Sponsorship Proposal

2013

2. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Table of Contents

Message from the chairman...................................................................................................................3

Introduction ............................................................................................................................................4

What does your sponsorship mean? ......................................................................................................4

Statistics..................................................................................................................................................4

Sponsorship packages.............................................................................................................................5

Ex-player and Supporter sponsorship package...................................................................................5

Product sponsorship package .............................................................................................................6

Bronze sponsorship package ..............................................................................................................7

Silver sponsorship package.................................................................................................................8

Gold sponsorship package ..................................................................................................................9

Platinum sponsorship package .........................................................................................................11

Overview...............................................................................................................................................13

Contact details......................................................................................................................................14

Appendix (a) Sponsors Page..................................................................................................................15

Appendix (b) Monthly Newsletter ........................................................................................................16

Appendix (c) Promotional Flyer ............................................................................................................17

Appendix (d) Vikings Playing Shorts......................................................................................................17

Appendix (e) Vikings Training t-shirt.....................................................................................................18

Appendix (f) Vikings Playing Jersey.......................................................................................................18

Appendix (G) Car Advertising................................................................................................................19

Appendix (H) Letter Head .....................................................................................................................20

3. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Message from the chairman

Dear Prospective Sponsor and Partner,

Hello and welcome to Gold Coast District Junior Rugby League. Firstly, I would like to thank you

personally for allowing us the opportunity to present you with our sponsorship proposal.

Junior Rugby League on the Gold Coast has continued to be an area of growth and this year again we

increased registration numbers by approximately 5% to just short of 5,000, when you consider just

10 years ago our registration numbers were 2400 one wonders where we will be in a further 10

years. The Gold Coast Junior Rugby League has seen many achievements in 2012. Our partnership

with Jet Star Gold Coast Titans has continued to grow from strength to strength and our

representative teams the ‘Vikings’ have continued their success in the Cyril Connell and Mal

Meninga Cups. All Sponsors and Supporters that join the Gold Coast District Junior Rugby League

family becomes a part of this success and an important part of Junior Rugby League on the Gold

Coast.

The Gold Coast District Junior Rugby League has designed a number of tiered packages which will

give businesses the opportunity to support the District at all levels. Our sponsorship packages have

been developed to provide businesses with an excellent return on investment. Our packages offer

our sponsors brand exposure through a variety of mediums including, media, print, signage,

membership database, competition naming rights and much more.

In return for your investment, the Gold Coast District Junior Rugby League can help your business

increase your brand awareness and image, to gain new customers and to develop relationships with

existing customers. In doing this, you showcase your devoted involvement in supporting the local

community and Junior Rugby League on the Gold Coast.

I am confident our dedicated staff, backed with our desire to see Junior Rugby League continue to

grow on the Gold Coast; your business will enhance brand and customer awareness. With a support

base of over 15,000, we would relish the opportunity to work with your business to reach this

audience.

If you have any queries regarding any of our sponsorship packages please don’t hesitate to contact

myself, or one of our Business Development Coordinators Ty Chapman or Sarah Neal. Ty and Sarah

are part funded by the Queensland State Government and Gold Coast Rugby League to service the

needs to our 17 Junior Rugby League Clubs on the Coast and their sponsors.

In finishing, I would like to extend my sincere thanks for taking the time to read our sponsorship

proposal. We believe our sponsorship proposal will provide an exciting marketing opportunity for

your business and we would relish the opportunity of working in partnership with your business.

Gold Coast District Junior Rugby League looks forward to welcoming you to our family.

Peter McGrath

Chairmam

4. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Introduction

The Gold Coast District Junior Rugby League (GCJRL) is a non-profit organisation aimed at managing

and supporting local and regional Rugby League clubs on the Gold Coast. Originally formed in 1976,

the GCJRL supports 17 cluster clubs all located in the southern and northern regions of the Gold

Coast as well as the Gold Coast Hinterland which includes Beaudesert and Jimboomba. Currently, the

GCJRL has 5000 members playing in ages under 6 to under 17 (2012). Operating in the South-East

Queensland region with Brisbane and Ipswich, the GCJRL is the fastest growing junior league in its

division.

In 2011, the GCJRL with the support of the board initiated a 3 year strategic business plan for Junior

Rugby League on the Gold Coast. This plan has been designed to ensure rugby league on the Gold

Coast increases its status and continuous to grow on all levels. As a part of the Strategic plan this

Sponsorship package has been designed to give businesses the opportunity for cost effective

promotion and marketing of their business. Rugby League is one of the nation’s major sports and is

an important part of its lifestyle so why not use it to increase your brand awareness.

What does your sponsorship mean?

The GCJRL has established itself as a community based organisation. We endeavour to provide

pathways and opportunities for all children in junior rugby league and become active in local, state

and national communities. GCJRL helps children become physically active and learn important life

skills about teamwork, leadership and discipline, and skill development.

All sponsorship funding is directly invested into the sport and is used to manage and improve rugby

league on the Gold Coast. Areas of expenditure include:

- Game development

- Referee development

- Women in League

- Indigenous programs

- Volunteer management

- Marketing of rugby league

- New equipment

- Representative teams

- Cluster clubs

Statistics

Members: 5000

Boys: 4430

Girls: 70

Referees: 120

Clubs: 17

Teams: 305

Representative teams: 4

Games a week: 150

Volunteers: 2000+ per season

Supporters: 15,000+ a week

Website hits: 500,000 a month

5. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Sponsorship packages

GCJRL has designed a number of tiered packages which will give businesses the opportunity to

support the District at all levels. Please see below an overview of the Ex-player and Supporter,

Product, Bronze, Silver, Gold and Platinum packages and their benefits.

Ex-player and Supporter sponsorship package

GCJRL is very proud of its history, with a culture rich in its successes and passion. And it is our explayers

and supporters that have helped provide so much of this over the years. We would like to reconnect

with these ex-players and supporters to give them the opportunity to keep supporting rugby

league on the Gold Coast.

In return of you investment you will receive the following benefits:

Advertising Benefits

 Your name/logo will be placed on our Sponsor page on the website including a link to your

website. This page is dedicated to all sponsors of GCJRL. (Appendix A)

 Your name will be announced during our 4 finals weekends

Hospitality benefits

 You will receive 1 ticket to the End of Season Presentation night

 You will receive 2 tickets to all final weekends

General benefits

 You have the right to use the GCJRL logo on merchandise or approved printed material

 You will receive an official certificate of appreciation

Investment: $250 (excluding GST)

6. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Product sponsorship package

As a Product sponsor you will be a vital member of the Gold Coast Rugby League community. In

return for your investment you will receive a variety of opportunities to promote and network your

business and being part of a great community culture are just some of the beneficial aspects.

In return of you investment you will receive the following benefits:

Advertising Benefits

 Your name/logo will be placed on our Sponsor page on the website including a link to your

website. This page is dedicated to all sponsors of GCJRL. (Appendix A)

 Your logo will appear in the monthly newsletter (Appendix B)

 You have the opportunity to offer discounted or free products and services to GCJRL

members throughout the season

 You have the opportunity to put up signage during our 4 finals weekends

 Your name will be announced during our 4 finals weekends

Hospitality Benefits

 You will receive 2 tickets to the preseason launch

 You will receive 2 tickets to the End of Season Presentation night

 You will receive 2 tickets to all final weekends

General Benefits

 You have the right to use the GCJRL logo on merchandise or approved printed material

 You will receive an official certificate of appreciation

(Please refer to appendix A & B for sponsorship package examples)

Investment: $750.00 (excluding GST)

7. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Bronze sponsorship package

As a Bronze sponsor you will be a vital member of the Gold Coast rugby league community. In return

for your investment you will get to promote and network your business through various marketing

activities and you will get invited to several functions and great rugby league games. Your company

will be well looked after and we will promote your business to the best of our ability.

In return of you investment you will receive the following benefits:

Advertising Benefits:

 Your name/logo will be placed on our Sponsor page on the website including a link to your

website. This page is dedicated to all sponsors of GCJRL.( Appendix A)

 Your logo will appear in the monthly newsletter (Appendix B)

 You have the opportunity to put up signage during our 4 finals weekends

 You logo will appear on any GCJRL promotional flyers (Appendix C)

 Your name/logo will appear in the credits of the weekly player/team video which is placed

on the website, YouTube and Facebook

 You have the opportunity to offer discounted or free products and services to GCJRL

members throughout the season

 Your name will be announced during our 4 finals weekends

Hospitality Benefits

 You will receive 2 tickets to a Titans home game

 You will receive 2 tickets to the GCJRL Golf Day

 You will receive 2 tickets to the preseason launch

 You will receive 2 tickets to the End of Season Presentation night

 You will receive 2 tickets to all final weekends

General Benefits

 You have the right to use the GCJRL logo on merchandise or approved printed material

 You will receive an official certificate of appreciation

(Please refer to appendix A, B, & C for sponsorship package examples)

Investment: $2,000.00 (excluding GST)

8. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Silver sponsorship package

Looking for good exposure across members, spectators and media at minimal costs? The Silver

Sponsorship is for you. In return for your investment you will receive a variety of opportunities to

promote and network your business and being part of a great community culture are just some of the

beneficial aspects. This package provides a variety of promotional opportunities to expose your

business.

In return of you investment you will receive the following benefits

Advertising Benefits

 Your logo will appear on the Vikings official playing shorts (Appendix D)

 Your logo will appear on the Vikings training shirt/singlet (Appendix E)

 Your name/logo will be placed on our Sponsor page on the website including a link to your

website. This page is dedicated to all sponsors of GCJRL. (Appendix A)

 Your logo will appear in the monthly newsletter (Appendix B)

 Your logo will appear on letterhead and all other stationary (Appendix G)

 Your logo will appear in GCJRL brochures

 You logo will appear on any GCJRL promotional flyers (Appendix C)

 Your name/logo will appear in the credits of the weekly player/team video which is placed

on the website, YouTube and Facebook

 You have the opportunity to offer discounted or free products and services to GCJRL

members throughout the season

 You have the opportunity to have a marque at the Grand Finals to promote your business

 You have the opportunity to put up signage during our 4 finals weekends

 Your name will be announced during our 4 finals weekends

Hospitality Benefits

 You will receive 2 tickets to the State of Origin

 You will receive 4 tickets to a Titans home game

 You will receive 4 tickets to the GCJRL Golf Day

 You will receive 4 tickets to the preseason launch

 You will receive 4 tickets to the End of Season Presentation night

 You will receive 4 tickets to all final weekends

General Benefits

 You have the right to use the GCJRL logo on merchandise or approved printed material

 You will receive an official certificate of appreciation

 You will receive a framed team photo

(Please refer to appendix A, B, C, D, E & G, for sponsorship package examples)

Investment: $5,000.00 (excluding GST)

9. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Gold sponsorship package

This sponsorship is perfect for local businesses looking for high exposure across members, spectators

and media while also enjoying the benefits of watching top rugby league through the hospitality

package. We would welcome you as part of our rugby league family and you will have multiple

opportunities to promote your company. In return for your investment you will receive a variety of

opportunities to promote and network your business and being part of a great community culture are

just some of the beneficial aspects.

In return of you investment you will receive the following benefits

Naming rights

 Your business will hold de naming rights to the Mascot Race at the Grand Finals

Advertising Benefits

 Your logo will appear on the Vikings official playing jersey (sleeve) (Appendix F)

 Your logo will appear on the Vikings training shirt/singlet (Appendix E)

 Your name/logo will be placed on our Sponsor page on the website including a link to your

website. This page is dedicated to all sponsors of GCJRL. (Appendix A)

 You will receive a permanent advertisement spot on the home website. You can use this for

your logo or for another advertisement that integrates with you current promotions or

offers. The website has an average of over 500,000 page views a month which will gain

maximum exposure for your business.

 You have the opportunity to place a metal fence sign at selected clubs.

 You have the opportunity to use the GCJRL member’s database for direct marketing and

sales for promotions and special events. GCJRL has over 5000 members in the database and

this will quickly increase once we get the new website and database.

 Your logo will appear in the monthly newsletter (Appendix B)

 Your logo will appear on letterhead and all other stationary (Appendix H)

 Your logo will appear in GCJRL brochures

 You logo will appear on any GCJRL promotional flyers (Appendix C)

 Your name/logo will appear in the credits of the weekly player/team video which is placed

on the website, YouTube and Facebook

 You have the opportunity to offer discounted or free products and services to GCJRL

members throughout the season

 You have the opportunity to have a marque at the Grand Finals to promote your business

 You have the opportunity to put up signage during our 4 finals weekends

 Your company name will be announced during our 4 finals weekends

Hospitality Benefits

 You will receive 2 tickets to the NRL Grand Final in Sydney

 You will receive 4 tickets to the State of Origin

 You will receive 6 tickets to a Titans home game

 You will receive 4 tickets to the GCJRL Golf Day

 You will receive 6 tickets to the preseason launch

 You will receive 6 tickets to the End of Season Presentation night

 You will receive 6 tickets to all final weekends

General Benefits

10. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

 You have the right to use the GCJRL logo on merchandise or approved printed material

 You have the opportunity to present an award during the Grand Finals

 You will receive an official certificate of appreciation

 You will receive a framed team photo

(Please refer to appendix A, B, C, E, F,G & H for sponsorship package examples)

Investment: $10,000.00 (excluding GST)

11. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Platinum sponsorship package

Platinum sponsorship results in premium exposure to all members, spectators, clubs and media on

the Gold Coast. It is premium advertising for any business looking to increase brand awareness and

sales across the Gold Coast as you will receive the naming rights to all GCJRL competitions a well as

many other benefits. As a Platinum Sponsor you will become an integral part of the rugby league

family on the Gold Coast and we will promote your brand as best as we can. Only 1 Platinum

sponsorship available.

In return of you investment you will receive the following benefits

Naming rights:

 Your business will hold the naming rights to the GCJRL competition e.g. The “Bendigo Bank”

Gold Coast Junior Rugby League Competition. This means every competition will have your

business name in front of it on the website, printed marketing and media.

Advertising Benefits

 Your logo will appear on the Vikings official playing jersey (front) (Appendix F)

 Your logo will appear on the Vikings training shirt/singlet (Appendix E)

 Your logo will appear on the Vikings official playing shorts (Appendix D)

 Your name/logo will appear on both sides of the GCJRL car (Appendix G)

 Your name/logo will be placed on our Sponsor page on the website including a link to your

website. This page is dedicated to all sponsors of GCJRL. (Appendix A)

 You will receive a permanent advertisement spot on the home website. You can use this for

your logo or for another advertisement that integrates with you current promotions or

offers. The website has an average of over 500,000 page views a month which will gain

maximum exposure for your business.

 You have the opportunity to place a metal fence sign at selected clubs.

 You have the opportunity to use the GCJRL members’ database for direct marketing and

sales for promotions and special events. GCJRL has over 5000 members in the database and

this will quickly increase once we get the new website and database.

 Your logo will appear in the monthly newsletter (Appendix B)

 Your logo will appear on letterhead and all other stationary (Appendix H)

 Your logo will appear in GCJRL brochures

 You logo will appear on any GCJRL promotional flyers (Appendix C)

 Your name/logo will appear in the credits of the weekly player/team video which is placed

on the website, YouTube and Facebook

 You have the opportunity to offer discounted or free products and services to GCJRL

members throughout the season

 You have the opportunity to have a marque at the Grand Finals to promote your business

 You have the opportunity to put up signage during our 4 finals weekends

 Your company name will be announced during our 4 finals weekend

Hospitality Benefits

 You will receive 2 tickets to the NRL Grand Final in Sydney including flights, accommodation,

transfers and meals

 You will receive 6 tickets to the State of Origin

 You will receive 8 tickets to a Titans home game

 You will receive 8 tickets to the GCJRL Golf Day

12. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

 You will receive 8 tickets to the preseason launch

 You will receive 8 tickets to the End of Season Presentation night

 You will receive 8 tickets to all final weekends

General Benefits

 You have the right to use the GCJRL logo on merchandise or approved printed material

 A perpetual award can be named after your business

 You have the opportunity to present an award during the Grand Finals and at the

Presentation night

 You will receive an official certificate of appreciation

 You will receive a framed team photo

(Please refer to appendix A, B, C, E, F, G & H for sponsorship package examples)

Investment: $20,000.00 (excluding GST)

13. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Overview

Please see below a quick overview of the different sponsorship packages.

Platinum Gold Silver Bronze Product Ex-player &

Supporter

$20,000.00 $10,000.00 $5,000.00 $2,000.00 $750.00 $250.00

Competition (U6 to U17) v

Mascot Race Grand Final day v

Vikings player jersey front v

Vikings player jersey sleeve v

Vikings player shorts front v

Vikings training shirt/singlet v v v

Website single advertisement (home page) v v

GCJRL car (logo on both sides) v

Option for direct marketing and sales via members

database for promotions and special events v v

Video (proudly supported by) v v v x

Marque at Grand Final to promote business v v v

Signage at final weekends v v v v v

Website sponsor page v v v v v v

Newsletter v v v v v

Brochures v v v

Promotion flyers v v v v

Letterhead + stationary v v v

Announcements during final weekends v v v v v v

Offer discount or sample product to all members v v v v v

Metal sign at affiliated junior clubs (if available) v

Tickets to all final weekends 8 6 4 2 2 2

Tickets to presentation night 8 6 4 2 2 1

Tickets to preseason launch 8 6 4 2 2

Tickets to GCJRL Golf Day 4 4 4 2

Tickets to Titans game 8 6 4 2

Tickets to State of Origin 6 4 2

Trip to Sydney NRL Grand Final 2 2

Use of GCJRL logo in marketing v v v v v v

Name a perpetual award v

Present award v v

Certificate v v v v v v

Team photo v v v

Sponsorship Package Gold Coast Junior Rugby League

Hospitality

Advertising

General

Naming rights

14. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Contact details

Thank you for taking the time to view our sponsorship package. Gold Coast Junior Rugby League is

dedicated to marketing their sponsors to ensure optimal benefits for both parties. GCJRL will assist

activating your sponsorship in an innovative and creative way. All packages can be tailored to your

specific needs.

We look forward to forming a great business partnership with you. Please contact us if you want to

know how you can become involved and what we can do for you.

Peter McGrath

Chairman

Ph: 0414 379 249

Email: mgrrby@hillsea.com.au

Gary Phillips

Operations Manager

Ph: 0401 172 862

Email: gary@goldcoastjuniorrugbyleague.com.au

Ty Chapman

Business Development Coordinator

Ph: 0452 177 270

Email: ty@goldcoastjuniorrugbyleague.com.au

Sarah Neal

Business Development Coordinator

Ph: 0413 872 466

Email: sarah@goldcoastjuniorrugbyleague.com.au

Postal address:

P.O. Box 1121

Southport, Qld, 4215

Website: www.goldcoastjuniorrugbyleague.com.au

15. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Appendix (a) Sponsors Page

16. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Appendix (b) Monthly Newsletter

17. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Appendix (c) Promotional Flyer

Appendix (d) Vikings Playing Shorts

18. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Appendix (e) Vikings Training t-shirt

Appendix (f) Vikings Playing Jersey

19. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Appendix (G) Car Advertising

20. Gold Coast Junior Rugby League Sponsorship Proposal 2011/12

Appendix (H) Letter Head