2024 Season

Major League Rugby expansion club the Miami Sharks have announced the signing of Argentinean international scrumhalf Tomás Cubelli for the 2024 season.

Apr 27, 2023 by Philip Bandon




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Why this ad?

LA NACION




Marcos Galperin
Miami Sharks

Bloomberg

Technology

Tech Billionaire Bets on Growth of Rugby in US With Miami Team

- MercadoLibre CEO Marcos Galperin invests in team with friends
- Galperin sees potential for rugby to grow like soccer in US



photos: UAR | Filippo Monteforte

JOSÉ PELLICENA TO COACH MIAMI, TOMÁS CUBELLI FIRST SIGNING

Americas Rugby News | April 25, 2023 | Argentina, Canada, USA | 0 Comments | 551 Views

The Miami Sharks have looked to Argentina for both their first Head Coach and player signing. José Pellicena will take the top coaching job at the Major League Rugby expansion side in 2024, while current Pumas scrumhalf Tomás Cubelli will be confirmed as the team's first signing on Wednesday.

OUR HOME



UPCOMING ANNOUNCEMENT

INTER MIAMI CF and **MIAMI SHARKS** are thrilled to announce a groundbreaking partnership, solidifying a cooperative relationship between the two esteemed sports franchises.

Commencing in the first semester of 2024, the inaugural season of the **MIAMI SHARKS** franchise will unfold at the IMFC facilities, which will not only serve as their home game venue but also provide access to the top-tier training resources of Inter Miami.

The AutoNation Stadium, currently utilized as a training space, will transition into the official field for the Miami Sharks in the city. To facilitate this transition, the facilities are undergoing extensive preparations, including the addition of seating to accommodate an approximate capacity of 5000 spectators.





COMMITMENT TO GROW SPORTS FRANCHISES IN WITH UPCOMING WORLD CUPS COMING TO THE US

This partnership underscores **INTER MIAMI CF**'s dedication to fostering local sports growth in Miami, a burgeoning sports franchise hotspot. Particularly notable are soccer and rugby, with upcoming World Cups hosted in the United States (Soccer in 2026 and Rugby in 2031), reflecting the shared commitment to advancing the sports landscape in the region).

GAME EXPERIENCE WITH LATIN AMERICAN FLAVOR

Given the robust Latin American connection of both teams, the promise of an intensely passionate game experience is undeniable. The convergence of Inter Miami and the Miami Sharks brings together this shared cultural fervor, ensuring an electric atmosphere that will resonate with fans and spectators alike. There is also a strong **Argentine** connection that ties both teams.



RUGBY IN THE USA



THE LARGEST INTERNATIONAL SPORT WITH THE GREATEST AND FASTEST GROWTH IN THE USA



1

Rugby is the fastest-growing sport in the USA in recent years

2

It is an Olympic sport

3

The 2031 Men's Rugby World Cup and the 2032 Women's Rugby World Cup will be held in the United States

4

The Rugby World Cup is the third most popular sporting event in the world

USA IN THE INTERNATIONAL RUGBY SCENE

USA will host Men's and Women's RWC in 2031 and 2033, respectively. The Men's Rugby World Cup is the third largest sports event in the world with a global viewership of 857 million people worldwide.



RUGBY BY THE NUMBERS

45M+

RUGBY FANS
IN AMERICA

1.62M

RUGBY PLAYERS
IN AMERICA

37.5%

RISE IN MLR MATCHES
ATTENDANCE FROM
2022 TO 2023

1.1M+

MLR TELEVISION
VIEWERSHIP

MIAMI
SHARKS

#BUILT FOR NEW YORK



RUGBY IN THE USA = GROWTH

The establishment of a professional rugby league in the USA, such as Major League Rugby (MLR), has provided a platform for domestic talent to showcase their skills and attract more fans to the sport.

Major League Rugby (MLR) has continued to experience steady growth since its inauguration in 2018.

The increase in the number of teams (from 6 in 2018 to 13 in 2024), including the addition of the Miami Sharks, showcases the expansion and development of rugby in the USA.

2023 was a record-breaking year for MLR with large growth across several dimensions:

FS1 Avg. Household viewership 2023 vs. 2021: +80%
TRN Streaming subscribers 2023 vs. 2021: +307%

55%

RUGBY FANS
household income
+100K



22M+

LATENT FANS
yet to be unlocked
(4M Active)

MLR IN THE US MARKET

- 6th Season: 260k public attendance (+75k new fans yoy). San Diego/Utah Feb 23' record match attendance with +10k.
- Avg. viewers: 2330k p/ game . Overall MLR viewership on Fox was also up 80% vs. 2021.
- Rugby Network streaming +55% yoy w/+100,000 subs (+144% yoy).

NATIONAL COVERAGE OF MLR



13 teams in major markets across U.S. & Canada: Miami, Chicago, Atlanta, Dallas, Seattle, & more.

COMMUNITY

A group of Miami Sharks players and a young child celebrating on a field. The child is holding a blue and white rugby ball. The word 'COMMUNITY' is overlaid in large white letters.

RUGBY IN FLORIDA

In Florida, rugby has experienced significant growth and popularity.

- The Florida Rugby Union boasts an impressive 44 registered clubs, with a player base of over 5,000 individuals.
- The state is home to 11 colleges that actively participate in Division 1 & 2 rugby competitions, with institutions such as FIU, University of Florida, and University of Miami among them.
- In the upcoming 2024 season, our home games will feature up to three curtain raisers, showcasing local rugby teams and fostering a strong rugby culture within the region.





2023 RUGBY CAMPS SERIES – AVG ATTENDANCE OF 400 RUGBY FANS

MIAMI SHARKS ACADEMY



ACTIVITY DETAIL

These camps will offer activities for rugby players and fans of all ages and will be the way to introduce the Miami Sharks, the newest franchise in the MLR, to the community

PARTNERSHIP OPPORTUNITY

Unique opportunity to join the Miami Sharks in the historic introduction of professional rugby in the state of Florida through a series of four camps to be held from September to December 2023. These camps will offer activities for rugby players and fans of all ages and will serve as the introduction of the Miami Sharks, the newest franchise in the MLR, to the community



RUGBY FUN DAYS
Kids from 6 to 14



U16 & U18 CLINICS



MEN'S CLINICS & TRYOUTS

OUR AUDIENCE



MAJOR LEAGUE RUGBY REACH

MLR can reach nearly 1M people each week through ticket sales, viewership, and various social media channels.

299.8K

**AVERAGE VIEWERS
PER WEEKEND**

17,331

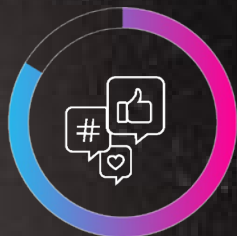
**AVERAGE TICKET
SOLD PER WEEKEND**

4,53M

**COMBINED SOCIAL MEDIA
REACH OF LEAGUE**

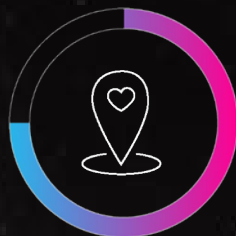
AVERAGE MLR FRANCHISE FAN SURVEY

2022 INSIGHTS



83%

ENGAGE THROUGH
SOCIAL MEDIA



75%

BELONG TO THE
LOCAL
COMMUNITY



56%

ARE INTERESTED
IN FOOTBALL



46%

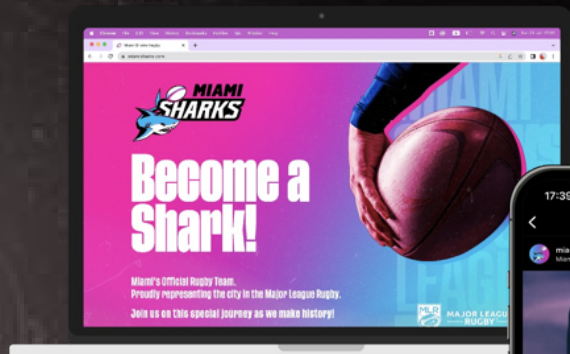
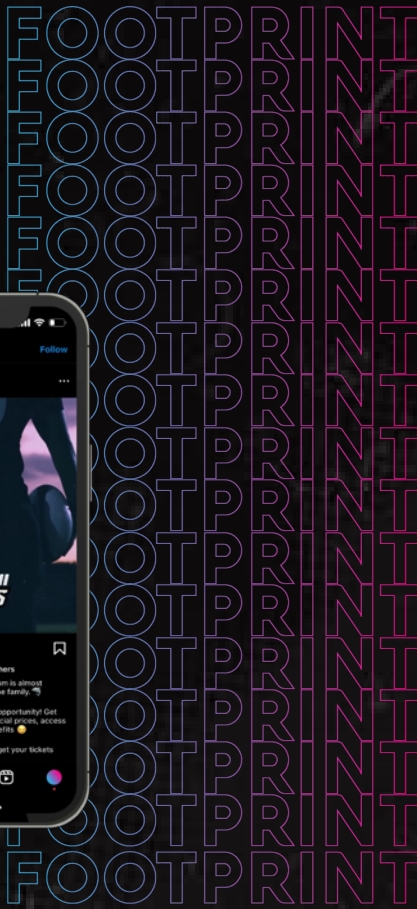
HAVE FOLLOWED
MLR SINCE DAY
ONE



40%

FALL BETWEEN
THE AGES OF 18-34

DIGITAL



8,45%

Monthly organic growth rate of @miasharksrugby socials launched in may 2023



MLR RATES (PER IMPRESSION)

+906k

Total followers across MLR and team social media channels



= 4.4%

industry average "great" 1-2%



= 3,2%

industry average "great" 1%



= 2,6%

industry average "great" 3%



STREAMING REACH

100K

REGISTERED USERS

40K

WEEKLY STREAMS

1M+

MINUTES STREAMED
WEEKLY

110K

SOCIAL FOLLOWING



BROADCAST REACH

The MLR has secured a remarkable deal with FOX Sports, which brings thrilling rugby action in national television to a broader audience than ever before.

The broadcast of MLR matches on FS1 & FS2 is expected to significantly expand the league's fan base and garner increased attention and recognition for the sport.

In addition, we are seeking a local broadcaster to further enhance our reach and connect with regional rugby followers and new potential fans.



PLAYERS SOCIAL MEDIA

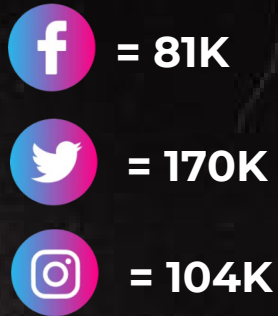
Our robust roster of approximately 40 players will play a pivotal role in our dynamic social media strategy. With a strong following both domestically and internationally, our players will actively engage to booster our brand presence on a local and global scale, reinforcing our identity as a prominent force in the rugby world

BRAND AMBASSADORS

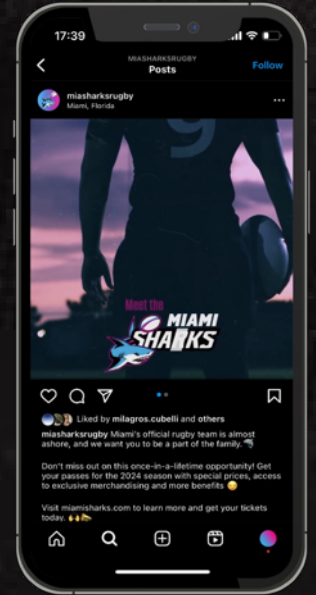
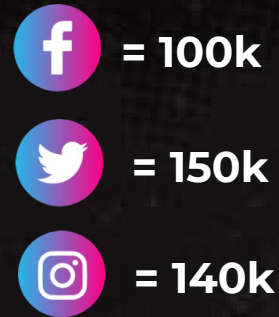
Our brand ambassadors are influential figures in the international rugby community who are not only bilingual and Hispanic but also highly recognizable, amplifying our social media strategy for widespread growth



JUAN MARTIN HERNANDEZ



AGOS LAROCCA



FRANCE RUGBY WORLD CUP 2023 – SOCIAL MEDIA STRATEGY

We're gearing up to provide comprehensive coverage of the RWC 2023. Our strategy is to engage fans, bring them closer to the action and build the excitement around the tournament

SOUTH AMERICAN FOCUS

Our spotlight will shine on South American countries participating in the RWC, including Argentina, Uruguay, and Chile. We'll feature exclusive content, insights, and updates on these teams, catering to the passionate rugby community in these regions

MIAMI SHARKS PLAYERS IN THE RUGBY WORLD CUP

Setting us apart, we are the only franchise with four players actively participating in the Rugby World Cup. We'll provide exclusive access to their experiences, training, and behind-the-scenes moments, giving fans an unparalleled view of the tournament



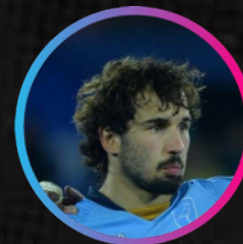
**TOMAS
CUBELLI
(ARGENTINA)**



**FELIPE
ETCHEVERRY
(URUGUAY)**



**TOMAS
INCIARTE
(URUGUAY)**



**MANUEL
ARDAO
(URUGUAY)**



THE BEST PARTNERSHIP FOR ENGLISH LANGUAGE LIVE GAMES BROADCAST



We are thrilled to announce a partnership with **Bally Sports Florida** as our local broadcast distributor for all live **English-language games** for 2024 season. Bally Sports Florida stands as the ideal partner for this endeavor, with a well-established presence and expertise in delivering top-tier sports content to audiences across the state.

Premier Partnerships: Broadcasting for top sports franchises like Miami Heat, Miami Panthers, Orlando Magic, and more, Bally Sports Florida brings unmatched credibility.

Statewide Reach: Bally Sports Florida ensures access to Miami Sharks games for fans across all Florida State

Strategic Marketing: Bally Sports Florida supports us with on-air promotion, impactful social media, and even a Tune-in from the Miami Marlins



MATCHDAY EXPERIENCE

In the 2024 season, we'll play 16 matches - 8 home and 8 away. The season runs from mid-March to June, with play-offs in July. Our match day experience focuses on community engagement and family entertainment.



FAN FEST

80 MINUTES OF ADRENALINE



BRAND ACTIVATIONS

DJ SETS & LIVE ENTERTAINMENT

PARTNERSHIP OPPORTUNITIES



PREMIERE PARTNER



PLAYER KIT
Front of Jersey
Back of Jersey
Short Side



BROADCAST
2 Commercial Spots per game
4 Mentions/Integrations per game
4 Lower third graphics per game



COMMUNITY ENGAGEMENT
Official Academy Partner (signage)
Official Academy Partner (merch)
Monthly Academy Branded Video



STADIUM PRESENCE
Fan Fest Name
Broadcast TV Static Signage
Tail-Gate presence



DIGITAL PACKAGE
Premiere Partner in Official Website
Weekly Branded Content in Social Media
Branded Game Highlights
Twitch & Youtube Talk Show



TALENT APPEARANCES
Players in corporate events
Sports into business talks



MARKETING PROGRAMS
Half-time Mention per season
Try Announcement Mention
MVP player sponsor



TICKETING & HOSPITALITY
10 VIP Tickets (seasonal)
10 Post-game Meal Access (seasonal)
Exclusive Captain's Run Access

UNMATCHED SPONSORSHIP OPPORTUNITY

- **Exclusive and Unique Sponsorship:** Be the sole beneficiary of unparalleled sponsorship benefits, setting your brand apart in the MLR
- **Year-Round Impact and Engagement:** Gain 365-day visibility with year-round engagement, reaching fans during the season and connecting with the community off-season
- **Premier Main Sponsorship Position:** secure your role as the leading Miami Sharks sponsor, with the exclusive right to maintain this premier position sustained brand prominence

WHY PARTNER

1
2
3
4
5

GLOBAL GAME

Rugby played in 100+ nations worldwide

NON-STOP PASSION

Thrilling 80-minutes matches

RISING POPULARITY

Fastest growing sport in the USA

VALUES & ASPIRATIONS

Unique team spirit, Olympic & Rugby World Cup goals.

APPEALING TO AMERICA

Fresh contact-based team sport

6
7
8
9
10

EMBRACING DIVERSITY

Diverse players & fanbase

INCLUSIVE CULTURE

Rugby drives positive change

COMMUNITY

Florida's first and only pro rugby team

TALENT & EXPERTISE

Exceptional players & coaches

PERFECT TIMING

expose your brand ahead the 2031 and 2033 Men's and Women's World Cups



For more information contact : Martin Yaconis +1.305-951-8997 martin@mayconsulting.tech