





RUGBY LEAGUE WORLD CUP ENGLAND + 2021

The Rugby League World Cup 2021 is coming to England this year and it will be the biggest, best and most inclusive Rugby League World Cup ever.

RLWC is led by its values of being:



BOLD AND BRAVE



INCLUSIVE



WORLD CLASS



AUTHENTIC



WHAT IS A MASCOT?

A mascot is an animal, toy or symbol that is associated with a particular organisation or event, and which is often thought to bring good luck.

RLWC2021 are looking for a mascot to be an ambassador of the tournament.

The mascot will be at games, seen on TV across the world, involved in welcoming teams, ready for photos with fans and overall be a recognisable face for RLWC2021.



WHAT MAKES A GOOD MASCOT?

Here are some examples
of some mascots

Do you recognise any of
them?

What do you like about
each design?

What would you change?



PUDSEY BEAR

OFFICIAL MASCOT OF BBC CHILDREN IN NEED

Pudsey Bear is something young children can relate to

Pudsey is named after the creator's hometown

Recognisable eyepatch is a key feature of Pudsey

Expression on face is smiling and welcoming



One of the most recognisable bears in the country

Pudsey is able to move around easily which is good for engagement

Friendly and fun personality

Pudsey is extremely bright and colourful

**YOUR CHALLENGE
IS TO DESIGN THE
OFFICIAL MASCOT
OF RLWC2021!**

YOUR DESIGN SHOULD...



REPRESENT ALL 3
TOURNAMENTS (MEN'S
WOMEN'S AND
WHEELCHAIR)



BE EYE-CATCHING
AND RECOGNISABLE



REPRESENT THE
VALUES OF RLWC2021



BE FUN AND
FRIENDLY



HAVE A GREAT NAME
AND BACKSTORY

REMEMBER, MASCOTS CANNOT SPEAK, SO THINK ABOUT THEIR...



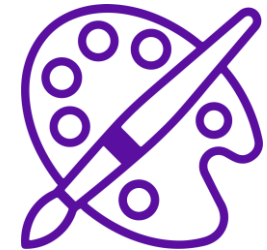
FACIAL
EXPRESSIONS



MANNERISMS



POSES



COLOURS

HOW TO ENTER

The competition closes at 5pm on 1st June 2022.

Do not worry if you cannot print the design sheet, use any piece of paper but remember to include your name, age, school and adult contact details as well as the name and backstory to your mascot.

The winning design will be selected by RLWC tournament ambassadors and notified XXX

The winner will get to visit the studio to see their winning entry being designed as official tournament mascot. They will also win 2 tickets to the RLWC2021 Final, some RLWC2021 merch and the chance for their entire class at school to attend a match of their choice (non-Final).

To enter by post, send your design to:

*The Mascot Challenge,
RLWC2021
Bonded Warehouse
18 Lower Byrom Street
Manchester
M3 4AP*

To enter by email:

Take a photo of your design sheet and send it to mascot@rlwc2021.com

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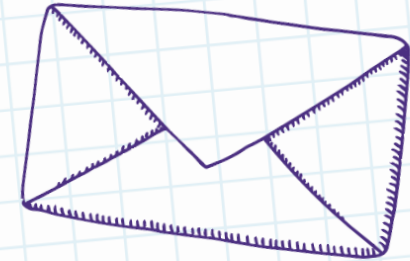
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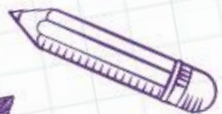


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ENTRY CHECKLIST



☐ Is your mascot representative of all 3 tournaments?

☐ Is your mascot relating to the values of the Rugby League World Cup 2021?

☐ Does your mascot have an exciting name?

☐ Is your mascot agile and allows for a lot of movement?

☐ Does your mascot have an interesting story?

☐ Is your name and school on the design sheet?



GROUP SALES FOR SCHOOL TRIPS

Are you thinking about a school trip for your class?
Where better to go than the RLWC2021!

With 61 games in three tournaments taking place
across England, there is likely to be a game local to
you and your school.

The full schedule can be found on the RLWC website
at [RLWC2021.COM](https://www.rlwc2021.com)

There is a very exciting school group sales offer
available, in which for every 15 tickets bought, you get
1 free ticket. With tickets starting at £2.21, what a great
opportunity to see some of the best in the world at an
affordable price.

For more info, please contact
groupsales@rlwc2021.com

FIND OUT MORE ABOUT GROUP
SALES TICKETS

