

INTERNATIONAL  
**RUGBY**  
LEAGUE



# INVITATION TO TENDER

THE IRL IS SEEKING INTEREST FROM  
AGENCIES TO BE OUR LONG-TERM  
COMMERCIAL PARTNER FOR BOTH GLOBAL  
SPONSORSHIP & BROADCAST SALES



# INVITATION TO TENDER



## **INTERNATIONAL RUGBY LEAGUE (IRL)**

The IRL is the international federation of the sport of Rugby League and the rightsholder of the Rugby League World Cups & other key global assets. In this exciting growth phase of Rugby League around the world, the IRL is inviting tenderers to become our exclusive commercial partner for sponsorship & broadcast sales for a multi-year international calendar, including four flagship Rugby league World Cups in 2026, 2028, 2029 & 2030.

There are three types of commercial partnership offered, with the tenderer invited to specify which one of these options they are bidding for:

- 1. Full-service Commercial – Sponsorship & Broadcast Partner**
- 2. Global Sponsorship Partner**
- 3. Global Broadcast Partner**

The selected IRL partner will be a leader in its sector, committed to a long-term collaboration and will offer a compelling strategic vision to exploit IRL intellectual property, with revenue generation at its core.

### EXPRESSIONS OF INTEREST DEADLINE

**MIDNIGHT GMT ON FRIDAY SEPTEMBER 6**

### EMAIL

**JOHN.NICHOLL@INTRL.SPORT**

An expression of interest should be sent by way of letter duly authorised by a legal officer of your organisation to John Nicholl, IRL head of commercial & operations, at the email address provided above.

Upon receipt of an expression of interest, the agency will be asked to complete a non-disclosure agreement, following which it will be sent a full invitation to tender pack.