



## MEMORANDUM OF UNDERSTANDING

This **MEMORANDUM OF UNDERSTANDING** (hereinafter "**MOU**") is entered into this 19<sup>th</sup> day of August, 2015 by and among,

USA Rugby (hereinafter "**USAR**") whose offices and primary place of doing business is located at 2500 Arapahoe Avenue Suite 200, Boulder, CO 80302

The International Gay Rugby (hereinafter "**IGR**") whose offices and primary place of doing business is located at 71 Holland Road, West Ham, London, England E15 3BP

(Hereinafter referred to collectively as the "**PARTIES**")

**WHEREAS**, the **PARTIES** recognize the benefits of mutual cooperation and exposure between the **PARTIES** in Rugby and Rugby related issues, especially in the areas of brand development and awareness.

**WHEREAS**, it is anticipated that each of the **PARTIES** will benefit from the support, skills and knowledge of each other;

**WHEREAS**, **USAR** is the national governing body for the game of Rugby in United States and **IGR** is the world umbrella organization for the world's primarily gay and inclusive Rugby clubs.

**NOW, THEREFORE** the **PARTIES** mutually agree as follows:

### Article I

**USA RUGBY** and the **INTERNATIONAL GAY RUGBY** recognize and respect:

- i) The right of any player, official, coach, and spectator to be involved in rugby without discrimination on the grounds of sexual orientation, perceived sexual orientation, or identification
- ii) The common goal of inclusion and the elimination of homophobia in rugby

### Article II

**USA RUGBY** and the **INTERNATIONAL GAY RUGBY** will consult on issues of importance to members of the Lesbian, Gay, Bisexual, and Transgender (LGBT) community and the game of rugby by:

- iii) Working with Regional associations and member unions to improve tolerance and acceptance of LGBT players at all levels within the game of rugby





- iv) Providing educational tools for dissemination to local organizations to support in the elimination of homophobia in Rugby
- v) **USAR** will support in the promotion of **IGR** events- creating a national presence when possible (See Appendix 1 and 2)
- vi) **USAR** will explore possible activation around **USAR** International events.

### Article III

**Scope of Partnership.** The **PARTIES** agree that this Partnership shall be for the sole purpose of promoting an inclusive environment in all levels of rugby, with an eye toward recognition and respect.

**Usage of Intellectual Property.** It is expressly understood between the **PARTIES** or any other affiliated party or subsidiary of **USA RUGBY** that they shall not be entitled to utilize any Intellectual Property owned by USA Rugby unless the use of such Intellectual Property has prior written approval of **USAR**. It is also expressly understood between the **PARTIES** or any other affiliated party or subsidiary of the **INTERNATIONAL GAY RUGBY** that they shall not be entitled to utilize any Intellectual Property owned by **IGR** unless the use of such Intellectual Property has prior written approval of **IGR**.

**Official Designation.** **IGR** shall receive the designation of 'Official Partner of USA Rugby' and shall be entitled to refer to itself as such in any and all marketing efforts.

### Article IV

**Term of Agreement.** In order to fully develop this partnership to its full effect, it is agreed by the **PARTIES** that this Agreement will be for a period of 16 months commencing September 1<sup>st</sup> 2015 and shall remain in effect until 31<sup>st</sup> December, 2016. It is anticipated by the **PARTIES** that a review of the agreement shall happen in October 2016 to discuss any possible extension of the Agreement.

**Termination of Agreement** Any **PARTY** may withdraw from this Agreement for any reason and at anytime during the above term by providing the other parties with 30 days written notice of their wish to do so. Notification must be made to all **PARTIES** via mail or email.





**IN WITNESS WHEREOF**, this **MOU** has been duly signed and executed as of the date first above written.

**USA Rugby (USAR)**

By: Nigel Melville

Title: Chief Executive Officer

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**International Gay Rugby Association and Board (IGR)**

By: Jeff Wilson

Title: Chairman

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### **Appendix 1: Sponsorship and Promotion of Bingham Cup 2016 – Nashville (May 22-29th)**

**USAR** will support the sponsorship and promotion of the Bingham Cup 2016 by providing:

- Bingham Cup 2016 page link on USA Rugby website front page
- Authorization for the use of USA Rugby logo alongside of IGR and Bingham Cup Logo on IGR and Bingham Cup tournament websites with USAR approval of each application of use
- Promotion and engagement of Bingham Cup 2016
  - Joint press releases
  - Interviews with local, national and international media
  - Rugby awareness and exposure campaign for Nashville and Tennessee
  - Take the lead on fighting homophobia and promoting sportsmanship
- Support co-hosting coaching and referee clinics on the weekend prior to the event (May 20-22nd).
  - Great opportunity to build rugby in Nashville and the surrounding area.
  - Can introduce High School rugby concept to Nashville metro and area school districts.
  - Introduce anti-homophobia training material and coursework
- Support co-hosting player clinic during Bingham Cup 2016 (May 25th or 26th)
  - Showcase opportunity with players from around the world.
  - Reinforce technical skills and promote safe play.
  - Can include referee talk to clarify rulings and expected play.
- Support legislative engagement with Tennessee State Legislature and Nashville Metro Government.
  - Meet and Greet with key local and state leaders
    - Include Vanderbilt and other university leaders
    - Include supportive clergy and community leaders
  - Opportunity to secure rugby sites and facilities for existing and future clubs
- Support media push in Nashville on USA Rugby anti-homophobia campaign.
  - USAR Communications Department to support with creation of digital media assets for Bingham Cup use.
  - Bingham Cup to complete media buy of any and all advertising mediums.
  - Opportunity to preempt homophobic and bigoted opposition and/or messages. Great opportunity to engage our USA Rugby national team leaders.
- **USAR** to provide potential networking relationship with Bingham Cup 2016 and current **USAR** sponsors (i.e. Gilbert – USAR Ball Sponsor)

### **Appendix 2: Sponsorship and Promotion of IGR North American Championship**

**USAR** and **IGR** to discuss support of IGR North American Championship upon establishment of event.

