

Pambansang Ragbi Liga



2024 PARTNERSHIP PACK

JOIN OUR NETWORK

Align your business with the PNRL and celebrate in our success





About the PNRL

First established in 2011, the Philippine National Rugby League became the first Asian nation to obtain a national world ranking in the sport of rugby league winning multiple international games played in Thailand, Philippines and Australia. This growth continued through the domestic competition which was first played in Luzon in 2016.

In 2020, the Philippine National Rugby League was restructured and **PAMBANSANG RAGBI LIGA NG PILIPINAS, INC.(PNRL)** was created and is the official governing body of Rugby League Football in the Philippines. The PNRL is a non-profit volunteer registered organization and a recognised member of the Philippine Olympic Committee and the Philippine Sports Commission. The PNRL focus is the promotion, development, and efficient administration of Rugby League in the Philippines, and to build a global following of our brand. The Philippines is a member of rugby League governing bodies, the Asia-Pacific Rugby League Confederation (APRLC) and an observer member of the International Rugby League (IRL).

The Philippines (Tamaraw's) Men's National team and the Philippine (Sampaguitas) Women's National team are the highest IRL ranked teams amongst the Asian nations.





Mission and Values

Our Mission

To enable all Filipinos to have a healthy lifestyle through their participation in Rugby League Football and to be competitive amongst the Asian Rugby League playing nations.

Our Values

- **PROFESSIONALISM** - striving for excellence in everything we do
- **NURTURE** – to support and encourage
- **RESPECT** - we respect all individuals and value their contributions
- **LEADERSHIP** - inspire others to dream more, learn more, do more and become more

Objectives

1. Social Inclusion and Community Building
2. Youth Development and Education
3. Empowerment of Women and Girls
4. Economic Opportunities
5. International Recognition
6. Government and Institutional support
7. Long-term Sustainability



Strategic Plan (2024-28)

Category	Initiative	Targeted Year
Education and Development	Bi-yearly match officials training (2024)	2024
Education and Development	Monthly development program from juniors to senior players	2024/2025
Education and Development	Yearly grass roots program expanding to new provinces per year	2024
Finance and Admin	Secure minimum 2x min domestic sponsors with a minimum 2-year term	2024
Finance and Admin	Yearly PSC & POC funding	2024
Finance and Admin	Upgrade Philippines IRL (IF) membership to Affiliate level	2025
Domestic Activities	A sustainable 10x team domestic competition, 15 rounds per season (2027)	2027
Domestic Activities	2x sanctioned international rugby league matches\ tournaments per year in the Philippines - Asian Championships will be a priority and will play a key role for our End Goals.	2024/2025

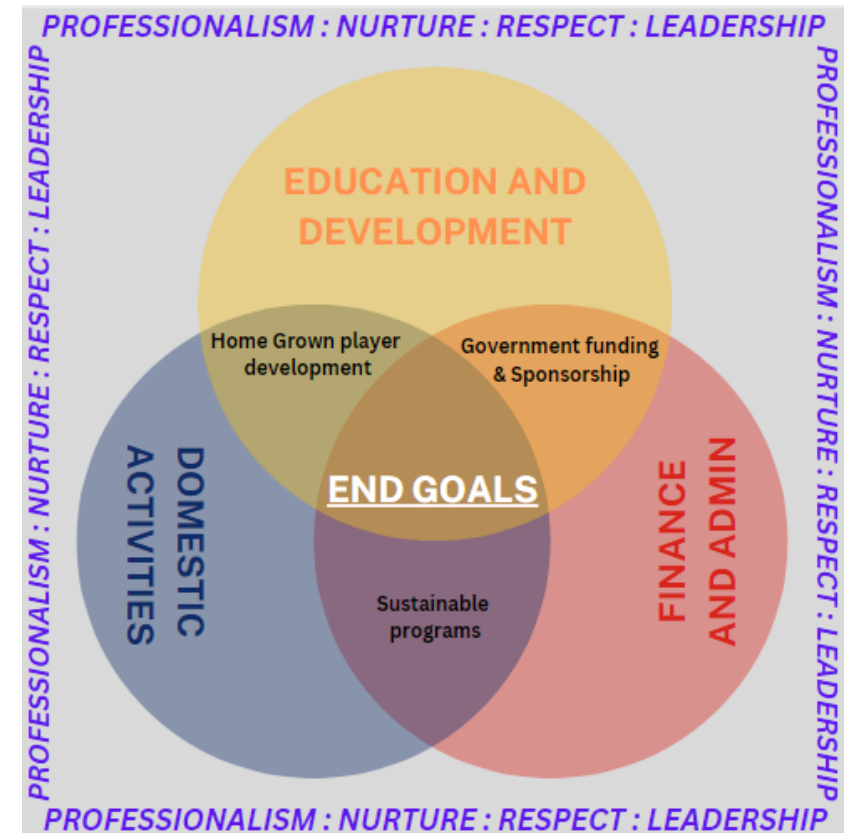
2028 End Goals:

- Philippine National Women's team eligibility for 2028 Rugby League World Cup qualifiers
- 5,000 registered domestic participants
- Financially stable operations

Strategic Plan (2024-28)

The PNRL's 5-year objectives ultimately filtering into our End Goals:

1. **Education and Development** – As part of our grassroots commitment, the PNRL will continue delivering monthly high end player development and match official sessions for senior and junior participants.
2. **Domestic Games/Events** – Providing more opportunities for home grown players by growing the domestic competition each year and opportunities for national team representation.
3. **Finance and Administration** – PNRL domestic growth and development will not be possible without the support and backing of the Philippines sport's governing bodies and sponsorship. Rugby League growth and development is part measured on the Philippines membership levels with the International Rugby League.



Annual Events

PNRL Domestic Competition

Philippines primary 13's rugby league competition, and we are proud to say as of 2024 will be in its 8th season (year) running.

4 team competition:

- Manila Storm
- Cavite Braves
- Pampanga Panthers
- Gorillas Rugby

With expansion to 6 teams in 2025.



Annual Events

Rugby League development training

With an emphasis on grassroots development the PNRL are focused on running development sessions across Luzon with plans to expand to Cebu and Mindanao.

Current development session locations:

- Manila
- Pampanga
- Bulacan
- Cavite

Expansion plans into other provinces.



Annual Events

Philippine 9's Tournament

Aim of the tournament is to increase growth and participation of the sport in the Philippines, by introducing a faster, less impacting version of the game in a short time frame.

Rugby League 9's has been played in the Philippines since 2017, the Manila Storm have been the most victorious in this tournament.

As part of the growth plans, an International 9's tournament is in planning for the near future.



Annual Events

City vs Province Rugby League

An opportunity for local players to represent their hometowns. Eligability will be based on place of birth.

Philippines rugby league community has a big following of State of Origin with majority in support of the maroons. City vs Province will provide domestic players the chance to play like their rugby league Origin hero's.

Top performing players in this event gives them a better chance to be selected for the Philippine XIII who will play for the Presidents Cup against Hong Kong RL.





Annual Events

Hong Kong Vs Philippines

The purpose of this event is to simply growing and develop the game domestically in both countries.

The President's Cup allows players to strive for the opportunity to represent their country by performing during the domestic season.

We aim to attract players from both codes to assist with increase participation and attract sponsorship and funding to grown the tournament.



2024 Calander of Events

Event	Description	Duration	Location
1	<ul style="list-style-type: none"> Grass roots development sessions (open age) Grass roots junior development (monthly) 	Jan - Oct	Regional
2	Domestic competitions <ul style="list-style-type: none"> PNRL Cup 	Apr – Nov	Manila
3	City v Province	Nov 3	Manila
4	Presidents Cup (Philippines v Hong Kong)	Dec 1	Manila
5	Philippine Rugby League 9's	Dec	Pampanga

2024 Calander of Events

Summary

Event	Summary
1. Rugby League development sessions (Seniors/Juniors)	A key initiative for home grown player development, the PNRL will schedule 2x development sessions per month over the course of January to July, with further sessions scheduled from September to December.
2. PNRL Foundations Cup	The Foundations Cup kicks off in April. The 6x round competition comprises of the 4x foundation teams, which is also used to provide exposure to the game and create interest for other teams and clubs to join the PNRL domestic competition.
2. PNRL Cup Domestic competition	The PNRL Domestic competition is the official rugby league competition of the Philippines. The current foundation teams including 2 new clubs will form the 6x team competition for 2024.
3. Asian Championships	Pending major sponsors, the Philippines will host the inaugural Asian RL Championships, 4x Asian nation tournament will be Asia's official Asia Cup competition, with the goal of introducing new nations each year in turn increasing the number of IRL members in the Asian Region.
4. Philippine Rugby League 9's	International Philippine Rugby League 9's tournament which hosts international teams/nations to compete. This tournament will increase growth and participation of the sport in the Philippines, tourism for the host region, and revenue for the PNRL to put back into grassroots.



Partnership Benefits

- The PNRL offers an EVENT sponsorship opportunity which can cater for your business goals.
- Our benefits offer opportunity for exposure on various areas of our team kits.
- We also offer value add benefits for your business during our events and game day.
- Digital channels exposure via social media, web and press releases.
- Annual social events, training clinics and presentation days at the end of the season.
- Sponsors have an opportunity to have their own display table, banners, and merchandise on display at these events.
- Platinum partners for specific yearly events will have exclusivity for the chosen event.

Partnership Benefits

Benefits	SPONSORSHIP LEVELS			
	Bronze	Silver	Gold	Platinum
Trophy naming rights				X
Logo on rear of players jersey				X
Logo on national team polo shirts				X
Player promotions			X	X
Logo on left sleeve of players jerseys			X	X
Logo on front of match official shirts			X	X
Logo displayed during livestream of the event		X	X	X
Logo displayed on goal post pads		X	X	X
Logo displayed on event promotional posts and posters	X	X	X	X
Banner at the playing field on game days	X	X	X	X
Tear drop banners at the park on training and game days	X	X	X	X
Sponsors promoted on PNRL digital channels	X	X	X	X

Partnership Levels

Partnership Levels	Investment (₱)
Platinum	Contact us to discuss
Gold	P1.5mill
Silver	P700,000
Bronze	P400,000

Currency = Peso

Those who wish to become a Platinum partner for a specific yearly event will have exclusivity for the chosen event.





Sponsorship Allocation

Pambansang Ragbi Liga Ng Pilipinas is a 100% non-profit run by dedicated and passionate volunteers to provide opportunities for rugby league players of Filipino background the chance to represent the Philippines.

It is important that our sponsors know what their funding covers to ensure our domestic events are sustainable and ensure longevity. Here are some of the expenses we need to cover on a yearly basis:

- Insurance premiums and admin
- Training events
- Promotion and media
- Game day expenses such as; doctors, venue hire, live stream, match officials
- Team kits, training gear

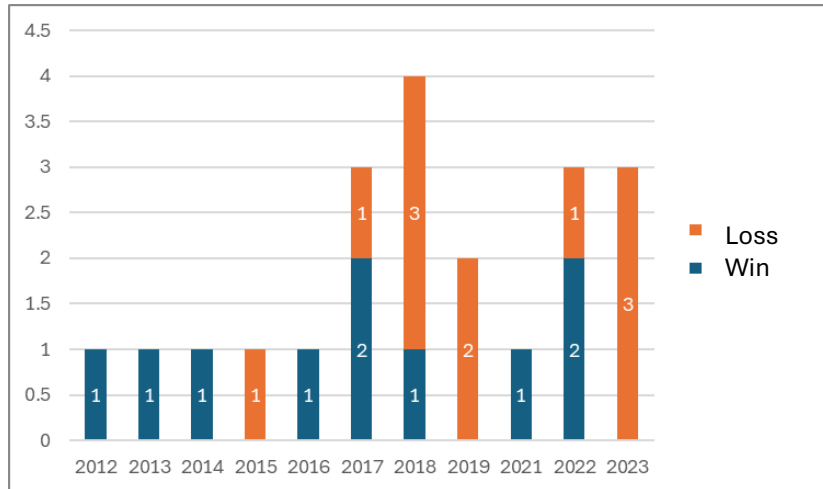
Partners

Past & Present



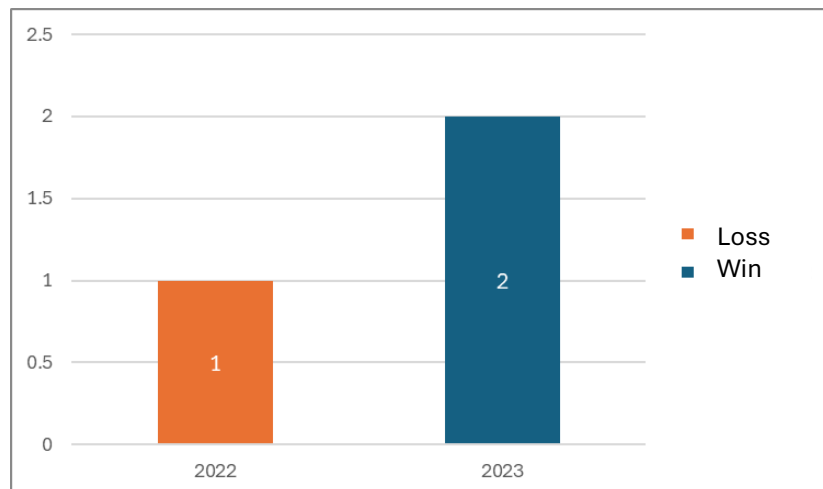
International Matches

Brief Stats



Tamaraws Mens national team:

- Playing international matches since 2012.
- 10 wins, 11 losses.
- Most points scored are against Thailand 86-0, and Hungary 72-0.



Sampaguitas Womens national team:

- Playing international matches since 2022.
- 2 wins, 1 loss.
- Sampaguitas have scored 80 points in 3 matches, conceding only 6 points.



Contact



For further information please feel free to contact:

President

Reynaldo Nery

Email: r.nery@pnrl.org

WhatsApp, Viber, Ph: +61407610195

Director

Neil Pickford

Email: Neil.Pickford@gmail.com

WhatsApp, Viber, Ph: +639171906415



THANK YOU

