

SUZUKI BRISBANE TIGERS

# SPONSORSHIP PROSPECTUS

# 2023





# MESSAGE FROM OUR CEO

On behalf of the Brisbane Tigers, I thank you for taking the time to look over our sponsorship prospectus.

Brisbane Tigers are arguably Brisbane's Number 1 Hostplus Cup rugby league club. Established in 1933, we compete in the Queensland Rugby League's premier state-wide female and male competitions, the Hostplus Cup (HPC) and BMD Premiership.

We are a community based, not-for-profit club, based at Langlands Park in Stones Corner, Brisbane.

We have progressed through to the HPC finals series for the past nine seasons, playing in the 2013, 2014 and 2018 grand finals.

Plans are in place for the redevelopment of Langlands Park, including a centre of excellence and sports medicine hub which is scheduled to be complete February 2023.

Also based at Langlands Park is our spectacular Leagues Club. With over 38,000 members, Easts Leagues is recognised as one of Queensland's premier community clubs.

We are proudly affiliated with the NRL's Melbourne Storm, who is recognised as one of the NRL's best rugby league clubs.

Here at the Tigers, we offer an affordable, family-friendly game-day experience, with our sponsors enjoying the best seats in the ground, complete with complimentary canapes and beverages.

We offer our sponsors great value-for-money brand exposure through various media platforms, including live broadcasted games, social media, networking events, game day activations, and of course game day advertising.

We are committed to working with our sponsors to deliver genuine partnerships that provide value both now and into the future.

We would love to partner with you and ensure our brand contributes to the success of your business.



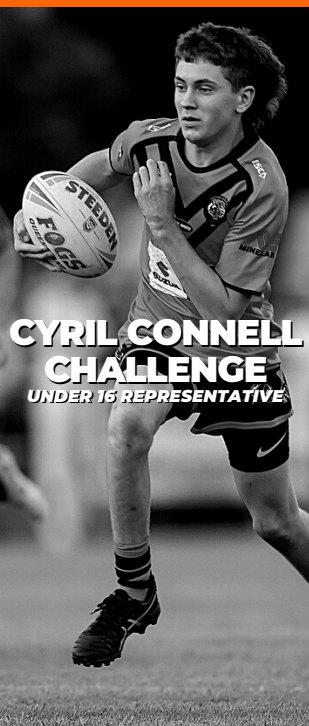
**BRIAN TORPY**  
Chief Executive Officer  
**EASTERN SUBURBS D.R.L.F.C**



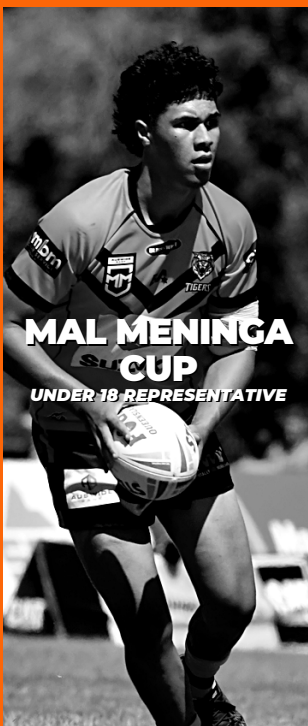
# BRISBANE TIGERS PATHWAYS

## MALE COMPETITIONS

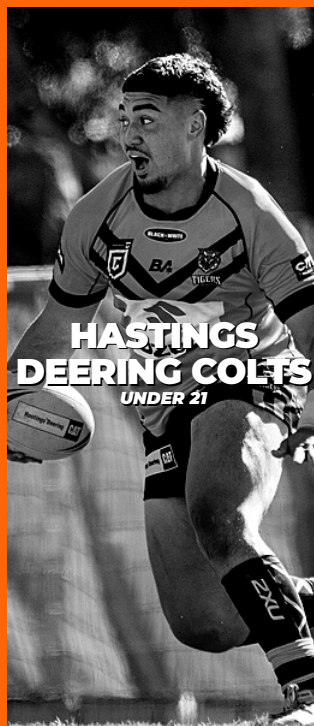
MELBOURNE STORM



**CYRIL CONNELL  
CHALLENGE**  
UNDER 16 REPRESENTATIVE



**MAL MENINGA  
CUP**  
UNDER 18 REPRESENTATIVE



**HASTINGS  
DEERING COLTS**  
UNDER 21



**HOSTPLUS  
CUP**  
OPEN AGE

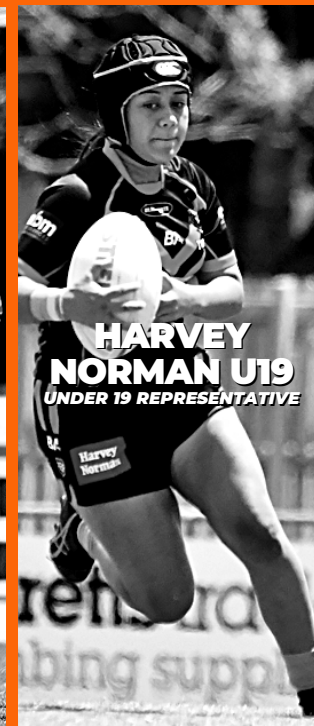
## FEMALE COMPETITIONS



NRLW



**BMD  
PREMIERSHIP**  
OPEN AGE



**HARVEY  
NORMAN U19**  
UNDER 19 REPRESENTATIVE



**COMMUNITY RUGBY LEAGUE  
AFFILIATE CLUBS**





# DIGITAL & SOCIAL REACH



**FACEBOOK**

32,000+ FOLLOWERS



**INSTAGRAM**

7,200+ FOLLOWERS



**plus**  
**QPLUS**

3.2 MILLION  
BROADCAST MINUTES WATCHED





# LANGLANDS PARK

The home of the Tigers.  
Our history, our legacy.

## ONE OF BRISBANE'S TRADITIONAL RUGBY LEAGUE GROUNDS

- ◆ Family-Friendly
- ◆ Atmosphere
- ◆ Affordable Day Out
- ◆ Canteen
- ◆ Can Bar
- ◆ Undercover
- ◆ Grandstand
- ◆ Merchandise Shop
- ◆ Car Parking
- ◆ Gymnasium





# NEW ERA FOR THE **TIGERS**

There's never been a more exciting time to partner with the Brisbane Tigers.

Join us as the Club is scheduled to re-develop our current facilities to an NRL standard training facility, due for completion in February 2023.







# THE NEW 'TIGERS HQ'

**OUR VISION IS TO  
DELIVER THE HOSTPLUS  
QUEENSLAND CUP'S  
LEADING CENTRE OF  
EXCELLENCE**



# SPONSORSHIP PACKAGES

## GROUNDS PACKAGE

\$ 1,000 + gst

- Ground Advertising Sign (6000mm x 750mm)#
- Merchandise Pack (x2)
- General Admission Season Passes (x2)
- Use of the Tigers logo

## CLUB PACKAGE

\$ 3,500 + gst

- 8-person Corporate Suite for one (1) 2023 fixture
- Tickets to Season Launch (x2)
- Tickets to Sportsman's Luncheon (x2)
- Company logo and link on Tigers Website Footer
- Company logo on game day programs
- Game day activation
- Ground Advertising Sign (size determined by Sponsor)#
- Merchandise Pack (x2)
- General Admission Season Passes (x6)
- Use of the Tigers logo

# Ground Signage at the Sponsor's expense

## RISE PACKAGE

\$ 7,000 + gst

This package covers the RISE Development program which is the NRL's national development program for players aged Under 13 to Under 15.

- Company logo on RISE playing kit
- Tickets to Networking Lunches (x2)
- Tickets to Player Awards (x2)
- 8-person Corporate Suite for one (1) 2023 fixture
- Tickets to Season Launch (x2)
- Tickets to Sportsman's Luncheon (x2)
- Company logo and link on Tigers Website Footer
- Company logo on game day programs
- Game day activation
- Ground Advertising Sign (size determined by Sponsor)#
- Merchandise Pack (x2)
- General Admission Season Passes (x6)
- Use of the Tigers logo



# SPONSORSHIP PACKAGES

## BACK OF JERSEY PACKAGE

\$ 10,000 + gst

- Company logo on back of the Hostplus Cup, Hastings Deering Colts, Mal Meninga Cup and Cyril Connell Challenge playing jerseys
- State of Origin II, Brisbane evening for two persons\*
- 8-person Corporate Suite for two (2) 2023 fixtures
- Company logo on game day programs and game day screen
- Tickets to Networking Lunches (x2)
- Tickets to Player Awards (x2)
- Tickets to Season Launch (x2)
- Tickets to Sportsman's Luncheon (x2)
- Company logo and link on Tigers Website Footer
- Game day activation
- Ground Advertising Sign (size determined by Sponsor)#
- Merchandise Pack (x2)
- General Admission Season Passes (x6)
- Use of the Tigers logo

## WOMEN'S ROGRAM PACKAGE

\$ 10,000 + gst

- Company logo on front of the BMD Premiership and Harvey Norman U19's playing jerseys
- State of Origin II, Brisbane evening for two persons\*
- 8-person Corporate Suite for two (2) 2023 fixtures
- Company logo on game day programs and game day screen
- Tickets to Networking Lunches (x2)
- Tickets to Player Awards (x2)
- Tickets to Season Launch (x2)
- Tickets to Sportsman's Luncheon (x2)
- Company logo and link on Tigers Website Footer
- Game day activation
- Ground Advertising Sign (size determined by Sponsor)#
- Merchandise Pack (x2)
- General Admission Season Passes (x6)
- Use of the Tigers logo

*\*Inclusive of Gold Tickets and pre-game dinner and drinks*

*# Ground Signage at the Sponsor's expense*



# SPONSORSHIP PACKAGES

## JERSEY SLEEVE PACKAGE

\$ 15,000 + gst

- Company logo on sleeves of all state-wide competition playing jerseys (6 teams)
- State of Origin II, Brisbane evening for four persons\*
- 8-person Corporate Suite for three (3) 2023 fixtures
- Company logo on game day programs and game day screen
- Tickets to Networking Lunches (x2)
- Tickets to Player Awards (x2)
- Tickets to Season Launch (x2)
- Tickets to Sportsman's Luncheon (x2)
- Company logo and link on Tigers Website Footer
- Game day activation
- Ground Advertising Sign (size determined by Sponsor)#
- Merchandise Pack (x2)
- General Admission Season Passes (x6)
- Use of the Tigers logo

*\*Inclusive of Gold Tickets and pre-game dinner and drinks*

*# Ground Signage at the Sponsor's expense*

## STADIUM NAMING RIGHTS PACKAGE

P.O.A

- Naming rights to Langlands Park
- Stadium Signage#
- Company logo on playing shorts of all state-wide competition playing jerseys (6 teams)
- NRL Grand Final weekend for two persons
- State of Origin II, Brisbane evening for six persons\*
- 8-person Corporate Suite for three (3) 2023 fixtures
- Company logo on game day programs and game day screen
- Tickets to Networking Lunches (x4)
- Tickets to Player Awards (x4)
- Tickets to Season Launch (x4)
- Tickets to Sportsman's Luncheon (x4)
- Company logo and link on Tigers Website Footer
- Game day activation
- Merchandise Pack (x4)
- General Admission Season Passes (x6)
- Use of the Tigers logo



# SPONSORSHIP PACKAGES

## MAJOR SPONSOR PACKAGE

P.O.A

- Naming rights to the Brisbane Tigers
- Company logo on front of the Hostplus Cup, Hastings Deering Colts, Mal Meninga Cup and Cyril Connell Challenge playing jerseys
- Company logo on back of the BMD Premiership and Harvey Norman U19's playing jerseys
- NRL Grand Final weekend for four persons
- State of Origin II, Brisbane evening for six persons\*
- 8-person Corporate Suite for six (6) 2023 fixtures
- Ground Advertising Sign (size determined by Sponsor)#
- Company logo on game day programs and game day screen
- Tickets to Networking Lunches (x6)
- Tickets to Player Awards (x6)
- Tickets to Season Launch (x6)
- Tickets to Sportsman's Luncheon (x10)
- Company logo and link on Tigers Website Footer
- Game day activation
- Merchandise Pack (x6)
- General Admission Season Passes (x6)
- Use of the Tigers logo

\*Inclusive of Gold Tickets and pre-game dinner and drinks

# Ground Signage at the Sponsor's expense

## DIGITAL NAMING RIGHTS PACKAGE

\$ 2,500 + gst

Assets to choose from:

- **Game Day Post**  
*72,371 approximate views based on 19 posts per season*
- **Game Photo Gallery**  
*90,763 approximate views based on 19 posts per season*
- **Player of the Week - Hostplus Cup**  
*75,772 approximate views based on 19 posts per season*
- **Player of the Week - Hastings Deering Colts**  
*61,824 approximate views based on 19 posts per season*
- **Player of the Week - BMD Premiership Team**  
*29,484 approximate views based on 7 posts per season*
- **Birthdays - Hostplus Cup Team**  
*195,600 approximate views based on 30 posts per season*
- **Birthdays - BMD Premiership Team**  
*109,830 approximate views based on 30 posts per season*

Benefits include:

- Company logo on digital asset and company page tagged on social media posts
- Tickets to Season Launch (x2)
- Tickets to Sportsman's Luncheon (x2)
- Merchandise Pack
- Use of the Tigers logo



# Ready to take the leap?

*Contact us on the details below.*

**Brian Torpy**

**CEO**

07 3397 4541

[brian@thetigers.com.au](mailto:brian@thetigers.com.au)

**Melissa Tabet**

**Commercial & Marketing Coordinator**

07 3397 4541

[melissa@thetigers.com.au](mailto:melissa@thetigers.com.au)

