



Melbourne Chargers Rugby Union Football Club Sponsorship Opportunities

2026

Our Values

No matter your ability, sexual orientation, or gender identity, you belong here



Inclusive

Inclusive and welcoming of everyone with an interest in rugby whatever their age, fitness level or sexuality



Active

Promoting fitness, wellbeing and healthy lifestyles in our communities



Encouraging

Providing a supportive environment for new players to learn the sport and develop their skills



Competitive

Continually striving to increase our performance at all levels



Mateship

Fostering mateship and camaraderie, both on and off the field

Support Melbourne's inclusive rugby team



Active

Inclusive

Competitive

Mateship

Encouraging

The Chargers create a welcoming place for all to play rugby.

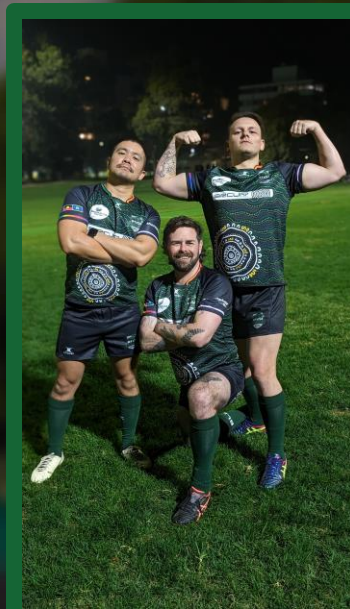
With more than 50 players and a strong and growing community, we are one of Victoria's strongest inclusive sport teams.



© Chris Chandler



© Chris Chandler



Hoagland Plate 2024

World Champions Hoagland Division at the international Bingham Cup in Rome, IT



Bingham Cup 2016

World Champions Bingham Division at the international Bingham Cup in Nashville, US



International Gay Rugby

Part of the International Gay Rugby organization, the world's largest group of club rugby players

Partnership Opportunities



Partnerships can be customised based on your organisation's needs



**Jersey/apparel
placement**



**Social media
marketing**



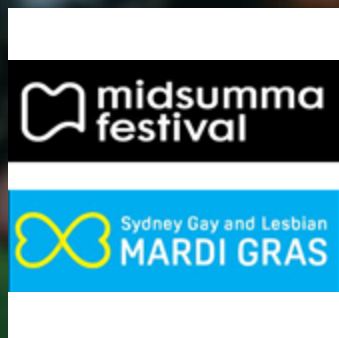
Event sponsorship

And more!

**Contact our sponsorship team to discuss
nick@melbournechargers.org**

Your partnership on a global stage

We compete throughout Australia and internationally



Local LGBTQI+ Community

We are the largest inclusive club in Melbourne and are highly visible during both Melbourne Midsumma and other inclusive events, such as the Sydney Gay and Lesbian Mardi Gras.

**RUGBY
VIC**

Victorian Competition

Each year we have players participating in games across Metropolitan Melbourne and Regional Victoria.



Australian and NZ Competition

At the biennial Purchas Cup we compete with other Inclusive teams from across Australia and New Zealand.



International Competition

At the biennial Bingham Cup we compete with over 80 inclusive clubs from all over the world.



Find new audiences for your brand

We have a range of engagement opportunities ready for your brand on center stage, or as a supporting act



Events

Each year we host events in Melbourne attracting large audiences.

These include:

Come and Try Day (February)

In the Flesh (April/May)

Pride Match (May)

Bingham Sendoff (August)

Other events and fundraisers throughout the year



Online

Our social media has the largest audience engagement of all inclusive clubs in Australia and a sizable international audience. Our social media reaches over 80,000 people each month.



Co-Branding

Be seen supporting inclusive sport to a global audience as we travel the world. We can also make players available to support your own promotions and events.

Broaden your reach

An investment in your business



Win attention across Melbourne, Australia, and the world

Chargers social media posts are viewed 83,000+ views per month on Instagram and other social media. During special events, this number rises to 110,000+ per month.
Your sponsorship means increased attention on your business.



83,000+ views, 450+ interactions per month

With a Melbourne Chargers sponsorship, your business will get noticed. Chargers social media earns 450+ interactions per month, making it a cost-effective solution for your business to get out there and get noticed.

3800+

social media followers

70%

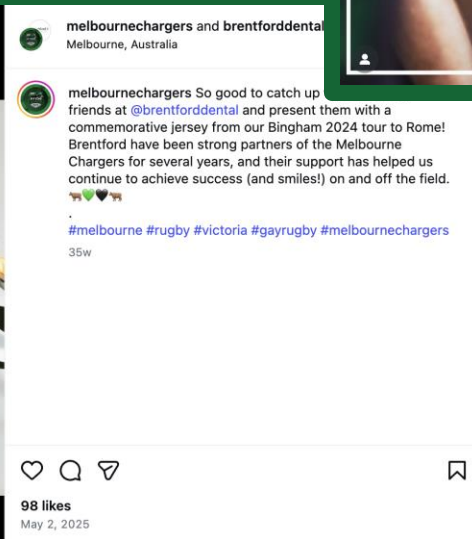
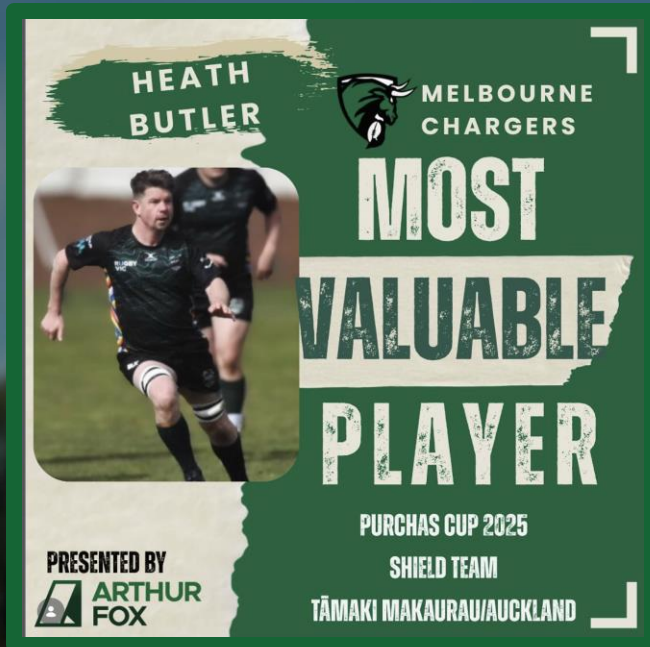
Men ages 25-44

110,000+

reach during events

Some examples of social media

An investment in your business



Invest in our future

We need your support to continue to grow



Bingham 2026

The Chargers will play the Bingham Cup in Brisbane in 2026. Your partnership will help cover the costs of touring and performance in the most prestigious inclusive rugby event in the world.



Local Competition

Your support will help us support inclusive participation in rugby across Victoria throughout the season.



Player Support Fund

Your contribution will support providing access to training equipment and competitions for players facing financial hardship



“ This 42-year-old who refuses to behave like his age got to live out a dream: to run on and play at AAMI Park, It was all because of this bunch of brothers who have shown me how to take a hit, and more importantly, how to get up again and face up for the next one. Rugby is a game for all and these men, my teammates and brothers-in-mud, have made sure of that.

”

- Scott Davis, Vice President



Sponsorships – Nick Western

nick@melbournechargers.org

0405 785 288



@melbchargers



@melbournechargers

CONTACT US

WWW.MELBOURNECHARGERS.ORG