



NATIONAL TEAM & SPORTS CSI PARTNERSHIP

SA DEAF RUGBY – 2026 World Deaf Rugby Sevens Championships JAPAN



CHOOSE YOUR IMPACT

GET US TO JAPAN. BUILD A LEGACY AT HOME.

Every partnership helps get Team South Africa to Japan while creating lasting opportunities for Deaf and Hard-of-Hearing athletes across South Africa.
Every partner joins Team South Africa on the Road to Japan.
The difference is simply the level of impact your organisation chooses to make.

ONE PARTNERSHIP. TWO OUTCOMES. | GET TEAM SOUTH AFRICA TO JAPAN • BUILD A LEGACY AT HOME



1 LEGACY PARTNER	2 IMPACT PARTNER	3 OPPORTUNITY PARTNER	★ PATHWAY PARTNER
FRONT OF JERSEY	BACK OF JERSEY	BACK OF SHORTS	SLEEVE OR SHORTS POSITION
 R350,000	 R250,000	 R150,000	 R90,000
PLAYING KIT BRANDING TRAINING & TRAVEL APPAREL PR & MEDIA DIGITAL & SOCIAL MEDIA PLAYER STORYTELLING CSI & COMMUNITY IMPACT ROAD TO JAPAN CAMPAIGN MAXIMUM VISIBILITY. MAXIMUM IMPACT.	PLAYING KIT BRANDING TRAINING & TRAVEL APPAREL PR & MEDIA DIGITAL & SOCIAL MEDIA PLAYER STORYTELLING CSI & COMMUNITY IMPACT ROAD TO JAPAN CAMPAIGN HIGH VISIBILITY. DEEP IMPACT.	PLAYING KIT BRANDING PR & MEDIA DIGITAL & SOCIAL MEDIA PLAYER STORYTELLING CSI & COMMUNITY IMPACT ROAD TO JAPAN CAMPAIGN STRONG VISIBILITY. MEANINGFUL IMPACT.	PLAYING KIT BRANDING PR & MEDIA DIGITAL & SOCIAL MEDIA PLAYER STORYTELLING CSI & COMMUNITY IMPACT ROAD TO JAPAN CAMPAIGN YOUR SUPPORT. THEIR FUTURE.

PLAYING KIT
BRANDING

TRAINING & TRAVEL
APPAREL (T1 & T2 ONLY)

PR & MEDIA
EXPOSURE

DIGITAL & SOCIAL
MEDIA INTEGRATION

PLAYER
STORYTELLING

CSI & COMMUNITY
IMPACT

ROAD TO JAPAN
CAMPAIGN

*Training and travel apparel branding is exclusive to Legacy Partner and Impact Partner.

GET US TO JAPAN. HELP BUILD A LEGACY AT HOME. | *PLAY WITH PURPOSE. CREATE OPPORTUNITY.*

www.sadeafrugby.co.za



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South African Deaf Rugby Association

226-833 NPO



TEAM SOUTH AFRICA DEAF RUGBY - ROAD TO JAPAN 2026

WORLD DEAF RUGBY SEVENS CHAMPIONSHIPS | TOKYO, JAPAN

CORPORATE PARTNERSHIP & CSI INVESTMENT OPPORTUNITIES



JOIN US IN JAPAN. HELP BUILD A LEGACY AT HOME. PLAY WITH PURPOSE.

CREATE OPPORTUNITY.

EXECUTIVE SUMMARY

Every athlete dreams of representing their country.

For Team South Africa Deaf Rugby, that dream comes with barriers few athletes ever experience.

From **30 October – 6 November 2026**, Team South Africa will compete at the **World Deaf Rugby Sevens Championships in Tokyo, Japan**—the pinnacle of international Deaf Rugby.

Following an outstanding fourth-place finish at their debut World Championships in Argentina, South Africa now has the opportunity to establish itself amongst the world's leading Deaf Rugby nations.



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“Strength to Strength” – Dean Martins Almeida

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Unlike mainstream sport, Deaf Rugby receives limited financial support. Corporate partnerships are therefore essential to ensuring these exceptional athletes can proudly wear the Springbok on the world stage.

By partnering with South African Deaf Rugby, your organisation is doing far more than helping send a team to Japan.

You are investing in a national movement that creates opportunity, promotes inclusion, inspires future generations and strengthens the pathway for Deaf and Hard-of-Hearing athletes across South Africa.

Together, we can ensure that **talent—not disability—defines opportunity.**

ABOUT SOUTH AFRICAN DEAF RUGBY

The South African Deaf Rugby Association (SADRA) is the official governing body for Deaf Rugby in South Africa and is a registered **Non-Profit Organisation (NPO 226-833)** and **Public Benefit Organisation (PBO)**.

Founded in 2015, SADRA is affiliated to SA Rugby and World Deaf Rugby and is responsible for developing Deaf and Hard-of-Hearing boys, girls, men and women from school level through provincial and national representation.

In 2023, Team South Africa competed at its first-ever World Deaf Rugby Championships in Argentina, finishing **fourth in the world**.

That same year, SADRA received **SA Rugby's Best Associate Member Award**, recognising its outstanding contribution to the growth and development of rugby in South Africa.

Today, SADRA continues to create opportunities where they have never existed before, ensuring Deaf athletes have the same opportunity to dream, compete and represent South Africa.



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WHY THIS PARTNERSHIP MATTERS

Most sponsorships create visibility.

This partnership creates visibility and opportunity.

It combines elite national sport with measurable social impact through disability inclusion, youth development and community empowerment.

By partnering with Team South Africa Deaf Rugby, your organisation helps to:

- Represent South Africa on the world stage
- Create opportunities for Deaf and Hard-of-Hearing athletes
- Develop future provincial and national players
- Build sustainable rugby pathways
- Promote hearing awareness and South African Sign Language (SASL)
- Inspire the next generation through visible national role models
- Deliver meaningful CSI outcomes with measurable impact

This is not simply a sponsorship.

It is an investment in **people, potential and possibility.**

ONE PARTNERSHIP. TWO LIFE-CHANGING OUTCOMES. GET TEAM SOUTH AFRICA TO JAPAN

From **30 October – 6 November 2026**, Team South Africa will compete against the world's leading Deaf Rugby nations.

Corporate partnerships ensure South Africa proudly takes its place on the international stage while inspiring an entire Deaf sporting community back home.



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BUILD A LEGACY AT HOME

Japan is not the destination.

It is the beginning.

Every partnership strengthens the future of Deaf Rugby throughout South Africa.

COMMUNITY → PROVINCE → SOUTH AFRICA

Investment supports:

- School development programmes
- Provincial rugby structures
- Talent identification
- National player pathways
- Coach education
- Hearing awareness
- South African Sign Language awareness
- Every young player discovered today becomes tomorrow's international athlete.

OUR VISION

A South Africa where every Deaf child knows there is a pathway into rugby.

Where hearing loss never limits opportunity.

Where inclusion becomes the standard—not the exception.

Where every talented player has the chance to wear the Springbok with pride.



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CHOOSE YOUR IMPACT

Every partnership helps Team South Africa reach Japan while creating lasting opportunities for Deaf and Hard-of-Hearing athletes across South Africa.

Choose the level of impact your organisation would like to have.

LEGACY PARTNER - Front of Jersey

Investment - R350,000

Exclusive Rights

Brand Visibility

- Front of official Team South Africa playing jersey
- Official training apparel branding
- Official travel apparel branding

Official Designation

Official Legacy Partner of Team South Africa Deaf Rugby

Tokyo Campaign

- Team announcement
- Training camps
- Behind-the-scenes storytelling
- Departure to Japan
- Tournament coverage
- Welcome Home campaign



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Media & PR

- Joint partnership announcement
- National media exposure
- Press release inclusion
- Interview opportunities

Digital Integration

- Website branding
- Social media integration
- Co-branded campaign content

Player Storytelling

- Human-interest features
- Behind-the-scenes content
- Commercial content opportunities

CSI & Community Impact

- Deaf awareness campaigns
- South African Sign Language content
- Community engagement opportunities



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IMPACT PARTNER - Back of Jersey

Investment - R250,000

Partnership Benefits

- Back of official Team South Africa playing jersey
 - Official training apparel branding
 - Official travel apparel branding
 - Partnership announcement
 - National PR exposure
 - Website branding
 - Digital campaign integration
 - Social media integration
 - Tournament storytelling & Player features
 - CSI recognition
-

OPPORTUNITY PARTNER - Back of Shorts

Investment - R150,000

Partnership Benefits

- Back of official Team South Africa playing shorts
- Partnership announcement
- National PR exposure
- Website recognition



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- Social media integration
 - Tournament storytelling
 - Player features
 - CSI recognition
-

PATHWAY PARTNER - Exclusive Playing Kit Position

Choose one:

- Left Sleeve
- Right Sleeve
- Left Shorts
- Right Shorts

Investment - R90,000

Partnership Benefits

- Official playing kit branding
 - Partnership announcement
 - National PR exposure
 - Website recognition
 - Social media integration
 - Tournament storytelling & Player features
 - CSI recognition
-



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EVERY PARTNER RECEIVES

Every organisation that joins the Road to Japan receives:

- ✓ Official partnership announcement
- ✓ National media and PR exposure
- ✓ Website recognition
- ✓ Social media integration
- ✓ Team announcement campaign
- ✓ Training camp updates
- ✓ Departure to Japan campaign
- ✓ Tournament coverage
- ✓ Welcome Home campaign
- ✓ Human-interest player storytelling
- ✓ Deaf awareness campaigns
- ✓ South African Sign Language awareness initiatives
- ✓ Recognition across all official SADRA communications

Official training and travel apparel branding is exclusive to the Legacy Partner and Impact Partner.



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YOUR INVESTMENT AT WORK

ROAD TO JAPAN 2026 - Total Project Investment - R1,431,400

Description	Investment
Local Flights	R80,000
International Flights	R576,000
Registration Fees	R36,000
Travel Insurance	R56,000
Team Kit	R48,000
Accommodation	R232,000
Meals	R96,000
National Training Camps	R273,000
Medical & Nutritional Support	R10,400
Miscellaneous	R24,000
TOTAL PROJECT COST	R1,431,400

Following the withdrawal of anticipated funding from the Department of Sport, Arts and Culture (DSAC), corporate partnerships have become essential to ensuring Team South Africa can compete in Tokyo.

Every contribution directly reduces the financial burden carried by players, families and volunteers while strengthening the future of Deaf Rugby in South Africa.

THE PEOPLE BEHIND THE JERSEY

This partnership is not about logos.

It is about people.

Athletes who have overcome obstacles most of us will never experience.

Athletes who communicate differently.

Who compete without hearing devices.



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Who may never hear the roar of the crowd—

Yet feel every tackle.

Every teammate.

Every victory.

Every moment of wearing the Springbok with immense pride.

They are not asking for sympathy.

They are asking for the opportunity to represent their country.

MORE THAN A PARTNERSHIP. A NATIONAL LEGACY.

Together we will:

- Get Team South Africa to Japan.
- Create opportunities for Deaf children.
- Grow Deaf Rugby throughout South Africa.
- Develop future Springbok representatives.
- Increase awareness of hearing loss.
- Promote South African Sign Language.
- Build a more inclusive sporting landscape.

Because the greatest victories are not always measured on the scoreboard.

Sometimes they are measured by the lives we change.



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LET'S BUILD THIS TOGETHER

Whether your organisation is looking to support elite sport, disability inclusion, youth development or meaningful CSI initiatives, we would welcome the opportunity to create a partnership that delivers measurable impact for both your organisation and Team South Africa Deaf Rugby.

This proposal provides a foundation, but we understand that every organisation has unique objectives. We would be delighted to tailor a partnership that aligns with your brand, CSI strategy and desired outcomes while helping Team South Africa achieve its dream of competing in Tokyo.

Together, we can help a team reach Japan.

Together, we can create opportunities that last long after the final whistle.

CONTACT US

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President

South African Deaf Rugby Association

 president@sadeafrugby.co.za

TEAM SOUTH AFRICA DEAF RUGBY. ROAD TO JAPAN 2026.

HELP BUILD A LEGACY AT HOME. PLAY WITH PURPOSE. CREATE OPPORTUNITY.

"Together, we can ensure that talent—not disability—defines opportunity."



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Partnership Level	Branding Position	Investment
Legacy Partner	Front of Jersey	R350,000
Impact Partner	Back of Jersey	R250,000
Opportunity Partner	Back of Shorts	R150,000
Pathway Partner	Left Sleeve • Right Sleeve • Left Shorts • Right Shorts	R90,000

PREVIOUS MEDIA COVERAGE

SABC 3 Espresso Morning Show	https://youtu.be/eJ5eE3fMNk8
SABC 2	https://youtu.be/8mfJj5sQO-Q
Newzroo m Afrika:	https://youtu.be/zE9_j9668pc
The Rugby Pod	https://open.spotify.com/episode/1GiCalpAUhr9PSCUCkvpGq
Talking Rugby Union:	https://www.talkingrugbyunion.co.uk/exclusive-peter-de-villiers-on-rassie-refs-and-sa-rugby/34855.htm
The Good Thing Guy	South African Deaf Rugby National Squad Announced! https://www.goodthingsguy.com/sport/sa-deaf-sevens-rugby-ranked-4th-during-argentinian-world-cup/ https://www.goodthingsguy.com/sport/sa-represents-world-deaf-rugby/?fbclid=IwZnRzaAMRdLtleHRuA2FlbQlxMQABHq9QkB9p-



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News 24	https://www.news24.com/news24/community-newspaper/tygerburger/bonteheuvel-rugby-player-now-a-part-of-south-africas-deaf-rugby-sevens-squad-20230315
The South African	Peter de Villiers names SA squad for Deaf Rugby Sevens
Rugby 15	http://www.rugby15.co.za/peter-de-villiers-announces-sa-deaf-rugby-national-squad-ahead-of-world-deaf-sevens-championship/
Engineering News	ArcelorMittal South Africa supports national deaf rugby teams (engineeringnews.co.za)
iol.co.za	https://www.iol.co.za/sport/rugby/sevens/former-bok-coach-peter-de-villiers-names-sa-squad-for-world-deaf-sevens-champions-7ebc5c68-3f0f-4103-8ad9-283f1725f503
North Glen News	https://northglennews.co.za/298839/durban-north-resident-ready-to-tackle-sa-spot/amp
SABC Sport at 10	https://twitter.com/sabc_sport/status/1641179672439300100?s=46&t=adh3Y66tQKg2Ci3lyXsMcw
The Herald	https://www.theherald.co.za/sport/rugby/2025-08-12-baysville-to-host-deaf-rugby-open-day/?fbclid=IwZnRzaAMRdIJleHRuA2FlbQlXMQABHk3sVRaJ3aZHkciJsays23_QswwMnrGzSJ0J9-LTaqqLLwuKX8ocDUCgkO3_aem_74RZTEfCF0MD8cIP3OtLog https://www.theherald.co.za/sport/rugby/2025-07-01-gqeberha-born-terras-appointed-vice-chair-of-world-deaf-rugby/?fbclid=IwZnRzaAMRdM9leHRuA2FlbQlXMQABHri3Jys9LJPoXIsO1-NhgILxAXGvA5OpmELYRGZPTthf6U8FXYWEjsudjvft_aem_m7psAG2PbgxtG0Wqf2z7tw
Rugby 365	https://rugby365.com/countries/south-africa/changing-the-landscape-of-rugby/?fbclid=IwQ0xDSwLa-M9leHRuA2FlbQlXMAABHjYo8HdtPV5S5BDJeVtJmU1ckq-qJ5lwrU3iGMvmqSBCf6UWicYmXqkvCd1b_aem_UHglu8N6MgnshUYUeIAPPQ



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