

# THE GREATEST GAME OF ALL

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2016  
PARTNERSHIP OPPORTUNITIES

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# » THE GREATEST GAME OF ALL



## Our Vision

### NRL Mission

- **To bring people together and make a positive difference to their lives.**

### Beliefs

- **Decency, opportunity, innovation, community spirit, inclusiveness.**

### Values

- **Inclusiveness, Excellence, Courage, Teamwork**

### Message

- **Brings people together and makes a positive difference to lives.**
- **The most inclusive game that unites people and communities, at every level.**
- **Where fans and followers, people and communities unite, belong and share.**

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## MESSAGE FROM THE GENERAL MANAGER



### **The ARLC South Australia Ltd known as NRL South Australia, is the official governing body for the game of rugby league in SA.**

In 2015 the name NRL South Australia (NRL SA) replaced the name previously used, the South Australian Rugby League (or SARL). The change occurred at the same time that governance of Rugby League in South Australia moved from a member based Incorporated Association to that of a company limited by guarantee under the Australian Rugby League Commission.

We as NRL SA are excited for the 2016 Season and future ahead and what this means for the growth and development of the game here in SA.

#### *Our Competitions...*

With the recent club restructure, we have formed a strong four district competition for the Adelaide metropolitan area. The NRL SA clubs are:

- Northern District Roosters RLC (Salisbury and Gawler regions)
- Eastern District Eels RLC (Eastern and North Eastern regions)
- Southern District Bulldogs RLC (Marion, Reynella, Southern Adelaide regions)
- Western District RLC (Port Adelaide and Henley Beach regions)

This will see competitions for Seniors (first and reserve grade), Juniors from 5 to 19 years, and Womens (tackle) played on Sundays at home and away venues from April through to September.

As a league we provide players and officials opportunities to participate in representative competitions such as the NRL Affiliated States Championships, the Australian Secondary Schoolboys Rugby League Championships, and NRL SA's annual multicultural event the All-Stars Carnival.

Our regional leagues continue to develop and prosper with Mount Gambier Rugby League including Naracoorte and Horsham areas, and a Spencer Gulf Rugby League including Port Pirie, Port Augusta and Whyalla areas. Each league runs a sustainable and competitive 9-a-side competition.

#### *Development...*

Our three-year-plan to redevelop our representative program for both seniors and juniors is well in motion with the establishment of a High Performance Committee to oversee a Rams Junior Development Academy for ages 9 to 17 years. A Women's Junior Development Program has also been developed with an experienced coach and a pathways program.

#### *Community Involvement...*

Our charity partner 'The Epilepsy Centre' and our game's charity foundation 'Men of League', are important organisations that raise much needed funds for those in need. We as a League support both these charities with fundraising and events.

A handwritten signature in black ink that reads 'Ken Kennedy'.

**Ken Kennedy**

General Manager of NRL South Australia





# THE MOST ENTERTAINING, MOST ENGAGING AND MOST RESPECTED SPORT

Being a part of NRL South Australia provides your business with brand awareness opportunities and exposure into a unique, untapped and uncluttered sporting market.

As an affiliate of the National Rugby League, we are a non-for-profit organisation and community based program and SA League in a phase of growth with a strong and fruitful future ahead.



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## Stronger, healthier and growing



**300K**  
Members



**1.3M**  
Participants  
(incl. NRL Touch)



**4.4M Viewers**  
2015 NRL Grand Final



**1M**  
Facebook Fans



**325K**  
Twitter Followers



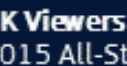
**1,700**  
Members



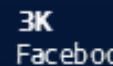
**1,400**  
Participants



**6K Viewers**  
2015 All-Stars Carnival  
(G2 PI v NZ)



**3K**  
Facebook Fans



**800**  
Twitter Followers



# » THE GREATEST GAME OF ALL



## Stronger, healthier and growing



**8M**  
YouTube  
Channel Views



**8.8M**  
Digital Reach



**3.8M**  
Attendance



**1.4M**  
Rugby League  
Experiences nationwide



**38K**  
YouTube  
Channel Views

**100K**  
Digital Reach

**9K**  
Attendance

**33K**  
Rugby League  
Experiences across SA

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## CHAIRMAN'S PARTNERSHIP PACKAGE



**Chairman's Partnerships** with NRL SA ensures your organisation extensive exposure as a major partner of the League and the local rugby league community.

This partnership package is tailored to suit your organisation's needs and requirements and can include a variety of unique branding and exposure opportunities.

Ranging from naming rights and prime branding of NRL SA Representative Programs/Teams/Awards, extensive hospitality components including NRL ticketing options, and significant exposure, promotion and advertising opportunities through a range of mediums including digital and print, and additional extras.

A limited number of Chairman's Partnerships are available for Season 2016;

**Sponsorship Cost: \$5,000+ (per year) + GST**

*\* Chairman's packages can be tailored to suit your organisation's needs and requirements with adaptations and negotiations (including contra-product arrangements) considered.*



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## GOLD PARTNERSHIP PACKAGE



### Recognition

- As a Gold Partner of NRL SA in 2016
- Preferred supplier agreement for NRL SA

### Membership

- One (1) NRL SA Membership Pack
- Member of NRL SA Partner Network for 'business to business' relations and offers

### Game Day Ticketing

- Two (2) tickets to all three (3) days of the NRL Affiliated States Championships (*if in Adelaide*)
- Four (4) tickets to NRL SA's All-Stars Carnival and Grand Finals

### Hospitality

- Four (4) invites to NRL SA Corporate Marquees at Major Events
- Two (2) invites to the NRL SA Corporate Box at the NRL ASC
- Two (2) invites to the NRL SA Kelso McEwan Medal Night, the Volunteers Night, and the Sponsor Appreciation Night

### Signage

- Signage at NRL SA Major Events (sponsor to supply)
- Sponsor recognition gift for display at your organisation

### Branding

- Your organisation's products/services will be promoted to clubs and the league
- Logo placement on the back of a Representative playing jersey (State / All-Stars ) (25x)
- Logo placement on one (1) front leg of a Representative playing short (State / All-Stars ) (25x)
- Logo on one (1) sleeve of one (1) State Team training shirt (25x)

### Advertising

- Public Address announcement at NRL SA Major Events
- A5 sized advertisement in NRL SA A5 weekly game-day programmes
- Logo will appear in all NRL SA promotional material including a sponsor banner and weekly electronic newsletter
- Logo and direct link on the NRL SA website
- Logo will appear at the end of NRL SA YouTube Channel SARLTV videos
- Organisation linked via Social Media (Facebook, Twitter)
- Access to direct mail to NRL SA members through weekly newsletter
- Opportunity to provide and promote special offers to NRL SA Members and Supporters through NRL SA communications

**Sponsorship Cost: \$2,000 - 4,500 (per year) + GST**

*\*Partnership package can be tailored to suit your organisation's needs and requirements with adaptations and negotiations (including contra-product arrangements) considered.*



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## SILVER PARTNERSHIP PACKAGE



### Recognition

- As a Silver Partner of NRL SA in 2016
- Preferred supplier agreement for NRL SA

### Membership

- One (1) NRL SA Membership Pack
- Member of NRL SA Partner Network for 'business to business' relations and offers

### Game Day Ticketing

- Two (2) tickets to NRL SA's All-Stars Carnival and Grand Finals

### Hospitality

- Two (2) invites to NRL SA Corporate Marquees at Major Events
- Two (2) invites to the NRL SA Corporate Box at the NRL ASC
- Two (2) invites to the Sponsor Appreciation Night

### Signage

- Signage at NRL SA Major Events (sponsor to supply)
- Sponsor recognition gift for display at your organisation

### Branding

- Your organisation's products/services will be promoted to clubs and the league
- Logo placement one (1) sleeve of a Representative playing jersey (State / All-Stars ) (25x)
- Logo placement on one (1) back leg of a Representative playing short (State / All-Stars ) (25x)

### Advertising

- Public Address announcement at NRL SA Major Events
- Business-card sized advertisement in NRL SA A5 weekly game-day programmes
- Logo will appear in all NRL SA promotional material including a sponsor banner and weekly electronic newsletter
- Logo and direct link on the NRL SA website
- Logo will appear at the end of NRL SA YouTube Channel SARLTV videos
- Organisation linked via Social Media (Facebook, Twitter)
- Access to direct mail to NRL SA members through weekly newsletter
- Opportunity to provide and promote special offers to NRL SA Members and Supporters through NRL SA communications

**Sponsorship Cost: \$1,000 – 2,000 (per year) + GST**

*\*Partnership package can be tailored to suit your organisation's needs and requirements with adaptations and negotiations (including contra-product arrangements) considered.*

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## BRONZE PARTNERSHIP PACKAGE



### Recognition

- As a Bronze Partner of NRL SA in 2016
- Preferred supplier agreement for NRL SA

### Membership

- One (1) NRL SA Membership Pack
- Member of NRL SA Partner Network for 'business to business' relations and offers

### Game Day Ticketing

- Two (2) tickets to NRL SA's All-Stars Carnival and Grand Finals

### Hospitality

- Two (2) invites to NRL SA Corporate Marquees at Major Events
- Two (2) invites to the Sponsor Appreciation Night

### Signage

- Signage at NRL SA Major Events (sponsor to supply)
- Sponsor recognition gift for display at your organisation

### Branding

- Your organisation's products/services will be promoted to clubs and the league
- Logo placement one (1) sleeve of a Representative playing jersey (State / All-Stars ) (25x) // OR // logo placement on one (1) back leg of a Representative playing short (State / All-Stars ) (25x)

### Advertising

- Public Address announcement at NRL SA Major Events
- Logo will appear in all NRL SA promotional material including a sponsor banner and weekly electronic newsletter
- Logo and direct link on the NRL SA website
- Logo will appear at the end of NRL SA YouTube Channel SARLTVc videos
- Organisation linked via Social Media (Facebook, Twitter)
- Access to direct mail to NRL SA members through weekly newsletter

**Sponsorship Cost:** \$500 – 1,000 (per year) + GST

*\*Partnership package can be tailored to suit your organisation's needs and requirements with adaptations and negotiations (including contra-product arrangements) considered.*

# » THE GREATEST GAME OF ALL CONTACT US



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