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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
Chairman
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
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 ex-players 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)
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 your 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)*
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
- Your 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)*
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)
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 the 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 your 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
- Your 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

9. 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)
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 as 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 your 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 your 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
- Your 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
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)*
Overview
Please see below a quick overview of the different sponsorship packages.

<table>
<thead>
<tr>
<th>Sponsorship Package Gold Coast Junior Rugby League</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Product</th>
<th>Ex-player &amp; Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td></td>
<td>$20,000.00</td>
<td>$10,000.00</td>
<td>$5,000.00</td>
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<td>Competition (U6 to U17)</td>
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<td>Mascot Race Grand Final day</td>
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<td></td>
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<tr>
<td>Advertising</td>
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</tr>
<tr>
<td>Vikings player jersey front</td>
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<td></td>
</tr>
<tr>
<td>Vikings player jersey sleeve</td>
<td></td>
<td>v</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vikings player shorts front</td>
<td></td>
<td></td>
<td>v</td>
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<td></td>
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</tr>
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<td>Vikings training shirt/singlet</td>
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<td>GCJRL car (logo on both sides)</td>
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<tr>
<td>Option for direct marketing and sales via members database for promotions and special events</td>
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<td></td>
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<tr>
<td>Video (proudly supported by)</td>
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<td>v</td>
<td>v</td>
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<tr>
<td>Marque at Grand Final to promote business</td>
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<td>Signage at final weekends</td>
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<td>v</td>
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<td>Website sponsor page</td>
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<td>Letterhead + stationary</td>
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<tr>
<td>Announcements during final weekends</td>
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<td>v</td>
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<td>v</td>
</tr>
<tr>
<td>Offer discount or sample product to all members</td>
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<td>v</td>
<td>v</td>
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<td>Metal sign at affiliated junior clubs (if available)</td>
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<tr>
<td>Hospitality</td>
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<td>Tickets to all final weekends</td>
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<td>Tickets to preseason launch</td>
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<td>Tickets to GCJRL Golf Day</td>
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<td>Tickets to Titans game</td>
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<td>6</td>
<td>4</td>
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<td>Tickets to State of Origin</td>
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<td>4</td>
<td>2</td>
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<td></td>
</tr>
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<td>Trip to Sydney NRL Grand Final</td>
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<td>2</td>
<td></td>
<td></td>
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<td>General</td>
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</tr>
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<td>Use of GCJRL logo in marketing</td>
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<td>Name a perpetual award</td>
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<td>Present award</td>
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<tr>
<td>Certificate</td>
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<tr>
<td>Team photo</td>
<td>v</td>
<td>v</td>
<td>v</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
Appendix (a) Sponsors Page

Silver Sponsor

Located just 15 minutes from Broadbeach, the Graham Marth-designed championship golf course offers the best value golf on the Gold Coast. Offering generous greens, wide fairways and pristine lake, the course offers to all levels of golf. The Ryder Cup Par 3 course is open to players to play until 6pm. Enjoy a relax pre-round dinner in the Clubhouse. Participate in our $100,000 prize pool and enjoy a round and a sunset. For more information: www.tradlink.com.au

Bronze Sponsor

As a bronze sponsor you would be able to receive some free collateral and enjoy a range of benefits and opportunities to promote and support your business and engage with a great community. Below are just some of the benefits:

Current Bronze Sponsor is:

Product Sponsor

As a product sponsor you can be a vital member of the Gold Coast Rugby League community. In return for your investment you are able to promote and support your business and engage with a great community. Below are just some of the benefits:

Current Product Sponsor is:

Supporters & Fan-Player Sponsor

The Stumpy Spuds team is proud to give professional, efficient service, combined with the highest-quality sporting goods you expect and deserve. www.stumpy-spuds.com.au
Appendix (c) Promotional Flyer

Rugby League Not just for Boys!

GIRLS required for NEW Girls
Open Competition 14 - 17 Yrs

Want to have fun, make friends and learn to play League?

Find a team near you and join the new Rugby League Girls Open competition on the Gold coast Today!

Girls Exhibition Match Friday 17th February 6.30pm at Nerang JRL. Jillaroo’s and Titans Players will be attending.

Contact Eva on 5522 7722 or go to www.goldcoastjuniorrugbyleague.com.au

Appendix (d) Vikings Playing Shorts
Appendix (e) Vikings Training t-shirt

Appendix (f) Vikings Playing Jersey
Appendix (G) Car Advertising