



**BINGHAM CUP - ROMA**

**MAY 24**

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# A **UNIQUE** TOURNAMENT

The Bingham Cup is the  
biennial World Cup of gay and  
**inclusive** rugby

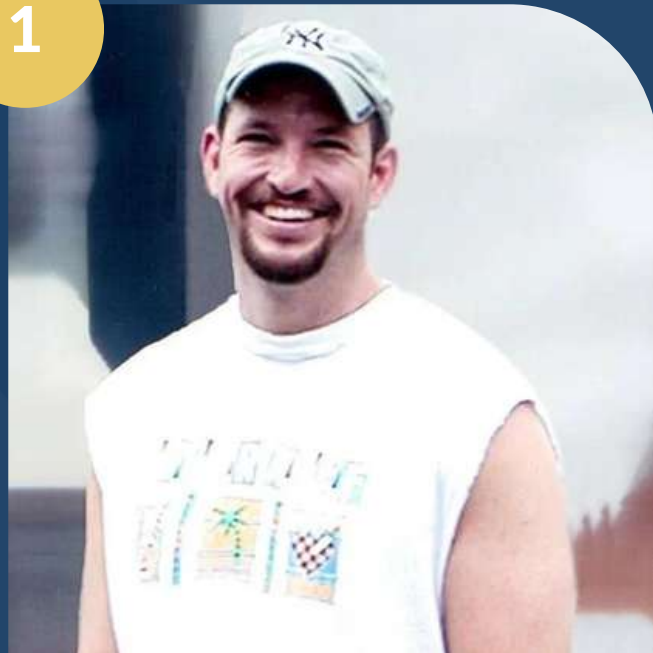




# KEY HIGHLIGHTS



1



## First edition in 2002

Created in memory of the 9/11 gay rugby hero, Mark Bingham.

One of the passengers who fought back against hijackers on board United flight 93. Since then, **International Gay Rugby outsourced the event to an affiliated team for its delivery.**

2



## 140 teams expected

The event is the world's largest amateur rugby tournament.

**Hundreds of players competing and enjoying the host city. The 2024 edition will take place in the Eternal City, Rome.** We are so proud to host players, friends, family, supporters for this great moment of sport, inclusion and celebration.

3



## Our values

**Inclusion, fair play, conviviality, respect...**

these are just a few of the key words of the event, which will take place from May 23<sup>rd</sup> to May 26<sup>th</sup> 2024. To make this new edition successful, **we are looking for partners who share our same values** and would like to demonstrate that inclusion, in sport and rugby in particular, is possible.

# Libera Rugby is proud to present its event for the 2024 edition

Throughout the years, **Rome has been the theater for many great events.** We strongly believe that the time has come for the **Eternal City**, to host one of the biggest events that the **IGR** can offer and to allow the city to feel all of the participants welcome in what we are proud to call home.

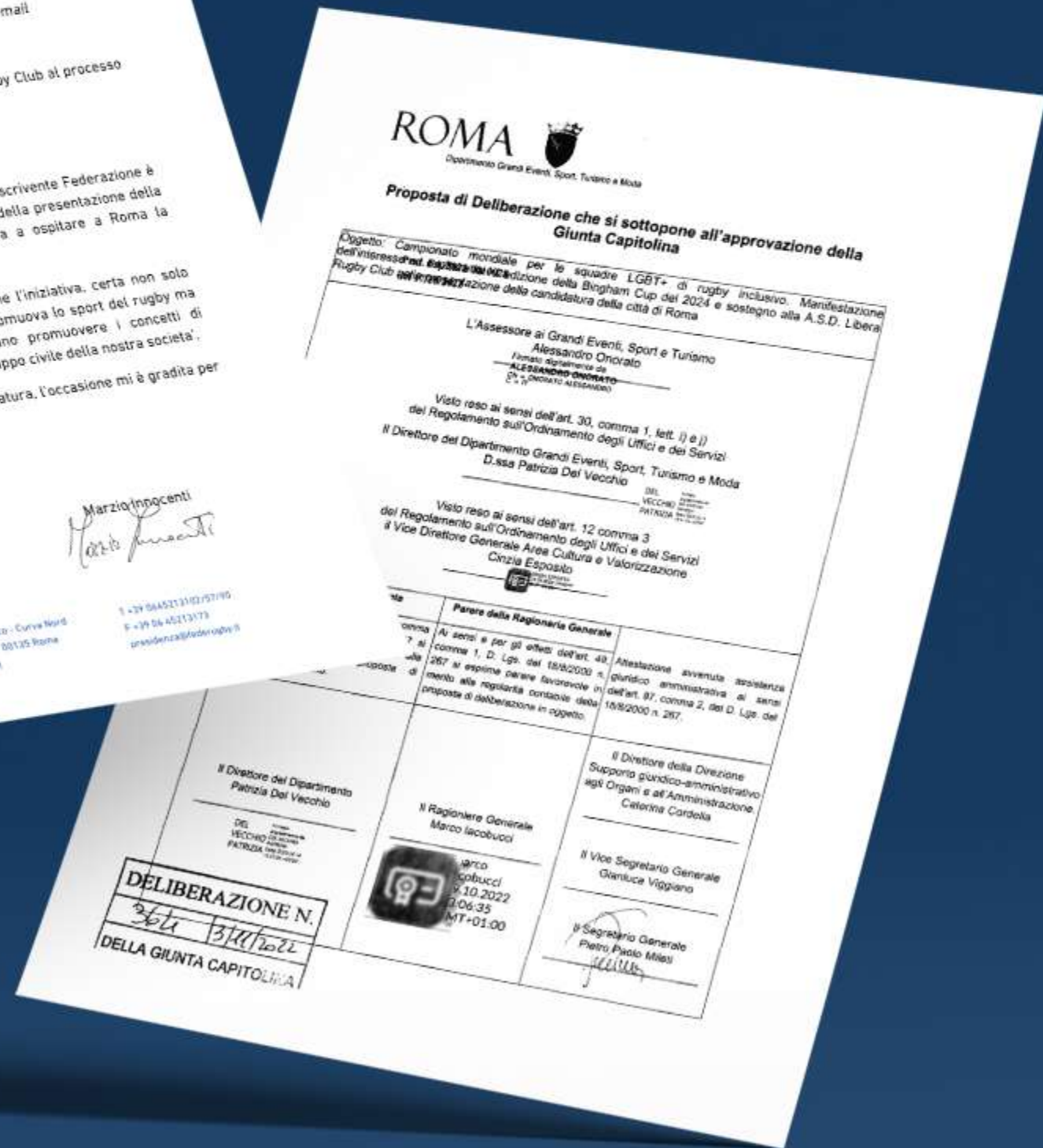
Our team has been around for 10 years and has worked very hard not only to bring the culture of inclusive rugby, but has also been very active in the **LGBTQIA+** Italian scene: from the Rainbow 365 calendar, in partnership with Zebre Rugby Parma (participating in the URC Championship), to the change that the Italian Rugby Union has made to its constitution. These are just a few of the achievements that our club has reached throughout all these years.

**Nicolò Zito**  
*Chairman Libera rugby Roma*



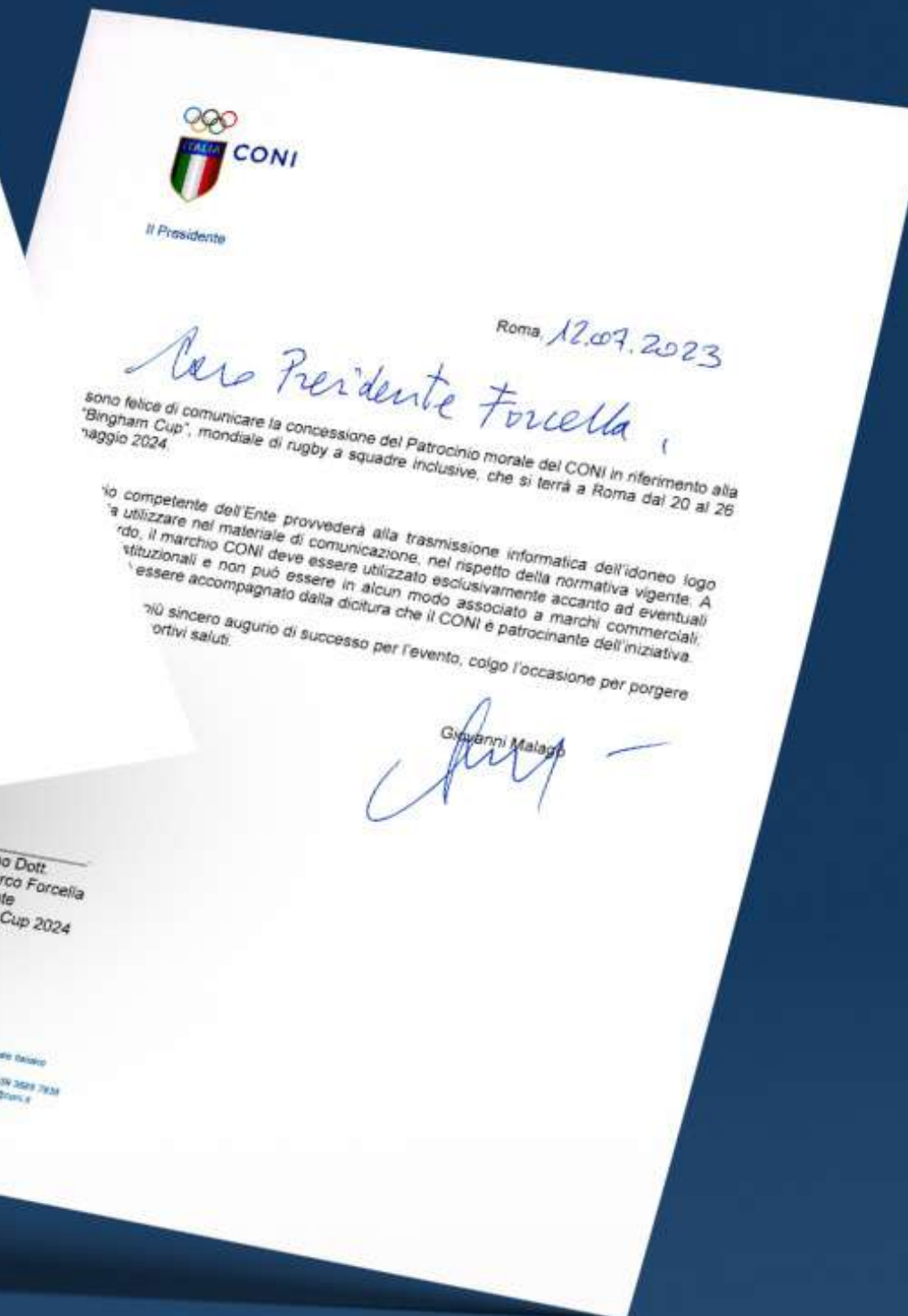
# PATRONAGE LETTERS

With the support of Fir and Rome Capital



# PATRONAGE LETTERS

With the support of Sport e Salute and the CONI





# Let's **celebrate** in Rome the **power of inclusion**

Rome is ready to host hundreds of athletes for this unique event.



It is a **considerable showcase for gay** sport and Rome will improve the inclusion by hosting the Bingham Cup.



Rome will set a new standard in the **LGBTQIA+ community**, by not only becoming a new cultural landmark, but also from a sport point of view!



The organizers firmly believe in the unifying values of sport : **respect, sharing, solidarity, mutual aid, inclusion and surpassing oneself.**



# Audience and main opportunities



## THE NUMBERS OF THE TOURNAMENT

- 140 amateur teams
- 3.000 players
- 7.000/8.000 people involved
- 6 days stay



## OUR BROADCASTERS

- Coverage of the semifinals and finals
- Federazione Italiana Rugby media support: +825.000 Fans
- Delinquenti prestati al mondo della palla ovale media support: +200.00 Fans
- Press report
- Invitation of influencers



**Naming trophy**



**Naming and branding stadium**



**Visibility fieldside panels, benches**



**Presence on our exhibitors village**



**Branding referees jerseys**



# Venues

The tournament will be held in southern Rome, in the EUR neighborhood. **The pitches can be reached thanks to a shuttle service** that we will provide for the whole week of the tournament.

A Village, where participants will be able to rest and enjoy typical food, will also be built for each pitch. **This Village is a direct meeting point between enthusiasts and partners,** the "Third Time Village" represents a strategic space near the pitch, an ideal opportunity and commercial coverage for the entire duration of the event.



## Tre Fontane Rugby

Via delle tre fontane, 5

## Rugby Roma Olympic

Via di Tor Pagnotta, 351

## Stadio Alfredo Brera

Via Giuseppe Veratti, RM

## Paralympic Italian Committee structure

Via delle tre fontane, 25



# TOURNAMENT REFEREES

We are glad to collaborate with the CNAr (National Rugby Referees Commission), an internal body of "Federazione Italiana Rugby" that directly manages referees nationally

1



## Referees

For the tournament, this essentially means that the Italian Rugby Union will help us by lending its referees. **Some are known in the international landscape** (Marius Mitrea, Maria Beatrice Benvenuti, Andrea Piardi...).

2



## International

Having an international dimension and recognition, we've opened up the possibility for international referees to take part in this adventure. **The Organizing Committee will ensure the best quality for the entire cup.**

3



## Opportunity

**We give the partner the possibility to brand all referees' jerseys.** It is a huge and exclusive visibility during the game time.



# THE EVENT IS NOT ONLY PLAYED ON THE FIELD

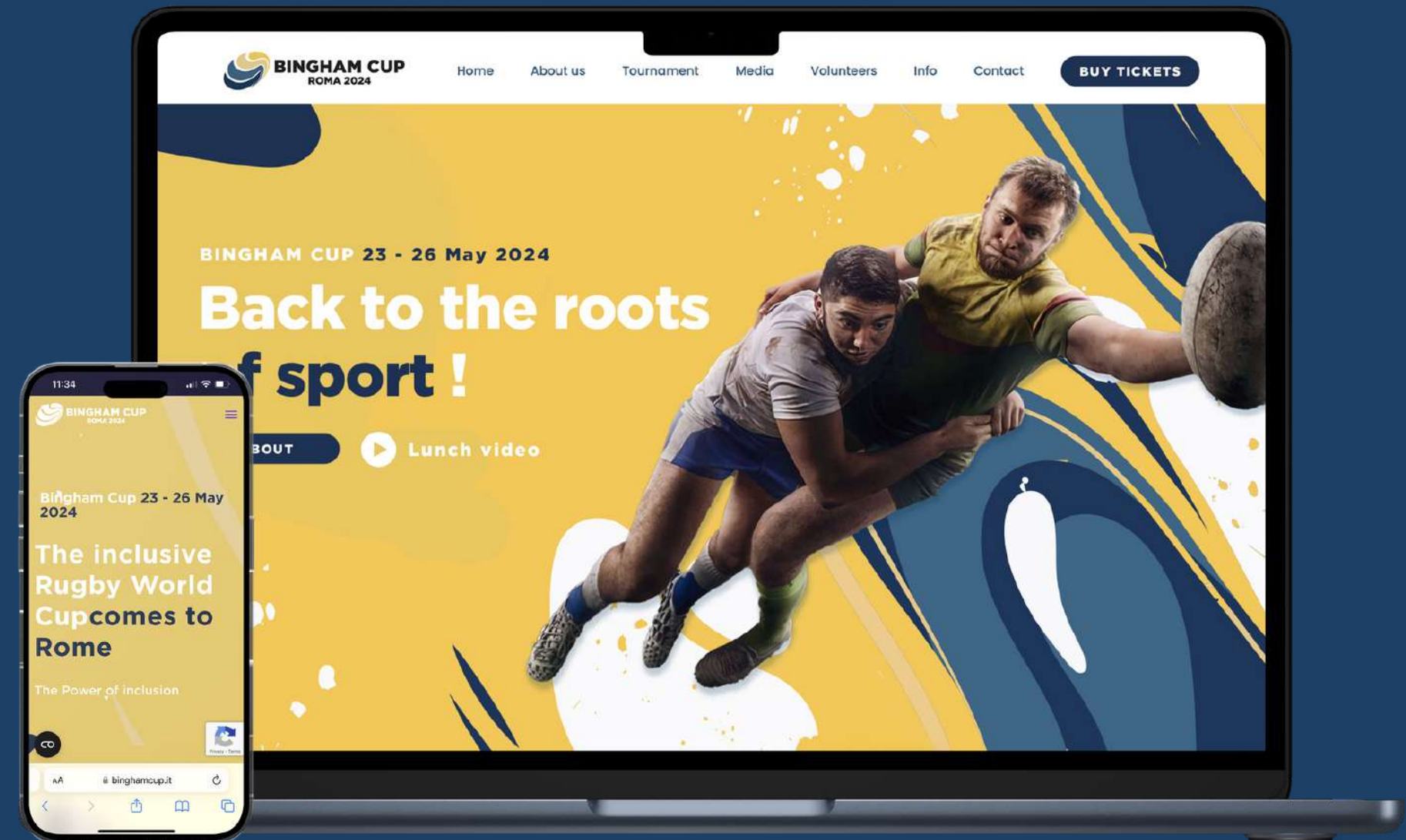
## #SHAREANDTOBESHARED

Our editorial strategy imagined for this edition is innovative, modern, fun and committed.

Our presence on social networks begins in June 2023 and will tell the story of the Bingham Cup 2024, its participants, and partners. A real place of exchange and visibility: our communication wishes to reach as much people as possible, for the LGBTQIA+ tematics.

**This will be a unique opportunity for a sponsor who shares our values, to brand a content and to promote its policy of inclusion.**

Audience monetization activities will be launched before and during the tournament. **Among the benefits of sponsorship, our sponsors will be able to create contests on our social networks. And also, they will be able to create exclusive co-branded content through our Media Unit.**





*Contacts*

**Gianmarco Forcella**

**+393713386353**

**president@binghamcup.com**