



INTERNATIONAL
MIXED ABILITY
RUGBY TOURNAMENT
PAMPLONA/IRUÑA 2025

SPONSOR PACK



IN PARTNERSHIP WITH



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Ayuntamiento de Pamplona | Iruñeko Udala



“IF WE WERE TO START SPORT AGAIN, WE WOULD PROBABLY USE THE MIXED ABILITY MODEL TO RESHAPE IT.”

CATHERINE CARTY, UNESCO CHAIR
IN INCLUSIVE PHYSICAL EDUCATION,
SPORT, FITNESS AND RECREATION, MTU.



IMART GROWTH

	BRADFORD 2015	VITORIA-GASTEIZ 2017	CORK 2022
TEAMS	12	16	28
PLAYERS	450	600	1,100
NATIONS	10	12	15
VOLUNTEERS	40	150	650
SPECTATORS	4,000	10,000	25,000

PAMPLONA 2025 FACTS AND FIGURES (EXPECTED)



1,200
PLAYERS



650
VOLUNTEERS



32
TEAMS



22
NATIONS



76
MATCHES



100,000
UNIQUE STREAMS



50,000,000+
SOCIAL MEDIA REACH



A BRIEF HISTORY



INTERNATIONAL MIXED ABILITY RUGBY TOURNAMENT

The International Mixed Ability Rugby Tournament (IMART) is a celebration of rugby, diversity and inclusion.

During a week of games, educational and social events, men's and women's Mixed Ability rugby teams from all over the world battle for the 2 trophies: the Winners' Cup and the Spirit of Mixed Ability Rugby Trophy. The whole tournament is played abiding by World Rugby Laws and has grown to attract a global audience.

So, how did it start? England's first Mixed Ability rugby team, the Bradford Bumble Bees, was founded in 2009. Shortly afterwards it was discovered that other teams in the UK and Europe, such as the Llanelli Warriors in Wales and Chivasso Rugby in Italy, were already playing a similar format. Therefore, IMAS established and grew a network of clubs sharing experience and asserting the right of everyone to participate in mainstream community rugby through the flagship IMART tournament.

The first ever IMART was held in Bradford (UK) in August 2015 and lined up more than 400 participating players from 10 different countries over five days of completely free and accessible events. Coinciding with the Rugby World Cup, and with the spotlight on England as the host country, the Tournament was

an unmissable opportunity to promote and expand the Mixed Ability Model. It showed a wider audience that not only is it possible to break down the traditional divide of non-disabled and disabled sport, but that doing so results in a whole host of benefits for everyone involved. The Sunday's Well Rebels, Ireland's first Mixed Ability team, were the champions of IMART 2015, defeating the hosts, the Bumble Bees, in a thrilling final! Gaztedi Rugby Taldea, from the Basque Country, were awarded the Spirit of Mixed Ability Rugby Trophy as the team who best embodied rugby's values of integrity, respect, solidarity, passion and discipline.

Shortly after the success of IMART 2015, the Basque capital Vitoria- Gasteiz was chosen to host the second edition of the tournament. IMART 2017 saw the Rebels narrowly losing the final to the Argentinian Pumpas XV who came as part of an 80+ contingent, and the Bumble Bees bringing the Spirit of Mixed Ability Rugby Trophy back to where it was conceived. Mixed Ability Rugby teams kept growing across Europe and rapidly developing in Argentina and other South American countries, with the first Mixed Ability teams also evolving in Canada and New Zealand!

IMART 2022, celebrated in Cork after a 2-year delay (due to Covid) was a staggering event including more than 840 players and 1000 participants and up to 28 teams from 15 countries! The event included the first-ever women's IMART with Spanish teams claiming both the inaugural winners' cup (El Salvador) and the Spirit of Mixed Ability Rugby Trophy (Union Rugby Almeria and Incluindus). In the men's tournament, the host Sundays Well Rebels became the first ever team to win 2 Mixed Ability world cups, after defeating a surprising Canadian side, the Oshawa Vikings. Spain, once again, won the Spirit of Trophy with Incluindus. The week also saw also many exhibition sports, such as a Mixed Ability rowing regatta, and an international conference, and was co-funded by the European Commission, receiving UNESCO endorsement.

So, the road will now take us to Pamplona for another amazing experience! Please, join us there and help us celebrate Mixed Ability sport at its finest. Rugby is leading the way in inclusion... let society follow!



EQUALITY IN ACTION

International Mixed Ability Sports (IMAS), the driving force behind IMART, is championing the Mixed Ability Model using it to break down barriers to participation in sport, promote social inclusion and generate long-term positive change in our communities.



OUR MISSION

Bringing people of all abilities together to play sports and learn from each other, giving everyone the opportunity to fulfill their potential.

OUR VISION

To radically change the way we think of, join in and enjoy sports, leading to a fairer and more equal society.

OUR VALUES

Underpin our work. We believe that everyone can experience a form of disability or other barriers at some point in life. That is why we focus on what people can do. We believe that categories and classification perpetuate stigma and lack of understanding, while education and shared involvement are paramount in changing perceptions, attitudes and behaviours. Mixed Ability is not a special sport, it is sport for all.

WHAT IS MIXED ABILITY?

Mixed Ability stemmed from the lack of opportunity for disabled people to take part in mainstream community sport, as equal members, without being separated, classified, or identified.

Just like disabled people, too many individuals and groups are still excluded or segregated because of stigma, prejudice, or personal perceptions of their capability. This needs to change.

Mixed Ability recognises the right of everyone to participate in community sport and benefit from its transformational power.

Mixed Ability includes people facing a whole range of barriers to participation, including physical and learning disabilities, mental and physical health conditions, age-related impairments, low confidence, or other personal circumstances alongside people that don't experience any of these barriers.



Mixed Ability has grown into a social movement within sports, actively promoting inclusion and equality through a sense of belonging and membership to a group, team, or club. To know more please visit: www.mixedabilitysports.org

IMART HOSTS – IRUÑA RUGBY CLUB

Iruña Rugby Club was established in 1982, from some former players of the Club de Rugby Universidad de Navarra, the only rugby team in the region until then. This decision was motivated by the University's desire to have exclusively university students as players in the ranks of its teams, which left out a large group of keen participants. Pedro Fernández de Lascoiti became the first president, and Iruña Rugby soon was able to attract more than 250 members.

In the same year, Iruña RC began to play in the Basque league, as there was no other regional or territorial league.

In the 1994-1995 season, the Spanish Federation remodelled the First Division, leading to the disappearance of a large number of teams. This allowed Iruña RC, due to its status as Navarrese Champion and Runner-up at the promotion phase, to access the second category of Spanish rugby.

From 2015 the Iruña Rugby Club created a Rugby School with age categories ranging from U18 to U10, open to all young people who wish to know and practice rugby, participating in both the competitions of the Navarre Federation, the Basque Federation and those organized by the Gipuzkoa Rugby Federation. The School has also participated in exchanges and tournaments with other international teams.

Finally, in April 2022, the Mixed Ability section was created, which today has a stable team of more than 40 players who feel this team as their own, achieving full accreditation from IMAS in June 2023.



ARGENTINA CASE STUDY



2015

IMART BRADFORD

3 players from Rugby Inclusivo of Buenos Aires invited to the inaugural tournament. The Italian team adopted these players and together they reached the semifinal.

2016

BUENOS AIRES

Inspired by what they saw, **Pumpas XV was established** and they began regular training sessions in preparation for IMART 2017.

2017

VITORIA-GASTEIZ

Two years later the Argentinians arrived at IMART 2017 with **2 full teams, 83 participants and won the Winners cup** beating the Sunday's Well Rebels from Ireland in the final.

Since their first participation with a small delegation in 2015, Mixed Ability rugby has grown exponentially in Argentina, a growth that has inspired dozens of other clubs and teams to take up Mixed Ability across South America!

2018-19

ARGENTINA

The Mixed Ability expansion has now reached more cities, **with teams in Buenos Aires, Mendoza and Cordoba** and is still growing.

2022

IMART CORK

Argentina lined up 3 teams in Cork, with several players joining the Harlequeens Latina in the women's tournament. Amongst their ranks they hosted representatives from Uruguay, Chile and Ecuador.

2024

In 2024 there are more than 50 clubs/teams playing Mixed Ability rugby, plus 10 clubs/teams playing Mixed Ability hockey only in Argentina. Across South America (Argentina, Uruguay, Chile and Ecuador) there are now more than 2,500 players active on a weekly basis.



**INTERNATIONAL
MIXED ABILITY
RUGBY TOURNAMENT
PAMPLONA/IRUÑA 2025**

1,200 PLAYERS

WITH AND WITHOUT LEARNING
AND PHYSICAL DISABILITIES

32 TEAMS

8 WOMEN'S AND 24 MEN'S TEAMS

22 NATIONS

ARGENTINA, AUSTRALIA, BELGIUM, CANADA,
CHILE, ECUADOR, ENGLAND, FRANCE, GREECE,
IRELAND, ITALY, NETHERLANDS, POLAND,
PORTUGAL, SERBIA, SCOTLAND, SINGAPORE,
SPAIN, TURKEY, UNITED STATES, URUGUAY, WALES

**1 WEEK OF INCLUSIVE
EVENTS**

INTERNATIONAL CONFERENCE, CO-PRODUCED
WORKSHOPS, MIXED ABILITY SPORTS AND
GAMES (ROWING, BASKETBALL, KINBALL,
FLOOR CURL), EXHIBITIONS AND SOCIAL EVENTS.

IMPACTS AND STORIES



COACH STORY

“After 30 years away from rugby, participating in the IRC Mixed Ability team has given me the possibility of reconnecting not only with the game I love, but with old teammates. It has also allowed me to explore other areas that I wasn’t comfortable with before, like coaching people with disabilities. I feel very fulfilled contributing my knowledge and experience to help people integrate into this society that has made things so difficult for them. I’m getting so much from everyone, so much more than I could have imagined when I started!”

Miguel Ángel Elizari



A FAMILY PERSPECTIVE

“Sandra can’t wait to go to training every Thursday and Saturday. She starts to talk about it hours before, and she enjoys it enormously! I’m very happy that she wants to be part of the team and is valued for her contribution. I can see how happy she is, and that makes me happy too. I am so proud of my daughter and see how far she’s come since joining Mixed Ability rugby in Iruña”

Sandra Rodriguez Anzano (player) and Mari Mar Anzano (parent)

PLAYER STORY

“My start in rugby was fast, I had only started a few months when I was lucky enough to travel to Cork, Ireland, to play IMART 2022. That gave me more confidence in myself and taught me to trust others. I realised that there are still people who need rugby because in Mixed Ability rugby there are no barriers. We all deserve a place and to feel important.”

José Galea Glaria



ITINERARY JUNE 2025*

SUNDAY 22ND

Teams arrival and registration
OPENING CEREMONY

MONDAY 23RD

Pool matches
Educational workshops
Social events

TUESDAY 24TH

Pool matches
Educational workshops
MA Basketball tournament
Social events

WEDNESDAY 25TH

Pool matches
International Conference

THURSDAY 26TH

IMART semi finals
MA Regatta
MA multi-sport activities

FRIDAY 27TH

IMART Men's final
IMART Women's final
Prize Giving and Closing Ceremony
CLOSING PARTY

*Times and activities are subject to changes.



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HOW YOU CAN HELP SUPPORT THIS EVENT

- ✔ Sponsorship
- ✔ Fundraising
- ✔ Volunteering
- ✔ Promotion

For more information,
please contact us!



BECOME A SPONSOR

IMART 2025 will be held in the beautiful capital of Navarra, Pamplona, between 22-27 June. With over 1200 players from 22 nations (and counting!), plus a week of games, Mixed Ability sports, workshops and cultural and social events, it promises to be quite a spectacle.

We would be delighted to have your assistance for this historical and innovative sporting event, which aims to raise aspirations and participation of players with learning and physical disabilities in community sport across the world.

Participation in the IMART can draw attention to a new and sustainable way of organising sport events, paying attention to grassroots demand and capitalising on skills, expertise and resources already existing in our local communities.

As part of our sponsorship and partnership offer, we also propose in person/online info sessions for staff. This training is developed with and delivered by our specialist team of trainers who are experts by experience - this means they have faced barriers to participation including but not limited to disability, mental health, injuries and gender. Mixed Ability training is a unique opportunity to **move diversity and inclusion from word on a page to meaningful practice and action!**

	BRONZE SPONSOR	SILVER SPONSOR	GOLD SPONSOR	PLATINUM SPONSOR
Event programme	Logo	¼ page ad	½ page ad	Full page ad
Conference slides	✓	✓	✓	✓
Post-event reports	✓	✓	✓	✓
Social media publicity	✓	✓	✓	✓
Website homepage	✓	✓	✓	✓
Tickets to the closing party	✓	✓	✓	✓
Event merchandise		✓	✓	✓
Verbal recognition			✓	✓
Sponsors logo on interview board, with local and national media exposure			✓	✓
Conference name			✓	✓
Winners cup name				✓
Tournament branding				✓
Logo on merchandising (t-shirts & programmes)				✓
Media publicity				✓
Promo video				✓

Our packages start from 5,000 € for the Bronze sponsors.

We are open to explore bespoke packages to meet the needs and priorities of your organisation.



TOURNAMENT OVERVIEW

DEVELOPING THE GAME AT ALL LEVELS, REFLECTING THE COMMUNITY WE SERVE

IMART 2025 will be held in the beautiful city of Pamplona with over 1200 players of all abilities participating in the fourth International Mixed Ability Rugby Tournament.

The tournament will raise the aspirations of people with learning and physical disabilities irrespective of creed, colour, class or ability, bonding people from all walks of life with a mutual respect, camaraderie, and understanding of each other's strengths and frailties.

"We have long been inspired by how IMAS is pioneering social inclusion through sport and education. We at Flutter are honoured to be the headline supporter of this inspiring event and we'll be cheering the teams along every step of the way!"

Kerry McNally, Flutter Group Head of Communities



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BENEFITS OF SUPPORTING IMART

1. BECOME A LEADER IN EQUALITY, DIVERSITY AND INCLUSION
2. INSPIRE A POSITIVE AND LONG-LASTING IMPACT IN YOUR COMMUNITIES AND AMONGST YOUR CUSTOMERS
3. ACTIVATE STAFF TO BECOME CHANGE AGENTS
4. EXPAND ORGANISATIONAL SKILLS TO STRENGTHEN AN INCLUSIVE CULTURE
5. EMBRACE AND ALIGN ORGANISATION VALUES ACROSS YOUR TEAM
6. SUPPORT PERSONAL DEVELOPMENT AROUND TRUST, HOPE, COMMITMENTS AND CONNECTIONS
7. REACH A GLOBAL AUDIENCE
8. ALL OUR OFFERS ARE FLEXIBLE TO FIT YOUR REQUIREMENTS



IN PARTNERSHIP WITH



To find out more, please call Martino Corazza on **+44 (0)7456 171 908**, email **m.corazza@mixedabilitiesports.org** or visit us online...

www.imartworldcup.org



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