

# Brisbane Rugby League Referees Association



Invitation to Sponsor



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## About the BRLRA

The Brisbane Rugby League Referees Association (BRLRA) manages the coaching, development and appointment of match officials to rugby league matches throughout the greater Brisbane Metropolitan region.

With over 425 members, the BRLRA is the largest referees association in Australia and represents over 30% of all qualified match officials in Queensland.

Members of the BRLRA officiate in matches from U/6s through to U/18s in the junior competitions, all senior matches in the Brisbane Second Division competitions, women's competitions, masters' competitions, school matches, carnivals and selected representative fixtures.

Members of the BRLRA also officiate in the Queensland Cup and the National Rugby League (NRL) competitions.

The BRLRA is based at O'Grady Park in Fairfield where referees attend training and hold meetings and seminars.

As a result of the 2011 floods, the facilities and training fields were severely damaged. The tireless efforts of the membership have led to the restoration and upgrade of buildings, a first-class training oval and a place for the BRLRA to call home.

On any given weekend throughout the rugby league season, BRLRA members officiate over 275 matches across 45 grounds in front of an estimated 50,000 players, spectators and administrators.



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Sponsorship of the BRLRA provides unique opportunities for businesses to build brand loyalty and increase brand promotion to over 425 dedicated match officials and 50,000 players, spectators and administrators every weekend. New sponsorship packages have been developed for the 2017 and 2018 seasons to enhance the reach of our sponsors and ensure a greater return on investment can be achieved. The new packages have been specifically designed to maximise the exposure of our sponsors to BRLRA members and the broader rugby league community. The main objectives of the BRLRA sponsorship packages are to:

- Provide regular access and direct marketing opportunities to BRLRA membership base
- Build close brand loyalty and brand recognition between our sponsors and our members
- Offer sales opportunities from our sponsors to our members
- Provide exposure to our sponsors' products and services
- Increase brand awareness of our sponsors' products, services to our members and the rugby league community

The BRLRA offer a number of sponsorship opportunities to ensure our sponsors individual commercial objectives can be achieved. Depending on the investment level, sponsorship benefits include:

- Naming Rights to Brisbane Rugby League Referees Association (BRLRA)
- Logo placement on all BRLRA on-field jerseys and shorts
- Logo placement on BRLRA training and polo shirts
- Logo placement on the BRLRA website and all corporate stationery with hyperlinks where appropriate
- Direct mail and email marketing opportunities to BRLRA membership base
- Presentation rights at the BRLRA Annual Dinner and Season Launch functions
- Advertising in all BRLRA publications
- Signage opportunities at O'Grady Park
- Social media marketing
- State of Origin tickets

The BRLRA builds long-term and professional relationships with our sponsors. We can tailor sponsor packages to suit the individual needs of companies and are happy to arrange payment terms convenient to the needs of our sponsors. For example, payment can be spread throughout the calendar or financial year to help with cash flow. The revenue received from sponsorship will assist the BRLRA with the supply of on-field uniforms and with the coaching and development of referees.



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## How We Can Promote Your Brand

### **Naming Rights**

Platinum sponsors receive exclusive naming rights of the BRLRA.

### **On-field Uniforms**

Logos featured on the BRLRA on-field jersey and shorts which are on display every weekend to over 50,000 players, spectators, officials and administrators.

### **Off-field Uniforms**

Logos featured on the BRLRA training uniforms and polo shirt

### **Direct Marketing Opportunities**

The BRLRA offer our sponsors the opportunity to send direct marketing and electronic marketing pieces to the entire BRLRA database to promote their products and services. Sponsors are invited to use this opportunity to send marketing material to attract more business and make more sales from the members of the Association.

### **BRLRA Website Corporate Stationery**

All sponsors have their logos and a hyperlink to their websites featured on the BRLRA website. Logos are also placed on all corporate stationery including letterheads, emails, PowerPoint templates and publications such as the Annual Report.

### **BRLRA Member Emails**

The BRLRA send approximately four emails a week to the members of the Association. All sponsors have a logo and hyperlink included in each of the emails that are sent providing an additional opportunity to drive traffic to their websites.

### **Signage**

The BRLRA manage facilities at O'Grady Park in Fairfield. These facilities are used by the BRLRA for referee training throughout the week and other parties including touch footy also use these facilities. BRLRA sponsors are provided an opportunity to place signage at O'Grady Park to further promote their brand to all users of the facilities.

### **Social Media Marketing**

The BRLRA uses social media and will promote our sponsors brands through these marketing channels. This will include sending links to our sponsors' websites via the BRLRA social media channels.

### **Sponsor Presentations**

Sponsors are provided opportunities to deliver a presentation on their company's products at an annual season launch function.

### **Presentation Night**

Sponsors will have their brand promoted during the BRLRA Presentation Night at the end of each season. Sponsor representatives have the opportunity to present awards at the function and speak about their products and services.

### **Advertising**

Sponsors receive advertising space in BRLRA newsletters, annual reports and any other publications to help promote brand recognition.



# Details of Sponsorship Packages by Level

## Platinum and Principal Sponsorship - \$10,000 investment per year for a two year commitment (\$20,000 over two years)

- Naming Rights of the BRLRA
- Prominent logo placement centred on the front of the on-field jersey
- Prominent logo placement centred on the rear of the on-field jersey
- Prominent logo placement on training singlet/shirt
- Prominent logo placement on off-field BRLRA polo shirts
- Logo placement and links on BRLRA Website
- Logo placement on all Corporate Stationery (Letterhead, PowerPoint)
- Logo placement on all Member Emails (Approximately 4 emails to all members per week)
- Logo placement on all BRLRA publications (Newsletter, Handbook, Annual Report)
- Direct Marketing - Mail Opportunities (Platinum x 4 per season)
- Direct Marketing - e-mail Opportunities (Platinum x 6 per season)
- Facebook Marketing and Promotion of your brand
- Presentation at a dedicated sponsor season launch event
- Tickets to BRLRA Annual Dinner and presentation opportunity
- Signage Opportunity at O'Grady Park
- State of Origin Tickets for Brisbane matches
- Tickets to BRL Second Division Grand Final Days
- Tickets to Greater Brisbane Junior Rugby League Grand Final Days
- Supply of talent for print, radio or TV advertisements / community notifications

## Gold Sponsorship - \$5,000 investment per year for a two year commitment (\$10,000 over two years)

- Prominent logo placement across shoulders on the rear of the on-field jersey
- Prominent logo placement on the on-field shorts
- Prominent logo placement on training singlet/shirt
- Logo placement and links on BRLRA Website
- Logo placement on all Corporate Stationery (Letterhead, PowerPoint)
- Logo placement on all Member Emails (Approximately 4 emails to all members per week)
- Logo placement on all BRLRA publications (Newsletter, Handbook, Annual Report)
- Direct Marketing - mail and e-mail Opportunities (Platinum x 4 per season)
- Facebook Marketing and Promotion of your brand
- Presentation at a dedicated sponsor season launch event
- Tickets to BRLRA Annual Dinner and presentation opportunity
- Signage Opportunity at O'Grady Park
- State of Origin Tickets for Brisbane matches
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## Silver Sponsorship - \$3500 investment per year for a two year commitment (\$7,000 over two years) \$5500 for both sleeves (\$11,000 over two years).

- Prominent logo placement on sleeve of the on-field jersey
- Prominent logo placement on the on-field shorts
- Logo placement and links on BRLRA Website
- Logo placement on all Corporate Stationery (Letterhead, PowerPoint)
- Logo placement on all Member Emails (Approx 4 emails to all members per week)
- Logo placement on all BRLRA publications (Newsletter, Handbook, Annual Report)
- Direct Marketing - Mail Opportunities (Platinum x 2 per season)
- Direct Marketing - e Mail Opportunities (Platinum x 3 per season)
- Facebook Marketing and Promotion of your brand
- Presentation at a dedicated sponsor season launch event
- Tickets to BRLRA Annual Dinner and presentation opportunity
- Signage Opportunity at O'Grady Park
- State of Origin Tickets for Brisbane matches
- Tickets to BRL Second Division Grand Final Days
- Tickets to Greater Brisbane Junior Rugby League Grand Final Days
- Supply of talent for print, radio or TV advertisements / community notifications

## Bronze Sponsorship - \$1,000 investment per year for a minimum of one year.

- Logo placement and links on BRLRA Website
- Logo placement on all Corporate Stationery (Letterhead, PowerPoint)
- Logo placement on all Member Emails (Approx 4 emails to all members per week)
- Logo placement on all BRLRA publications (Newsletter, Handbook, Annual Report)
- Direct Marketing - Mail Opportunities (Platinum x 1 per season)
- Direct Marketing - e-mail Opportunities (Platinum x 2 per season)
- Facebook Marketing and Promotion of your brand
- Presentation at a dedicated sponsor season launch event
- Tickets to BRLRA Annual Dinner and presentation opportunity
- Signage Opportunity at O'Grady Park
- State of Origin Tickets for Brisbane matches
- Tickets to BRL Second Division Grand Final Days
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## Sideline Official / Tough Judge Flag Sponsorship - \$2000 investment

All rugby league matches require sideline officials or touch judges to carry a flag. The BRLRA offers sponsors the opportunity to have their logo printed on flags. This can be a standalone investment or added to any of the other sponsorship categories.

### Flexible Payment Options

The BRLRA Management Committee is flexible and can work with potential sponsors to reach agreement on payment terms. For example, sponsors can choose to pay in one lump sum, quarterly, monthly or another method to help manage cash flow and budgets.



## Next Steps to Securing your Sponsorship

If you are interested in securing an exclusive sponsorship opportunity or discussing how the BRLRA can promote your brand to our 425 members and over 50,000 members of the public every weekend, please contact:  
President of the **BRLRA** at:

email [secretary@brlrefs.com](mailto:secretary@brlrefs.com)

or phone **0419 280 881**

