



Stellenbosch 2026 FISU World University Championship Rugby Sevens Sponsorship Proposal

Prepared by: Maties Sport & Maties Rugby Club
Date: November 2025

One global stage. One home of champions.

National prestige meets the global stage, and your brand is invited.

In September 2026, Stellenbosch University will host one of the most prestigious university rugby tournaments in the world:



Stellenbosch 2026 FISU World
University Championship Rugby
Sevens.

This international event brings together elite student-athletes, national selectors, and an international fanbase, all at the foot of the Stellenbosch mountains, on one of Africa's most iconic rugby campuses.

The FISU Championship is a high-performance festival, a student activation powerhouse, and a global broadcast opportunity for your brand.

Hosted by Maties Rugby

Vision:

To be the number one university club in the world known for academic and sporting excellence.

Mission:

To be a relevant, modern club that represents University excellence globally, positively contributes to campus life and society and engages students, alumni and the local community.

186

Capped Springboks (Men)

1875

Founded (2nd oldest club in SA)

1050

Total Rugby Players

850

Campus Rugby

200

HP players



World-class facilities

Home to champions. High-performance gym, elite fields, recovery centre & SA's premier university sports precinct.

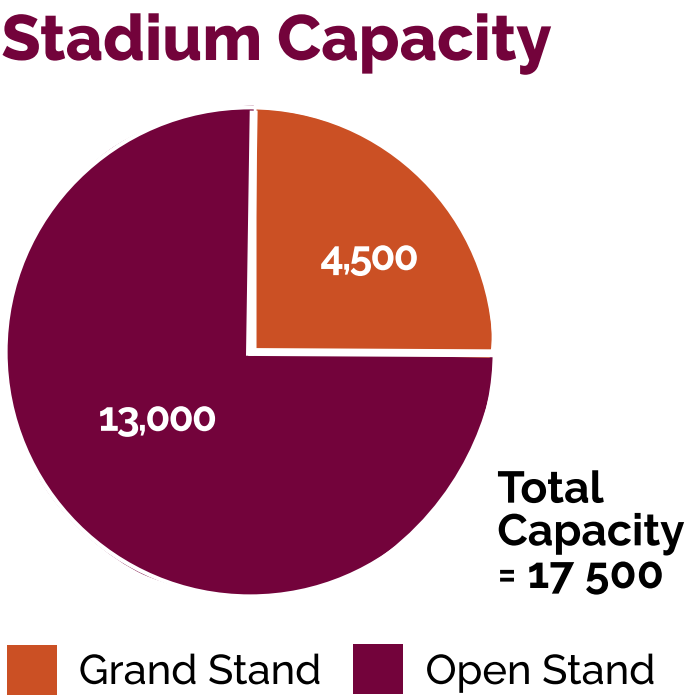
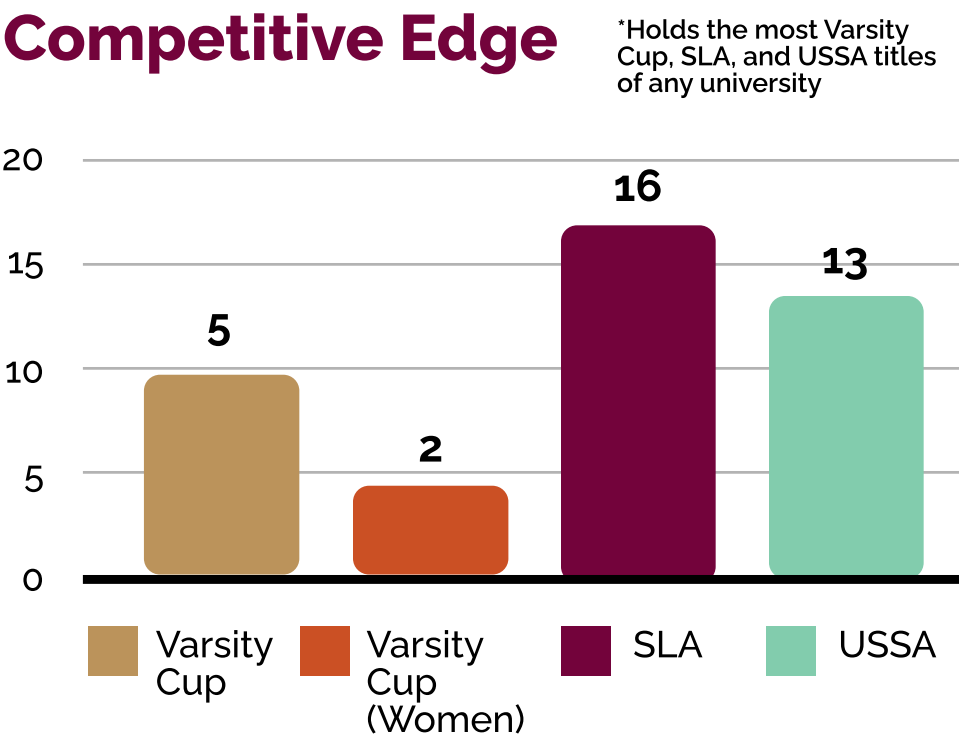
32,000

Total Maties Students

Access to

1000+

Alumni (Whatsapp)





The FISU Global Stage

About FISU:

FISU (International University Sports Federation) is the global body for university sport, representing 170+ countries and aligned with the Olympic movement. It hosts top-tier events like the FISU World University Championships, and Universiades.

- Headquartered in Lausanne, Switzerland (home of the IOC)
- Recognised by the IOC, UNESCO, and global sport bodies
- Promotes youth sport, cross-cultural exchange, and diplomacy
- Connects 150,000+ student-athletes annually

About the FISU Rugby 7s Championship:

The FISU Rugby 7s World University Championship is the pinnacle of university sevens. In 2026, Stellenbosch becomes the first South African host, welcoming ±40 national teams to compete in country colours. The event blends elite student-athlete performance with international broadcast reach and legacy-building impact across youth sport, diplomacy, and national branding.

Tournament Details:



Date: 6-9

**September
2026**



Team Overview:

**±40 teams from
±20 countries**



Coetzenburg Campus

**Stellenbosch
University**

- **Audience:** Global federations, FISU network, international sport stakeholders, youth fans
- **Broadcast:** Global livestream, FISU platform, press coverage, social reels
- **Impact:** Youth upliftment, national visibility, global sport diplomacy

Engagement Potential:

- Partner with an event from a leading international sport federation
- Reach youth and student audiences worldwide
- Build content around nation vs. nation rugby stories
- Be part of a once-in-a-generation moment for SA sport



Tournament Snapshot

Details	FISU 7s 2026
Level	Global university championship
Dates	6–9 September 2026
Location	Stellenbosch University
Purpose	Flagship international university event
Teams Expected	±20–24 countries, men & women
Audience	Global FISU network + South African audience
Broadcast	Global stream, media features, social coverage





Sponsorship Opportunities

Value Proposition:

Access to youth audiences, national and international student-athletes, and a high-performance university sport ecosystem. Sponsorship offers visibility, engagement, and alignment with Stellenbosch University's reputation for excellence.

1 Branding & Visibility 1. Logo placement on field boards, signage 2. Inclusion in event schedules, media walls, & online platforms 3. Visibility across campus promotional materials	2 Media & Content 1. Logo integration on livestreams and match highlight clips 2. Sponsored content areas (eg. "Moment of the Match") 3. Mentions and tags in social media content	3 On-Site Activation 1. Space in vendor village or dedicated fan zones 2. Activations, product sampling or interactive brand experiences 3. Opportunities to host competitions or giveaways	4 Hospitality & Access 1. VIP tickets and access to hospitality lounges 2. Networking events with university, sport, and industry stakeholders	5 Development & Impact 1. Support youth rugby clinics or student programmes 2. Co-branding on social impact campaigns 3. Visibility in community outreach and engagement initiatives
---	--	---	--	--

Sponsorship Packages

Tier	Value	Benefits
Lead Partner	R3,5M	• Prominent branding on field boards, digital assets, and event materials • Featured in livestream overlays and social media • Activation space in vendor/fan zones • VIP tickets & hospitality access • Social media campaigns & mentions
Activation Partner	R750,000–R1,5M	• Branding on selected signage and schedules • Access to vendor/fan activation zones • Sponsored content opportunities (e.g. “Moment of the Match”) • Social media mentions • VIP tickets
Impact Partner	R500,000	• Support for youth rugby clinics • Logo placement on selected materials • Co-branding on social impact campaigns • 2 VIP invites



The Value of Partnership

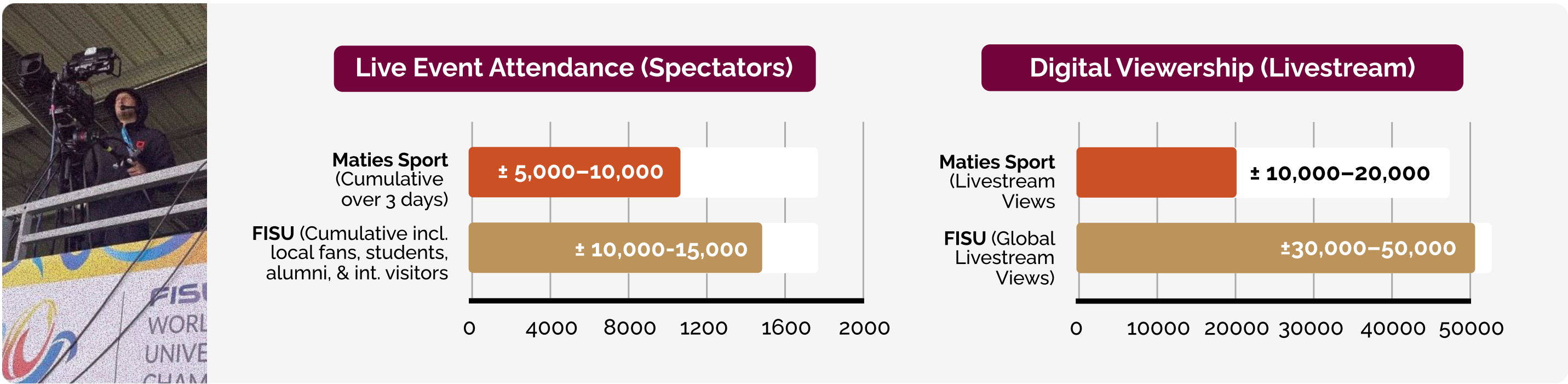
Value-In-Kind Opportunities:

We welcome strategic VIK contributions in the form of:

- Flights, accommodation, transport
- Hospitality, catering, beverages
- Branded kits or signage production
- AV and livestream technology
- Volunteer gear, media passes, production services
- Medical or wellness support

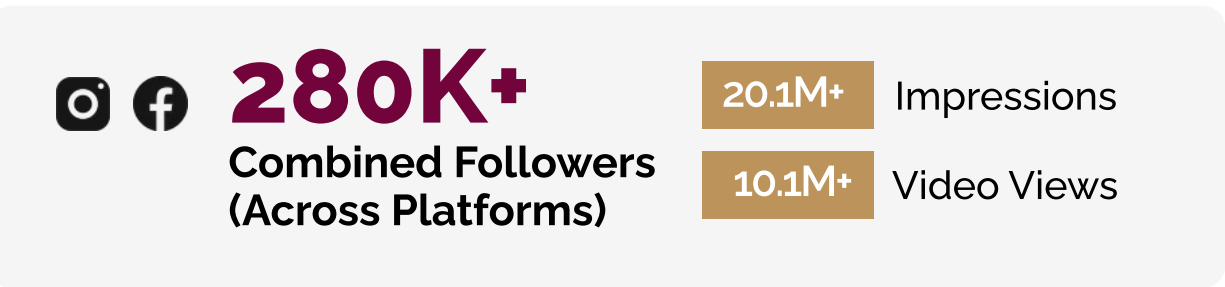
VIK partners are matched to equivalent sponsorship tiers and enjoy full brand exposure, access, and content rights.

Estimated Reach:



Social Media Reach:

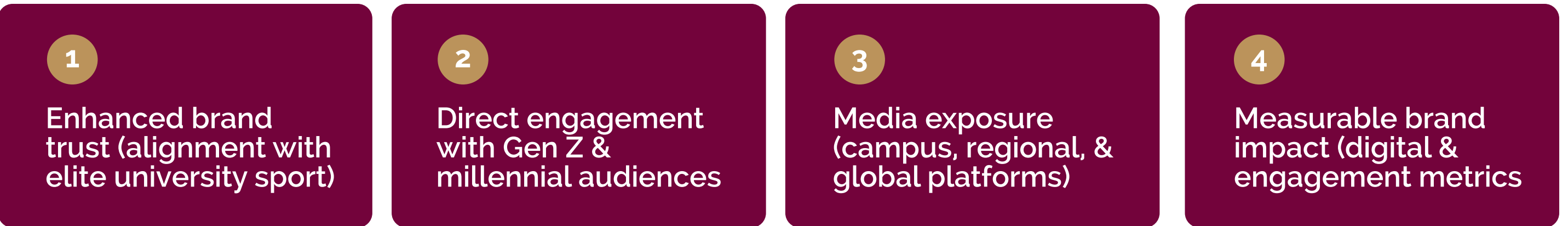
(Across FISU & Maties)



Audience Profile:



Outcomes for Sponsors:



Next Steps

Book a strategy session:

Secure a one-on-one meeting to tailor your sponsorship package.

Packages are limited:

Secure your sponsorship to maximise exposure.

Contact

Drikus Hancke

Head of Rugby (Maties Sport)

✉ dhancke@sun.ac.za

☎ +27 21 808 4772

