

# 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 Senior competitions, Women's competitions, masters' competitions, school matches, carnivals and selected representative fixtures.

Members of the BRLRA also officiate in the Intrust Super 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 2019 and 2020 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. The revenue received from sponsorship will assist the BRLRA with the supply of on-field uniforms, coaching and development of referees as well as augment a number of other functions of the Association.



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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 generate 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

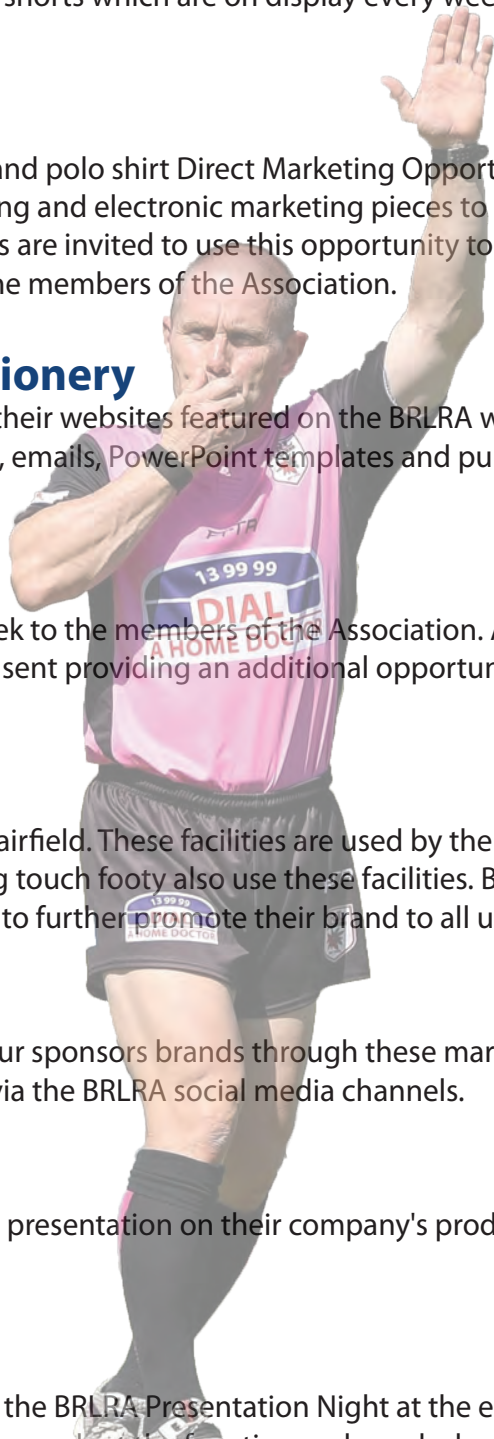
Sponsors are provided opportunities to deliver a presentation on their company's products at an annual season launch function.

### 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.





# How Your Sponsorship Helps the BRLRA

## Cost Effective Uniforms for the Members

Your Sponsorship investment benefits both the Members of the Association as well as your business by assisting with the provision of cost-effective, consistent and easily identifiable On-Field, Off-Field and Training Uniforms. All members are obliged to wear the appropriate uniform with your Logos prominently displayed so that your support of our Association will always be acknowledged.

## Development/ Skills Sessions

Whilst our Association is not a professional organization, it is critical to 'grass-roots' Rugby League that our Members not only present in a professional manner off the field, but on the field as well. Towards this objective, the Association carries out regular Development/ Skills sessions so that the members present as professionals whenever they attend a Match.

## Referee Promotion

High on the BRLRA agenda is the promotion of our Members through the ranks towards the ultimate goal of officiating at the highest levels of the game. At the 'grass-roots' level, opportunities exist for our developing Match Officials to officiate at state wide Carnivals - you can be confident that you have assisted in providing these members with beneficial pathways towards their goals.

## BRLRA Growth Through Peer Sharing

As part of the Association's overall development strategy, Exchange programs are undertaken with peer Referees Associations. This cooperation with partners provides both the BRLRA and the exchange Association with a unique opportunity to witness firsthand the operations of the other and potentially implement beneficial aspects of the other. The costs involved with these exchanges are borne by each Association without any opportunity of recovery and your sponsorship will assist with this scheme.

## On-Field Coaching

The BRLRA retains around 30 CMO's (Coaching Match Officials) who attend matches throughout Brisbane to view, encourage and report regarding the on-field performances of the Match Officials. This activity provides the Referees and Touch Judges with proactive, real-world feedback to assist with their development towards their individual goals. This activity is only partially funded by the League's governing body and your support will assist in increasing the opportunities for the Coaches to view and develop the members on a higher frequency.

## Facilities Upgrades

Expenditure involved to carry out upgrades to our amenities typically requires considerable investment and these costs are usually quite daunting. Recent and planned improvements to O'Grady Park include:

- Addition of Water tanks to reduce ongoing irrigation costs for the watering of the Grounds
- Addition of Solar Power to reduce Electricity costs
- Upgrade of the Female toilets to full Changeroom facilities
- Replacement of Field Lighting with modern LED equivalents to reduce running and maintenance costs
- Addition of a Junior Cricket Pitch to provide opportunities for hiring of the facilities out of season

## Maintenance of the Amenities

Beyond the upgrades required to O'Grady Park, constant maintenance is required to meet our contractual requirements with the Brisbane City Council. This includes simple activities such as the Mowing and Line Marking right through to ensuring that the relevant Health and Safety aspects of the facilities are kept up to date. Your support will aid with carrying out these activities as well.



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## Details of Sponsorship Packages by Level

	Platinum and Principal Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship	Training Partner
Annual Investment	\$10,000 (Ex GST)	\$5,000 (Ex GST)	\$2,500 (Ex GST)	\$1,000 (Ex GST)	\$500 (Ex GST)
Total Investment (2 Years)	\$20,000 (Ex GST)	\$10,000 (Ex GST)	\$5,000 (Ex GST)	\$2,000 (Ex GST)	\$1,000 (Ex GST)
Available Packages	1	1	2	4	4
Naming Rights of the BRLRA	✓				
Logo Placement Opportunities :	Centred on the front of the on-field jersey	✓			
	Centred on the rear of the on-field jersey	✓			
	Across the shoulders on the rear of the on-field jersey	✓			
	On one sleeve of the on-field jersey		✓		
	Across the bottom on rear of the on-field jersey			✓	
	On the on-field shorts	✓	✓		
	On the off-field BRLRA polo shirts	✓	✓	✓	
	On the training singlet/shirt and Shorts	✓	✓	✓	✓
	Linked Logos on BRLRA Website	✓	✓	✓	✓
	On all Corporate Stationery (Letterhead, PowerPoint)	✓	✓	✓	✓
	On all Member Emails	Approx. 4 per week	Approx. 4 per week	Approx. 4 per week	Approx. 4 per week
	On all BRLRA publications (Newsletter, Handbook, Annual Report)	✓	✓	✓	✓
Direct Marketing - Mail Opportunities	4 per season	4 per season	2 per season	1 per season	1 per season
Direct Marketing - e-mail Opportunities	6 per Season	4 per Season	3 per Season	2 per Season	2 per Season
Facebook and Social Media Marketing and Promotion of your Brand	✓	✓	✓	✓	✓
Presentation opportunity at a dedicated sponsor season launch event	✓	✓	✓	✓	✓
Tickets to BRLRA Annual Dinner and presentation	4 per Season	2 per Season	2 per Season	2 per Season	
Signage Opportunity at O'Grady Park	✓	✓	✓	✓	✓
Tickets to the first State of Origin match in Brisbane (Platinum can be split if multiple games)	2 x 2 per Season	2 per Season	2 per Season		
Tickets to RLB Senior Grand Final Days	4 per Season	2 per Season	2 per Season		
Tickets to RLB Junior Rugby League Grand Final Days	4 per Season	2 per Season	2 per Season		
Supply of talent for print, radio or TV advertisements/ community notifications	✓	✓	✓	✓	✓





## 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 assist with the management of cash flow and budgets.

\* All payments are plus GST



## 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 **0430 425 569**

# **BRL**

## **REFEREES**



**EST 1926**