



**BECOME A CORPORATE  
PARTNER**



**TIGERS**  
BRISBANE







# WELCOME TO BRISBANE TIGERS

At the Brisbane Tigers, we're a proud, community-focused rugby league club built on tradition, development, and strong partnerships.

Since 1933, we've competed at the highest level in Queensland, and in 2023, we proudly claimed the Hostplus Cup Premiership—a testament to our elite performance pathway and club-wide commitment to excellence. We also field a competitive side in the BMD Premiership, continuing to strengthen our presence in both men's and women's elite competitions.

Our investment in junior development is equally strong. Through our RISING Program, Junior Academy, and representative teams, we're developing future stars. In a major milestone for our female pathway, both our Harvey Norman U17 and U19 girls won the 2025 Premierships—a proud moment in our club's history.

As a sponsor, you'll enjoy exceptional exposure across broadcast, digital media, and game-day events, while aligning with a club known for its legacy, professionalism, and bold future.

Partner with the Brisbane Tigers in 2025 and be part of shaping the next generation of rugby league.



# OUR CLUB

## VISION

To connect and inspire the Brisbane region through the delivery of successful rugby league pathways that foster talent, opportunity, and community engagement.

## PURPOSE

To support our people in reaching their full potential by developing strong pathways in rugby league and nurturing connected, resilient communities

# OUR VALUES



## ENGAGE

How we measure the effectiveness of your role across the key drivers of the club's vision through specific processes and goals.



## PROMOTE

We come together to a common purpose to promote and represent the past, present, and future of the club.



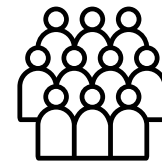
## INNOVATE

We welcome diverse thinking with curiosity to always strive in our pursuit to raise the bar across the whole of club.



# OUR REACH

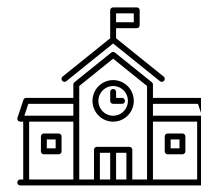
At the Brisbane Tigers, we believe one of our greatest strengths is our ability to promote and elevate the businesses that support us. We're committed to growing strong, lasting partnerships by actively engaging with local businesses and the wider corporate community.



Over 1,200 spectators on average attend each Brisbane Tigers home game, delivering consistent exposure for our partners



8 affiliated junior rugby league clubs across the Brisbane and Logan regions, creating a strong grassroots network and community presence.



4 partnered schools, including Mabel Park and Stretton State High Schools, helping to foster talent and engagement at the school level.



A growing network of corporate partners, collaborating with us to drive mutual success across sport, business, and community initiatives.



## LOCATIONS

- PORT MORESBY
- BRISBANE
- BANGKOK

FOLLOWERS

42K

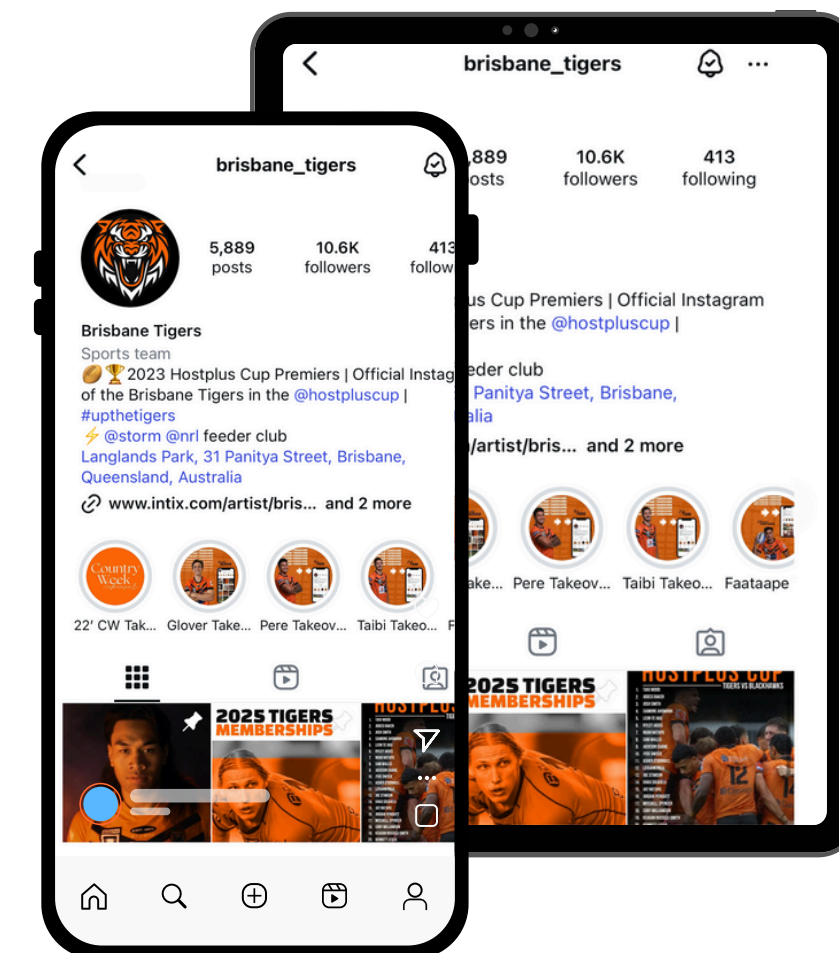


## LOCATIONS

- BRISBANE
- SYDNEY
- AUCKLAND

FOLLOWERS

11.2K





# RISING

EASTS community program

## CHANGING LIVES THROUGH RUGBY LEAGUE - THE RISING COMMUNITY PROGRAM

Delivered by the Brisbane Tigers, the RISING Community Program empowers young people aged 12–16—particularly those at risk—through rugby league. It's more than a sport; it's a platform for growth, resilience, and opportunity.

RISING equips students with life skills, wellbeing strategies, and personal goal-setting tools to help them thrive in and out of the classroom. In 2024, over 150 students across 30 schools in Ipswich and Logan participated in the program.

### Core Pillars:

- Wellbeing & Mental Health – Coping skills and emotional awareness
- Goal Setting & Growth – Motivation, planning, and self-confidence
- Resilience & Leadership – Teamwork, reflection, and personal strength

In 2025, RISING aims to expand to five more schools and support over 200 students. From mentoring Indigenous youth to promoting women's rugby league, the program creates opportunity where it's needed most.

The Brisbane Tigers remain committed to helping every young person dream big, grow strong, and succeed—no matter their background.







# TIGERS

BRISBANE

## PATHWAYS

ASPIRE. DEDICATE. **ACHIEVE.**







# TIGER JUNIOR ACADEMY

We are proud to support the development of rugby league from the grassroots through to the elite level. Our commitment to the local rugby league community extends across Brisbane and Logan, working in partnership with junior and senior clubs, schools, and our NRL affiliate, the Melbourne Storm.

Our Junior Academy offers a dedicated elite development pathway for male and female players aged 15 and 16. Focused on bridging the gap between community football and representative rugby league, the Academy is built to:

- Advance rugby league skills with high-performance coaching
- Prepare players for future opportunities at representative and professional levels
- Provide structured development

Each year, 60 talented players are selected by our coaching staff to join the program, which runs from November to February.

The program is a key pillar in our elite pathway structure, connecting local talent with the next step in their rugby league journey.

At the Brisbane Tigers, we're more than a club—we're a development hub committed to shaping the future of rugby league and empowering the next generation to rise through opportunity.





At the Brisbane Tigers, we're committed to building genuine, mutually beneficial partnerships with our sponsors. As a pillar of Brisbane's rugby league community since 1933, we offer corporate partners the opportunity to align with a proud, high-performing club connected from grassroots to elite level. Partnering with us means joining a legacy of success—both on and off the field—as we continue to grow our network, community impact, and on-field achievements.

# BECOME A CORPORATE PARTNER

## TAILORMADE PACKAGES TO SUIT YOUR BUSINESS REQUIREMENTS

When you partner with the Brisbane Tigers, you gain access to a world of benefits and opportunities. From player appearances at your business event, to B2B networking opportunities.

### BRAND ASSOCIATION

Showcase your brand by featuring your logo on our playing and training kits, staff uniforms, and across a range of marketing and promotional materials.

### TEAM MEMORABILIA & MERCHANDISE

Gain access to our popular range of team merchandise and exclusive memorabilia—perfect for showcasing your support and aligning your brand with the Brisbane Tigers each season

### B2B ENGAGEMENT

Connect with like-minded professionals and fellow sponsors through exclusive networking opportunities at game days, corporate functions, and events throughout the season.

### COMMUNITY ENGAGEMENT

Align your brand with our RISING Community Program—an impactful school-based initiative that supports at-risk youth through health, wellbeing, and life skills education across Brisbane.

### HOME GAMES

Connect with fans through exciting game day activations and enjoy premium corporate hospitality experiences.





# SHOW YOUR STRIPES

# CORPORATE HOSPITALITY

Host clients, reward staff, or enjoy the game with family and friends in your very own fully serviced corporate box—available at any or all of our home games throughout the season.

CORPORATE FACILITY	INCLUSIONS	PRICE
PRIVATE CORPORATE SUITE 12 SEATS PER SUITE	Fully serviced private suite with gourmet canapes and 2.5 hour beverage package	\$1,850.00 incl GST
CORPORATE LOUNGE OPEN PLAN CORPORATE BOX	Premium location with gourmet canapes and 2.5 hour beverage package	\$185 per person incl GST
SUZUKI QUEENSLAND LEVEL 1 OPEN AIR BOX 4 SEATER LOCATED ON THE HALF WAY LINE IN THE WESTERN GRANDSTAND	Starter Pack, 3 drinks per person, hot and cold food platter	\$380.00 incl GST
SUZUKI QUEENSLAND LEVEL 1 OPEN AIR BOX 8 SEATER LOCATED ON THE HALF WAY LINE IN THE WESTERN GRANDSTAND	Starter Pack, 3 drinks per person, hot and cold food platter	\$765.00 incl GST
PAVILION PRIVATE EVENT PAVILION & A.G. TAFFY GRANDSTAND	Full or partial hire options available. Suits group of 20 to 100	\$P.O.A

EXPERIENCE ALL THE ACTION LIVE FROM  
THE BEST SEATS IN THE HOUSE



# STADIUM SIGNAGE

Games at Totally Workwear Stadium attract over 39,000 local viewers, with an average of 1,200 attendees per game. In addition to the in-stadium audience, signage exposure extends to national television broadcasts and livestreaming platforms, delivering your brand to a significantly wider audience across Queensland and Australia.

This high-visibility placement ensures your business gains consistent and impactful exposure to both local fans and a growing digital and national viewership throughout the season.

## SCOREBOARD ADVERTISING

Advertising on the scoreboard provides a first-class branding opportunity. Your business can feature a 15sec TV commercial or social media video. Your message will be played a minimum of 6 times per game day.

## UPPER EASTERN CARPARK

Prime branding exposure, located in prime streaming coverage. This sign provides great exposure to patrons and streaming coverage.

## EASTERN PERIMETER

Facing the grandstand, this sign provides a great branding opportunity at the stadium, along with passing streaming coverage.

## NORTHERN & SOUTHERN PERIMETER

Located on the fenceline behind deadball line at either end of the grounds, these signs provide businesses with streaming coverage.

## WESTERN PERIMETER

Facing the grandstand, this sign gives a fantastic branding opportunity at the stadium to all passing and seated patrons.







# OUR CORPORATE PARTNERS

## PRESENTING PARTNER

EASTS LEAGUES CLUB

## ELITE PARTNER



## MAJOR PARTNER



## GOLD PARTNERS



## SILVER PARTNERS





# SILVER SPONSORSHIP OPPORTUNITIES

## BUSINESS **BRANDING**

### SIGNAGE

Your business will be provided with a signage space at TWW Stadium - Design and Install included. (discuss available options)

### EVENTS

Receive Two (2) invitations to attend the following events

- Brisbane Tiger Season Launch
- Invitations for all sponsors networking events

### SEASON PASSES

Receive two (2) 2026 season passes to attend all Brisbane Tigers Home Games

### BRAND SUPPORT

Premium marketing and media benefits Including:

- Company logo and link on the Brisbane Tigers website.
- A social media post promoting our partnership.
- Use of the Brisbane Tigers Logo

**SEASON INVESTMENT \$3,000 + GST**  
Monthly payments available

## **CLUB PACKAGE**

### TIGER TEAM

Your business will sponsor a Hostplus Cup Premiership playing jersey, with your player introduced on the scoreboard and acknowledged by our ground announcers before each home game and whenever your player is mentioned during the season.

### SIGNAGE

Your business will be provided with a signage space at TWW Stadium - Design and Install included. (discuss available options)

### HOSPITALITY

Receive 4 x ticket to the Corporate Lounge for three (3) home games at TWW Stadium of choice including dinner / lunch and a 3 hour beverage package

### EVENTS

Receive Two (2) invitations to attend the following events

- Brisbane Tiger Season Launch
- End of Year Presentation Night
- Invitations for all sponsors networking events

### SEASON PASSES

Receive two (2) 2026 season passes to attend all Brisbane Tigers Home Games

### BRAND SUPPORT

Premium marketing and media benefits Including:

- Company logo and link on the Brisbane Tigers website.
- A social media post promoting our partnership.
- Use of the Brisbane Tigers Logo

**SEASON INVESTMENT \$5,000 + GST**  
Monthly payments available





**MONTHLY INVESTMENT \$834 + GST**  
**TOTAL SEASON INVESTMENT \$10,008+GST**

**2 AVAILABLE**

# TIGERS REPRESENTATIVE

## U17 & U19 TEAMS



### APPAREL

#### **OFFICIAL PLAYING JERSEY - Sleeve Logo placement**

One (1) of four (4) Logo placements on the right or left sleeve of all Four (4) Junior Representative Jerseys.

### SIGNAGE

Your business will be provided with signage space at TWW Stadium - Design and Install included. (discuss available options)

### GAME DAY HOSPITALITY

Host clients, reward staff, or enjoy the game with family and friends in your very own 10-seater fully serviced corporate box including dinner / lunch and a 3-hour beverage package to Three (3) Brisbane Tigers home games throughout the season.

Distribute season passes to all home games at Totally Workwear Stadium as exclusive rewards for your employees.

### EVENTS

Receive invitations to the following events:

- Four (4) Tickets 2026 Season Launch
- Four (4) tickets Junior Presentation Night
- A team of four (4) and hole sponsorship to our annual Golf Day
- Four (4) tickets to our annual Sports Lunch
- Invitation to all networking events

### MERCH PACKS

Show your stripes with two (2) merch packs including back packs, club polo, cap, cooler and lanyard

### TIGERS TEAM

Your business will take ownership of a BMD jersey number. Your player will be introduced on the scoreboard and by our ground announcer at the start of each home game and whenever they are mentioned throughout the game.

### BRAND SUPPORT

#### **The following benefits will be provided with reference to collateral support:**

- Recognition as the Major partner and Logo placement on Brisbane Tigers website, letterhead and rotational email signature.
- A social media collaboration campaigns through out the season.
- Access to players for product endorsements & promotions purposes.
- Big Screen advertising
- Cross promotional opportunities with EASTS League Club.





**MONTHLY INVESTMENT \$1000 + GST**  
**TOTAL SEASON INVESTMENT \$12,000+GST**  
**1 AVAILABLE**

# BMD PREMIERSHIP SPONSORSHIP

## APPAREL

### OFFICIAL PLAYING JERSEY - Sleeve Logo placement

One (1) of four (4) Logo placements on the right or left sleeve of all BMD Premiership Home Jersey.

## SIGNAGE

Your business will be provided with signage space at TWW Stadium - Design and Install included. (discuss available options)

## GAME DAY HOSPITALITY

Host clients, reward staff, or enjoy the game with family and friends in your very own 10-seater fully serviced corporate box including dinner / lunch and a 3-hour beverage package to Five (5) Brisbane Tigers home games throughout the season.

Distribute season passes to all home games at Totally Workwear Stadium as exclusive rewards for your employees.

## EVENTS

Receive invitations to the following events:

- Four (4) Tickets 2026 Season Launch
- Four (4) tickets End of year presentation night
- Two (2) tickets to the State Of Origin, Brisbane Game
- A team of four (4) and hole sponsorship to our annual Golf Day
- Four (4) tickets to our annual Sports Lunch
- Invitation to all networking events

## MERCH PACKS

Show your stripes with our merch packs including back packs, club polo, cap, cooler and lanyard

## TIGERS TEAM

Your business will take ownership of a BMD jersey number. Your player will be introduced on the scoreboard and by our ground announcer at the start of each home game and whenever they are mentioned throughout the game.

## MEMORABILIA

As the presenting partner of the Brisbane Tigers your business will receive a framed BMD Brisbane Tigers jersey at the conclusion of each contracted season.

## BRAND SUPPORT

### The following benefits will be provided with reference to collateral support:

- Recognition as the Major partner with logo placement on website, letterhead and rotational email signature.
- A social media collaboration campaigns through out the season.
- Access to players for product endorsements & promotions purposes.
- Big Screen advertising
- Cross promotional opportunities with EASTS League Club.



# HSTPLUS CUP SPONSORSHIP

APPREAL

SIGNAGE

GAME DAY  
HOSPITALITY

EVENTS

MERCH PACKS

TIGERS TEAM

MEMORABILLA

BRAND  
SUPPORT

**OFFICAL PLAYING JERSEY - Sleeve Logo placement**

One (1) of four (4) Logo placements on the right or left sleeve of all Hostplus Cup Home and Away jersey.

Your business will be provided with signage space at TWW Stadium - Design and Install included. (discuss available options)

Host clients, reward staff, or enjoy the game with family and friends in your very own 10-seater fully serviced corporate box including dinner / lunch and a 3-hour beverage package to Five (5) Brisbane Tigers home games throughout the season.

Distribute season passes to all home games at Totally Workwear Stadium as exclusive rewards for your employees.

Receive invitations to the following events:

- Four (4) Tickets 2026 Season Launch
- Four (4) tickets End of year presentation night
- Two (2) tickets to the State Of Origin, Brisbane Game
- A team of four (4) and hole sponsorship to our annual Golf Day
- Four (4) tickets to our annual Sports Lunch
- Invitation to all networking events

Show your stripes with our merch packs including back packs, club polo, cap, cooler and lanyard

Your business will take ownership of a HPC jersey number. Your player will be introduced on the scoreboard and by our ground announcer at the start of each home game and whenever they are mentioned throughout the game.

As the presenting partner of the Brisbane Tigers your business will receive a framed Brisbane Tigers jersey at the conclusion of each contracted season.

**The following benefits will be provided with reference to collateral support:**

- Recognition as the Major partner with logo placement on website, letterhead and rotational email signature.
- A social media collaboration campaigns through out the season.
- Access to players for product endorsements & promotions purposes.
- Big Screen advertising
- Cross promotional opportunities with EASTS League Club.



**MONTHLY INVESTMENT \$1,500 + GST**  
**TOTAL SEASON INVESTMENT \$18,000 + GST**

**2 AVAILABLE**







# ELITE PARTNERSHIP OPPORTUNITIES

## APPAREL

### Official Playing Jersey

Premium logo placement on all six (6 teams) Brisbane Tigers Playing Jersey.  
Placement to be discuss to ensure availability (sleeve or back placement)

## GAME DAY SPONSOR

Receive 1 televised game day sponsorship during each year of agreement including:

- Additional PA announcements thought-out the game day
- Around the ground and on field promotional opportunities including logo painted on field
- Additional score board acknowledgments through the day.
- QPlus TV acknowledgements via live commentary
- Ability to display extra signage around the ground on the day.
- Acknowledgment as game day sponsor on all advertising leading into, on and days across all platforms.

## HOSPITALITY

Ten (10) tickets to a Level private suite for five (5) regular Brisbane Tigers Home Games at TWW Stadium including dinner / lunch and 3 hr beverage package.

Four Season passes to all home games at TWW Stadium.

## SIGNAGE

Your business will be provided with a signage space at TWW Stadium - Design and Install included. (discuss available options)

## MERCH PACKS

Receive four (4) Merch Packs including club polo, cap, cooler and lanyard

## EVENTS

Receive invitations to the following events:

- Four (4) Tickets 2026 Season Launch
- Four (4) tickets End of year presentation night
- Two (2) tickets to the State Of Origin, Brisbane Game
- A team of four (4) and hole sponsorship to our annual Golf Day
- Four (4) tickets to our annual Sports Lunch
- Two (2) Tickets to the NRL Grand Final
- Invitation to all networking events

## BRAND SUPPORT

### Premium marketing and media benefits Including:

- Logo placement on Brisbane Tigers website, letterhead, media wall and rotational email signature.
- A social media collaboration campaigns through out the season.
- Access to players for product endorsements & promtions.



# BRISBANE TIGERS

## PRESENTING PARTNER

As a Presenting Partner of the Brisbane Tigers, your brand will enjoy premium positioning across all club platforms, events, and media throughout the season. This exclusive partnership offers unparalleled visibility, with your brand prominently featured alongside the Brisbane Tigers' logo in all key communications, game day activations, merchandise, and digital campaigns.

In addition to this top-tier exposure, the partnership offers the opportunity to deliver multi-regional engagement opportunities across Queensland. With games and fan engagement initiatives reaching well beyond Brisbane.

By aligning with one of Queensland's most respected rugby league clubs, you will not only showcase your commitment to supporting grassroots and professional sport but also connect meaningfully with our passionate fan base and wider community. Together, we can drive mutual growth, inspire the next generation, and celebrate excellence both on and off the field.

***P.O.A - LET'S DISCUSS HOW WE CAN TAILOR THIS  
SPONSORSHIP TO SUITE YOUR BUSINESS***





# PRESENTING PARTNER INCLUSIONS

## NAMING RIGHTS AND BRAND INTEGRATION

Your business will have prominent co-branding across all formal club references, e.g., "Brisbane Tigers presented by "Your Company Name", including digital platforms, media releases, press conferences, and marketing campaigns.

Your brand name integrated whenever referring to the club as a whole or to any official teams, including:

- Brisbane Tigers (entire club)
- Brisbane Tigers Hostplus Cup team
- Brisbane Tigers BMD Premiership team
- Brisbane Tigers Mal Meninga Cup team
- Brisbane Tigers Harvey Norman U19
- Brisbane Tigers Cyril Connell Cup team
- Brisbane Tigers Harvey Norman U17 team

## MULTI-REGIONAL EXPOSURE & ENGAGEMENT OPPORTUNITIES

Do you operate multiple stores or service areas across Queensland? Partnering with the Brisbane Tigers offers a unique opportunity to activate your brand across a broad regional footprint.

This sponsorship provides the flexibility to:

- Engage suppliers or reward staff across various Queensland markets.
- Promote your brand locally and regionally, driving awareness and building strong brand perception.
- Reach new audiences through targeted signage opportunities in key areas where your business operates.
- Host clients, partners, or staff at Brisbane Tigers' away games throughout Queensland with access to tickets and premium hospitality — aligning with your geographic priorities and allowing you to make an impact where it matters most.





# PRESENTING PARTNER INCLUSIONS

## ACCESS TO PREMIUM EVENTS & EXPERIENCES

As a Presenting Partner, you will gain exclusive access to a suite of high-profile events hosted by the Brisbane Tigers throughout the year. These events provide invaluable opportunities for networking, brand activation, and client engagement in premium settings.

Key events include:

- **Corporate Golf Days** – Connect and build relationships on the green with fellow sponsors, club stakeholders, and special guests.
- **State of Origin Experiences** – Take in the fierce rivalry of Origin with exclusive hospitality and behind-the-scenes access.
- **Sportsman's Lunch** – Our flagship business networking event, featuring high-profile athletes, guest speakers, and top-tier entertainment.
- **Annual Awards Presentation** – Join players, staff, and supporters in celebrating the season at our prestigious end-of-year function.
- **NRL Grand Final Experience** – Be part of the biggest day in rugby league with premium hospitality and unforgettable game-day atmosphere.
- **Sponsor Networking Events** – Receive invitations to exclusive gatherings designed to connect our valued sponsors throughout the year.

These events not only strengthen your association with the Brisbane Tigers brand but also provide a powerful platform to connect with decision-makers, reward staff or clients, and reinforce your company's presence in the sporting and business community.





# PRESENTING PARTNER INCLUSIONS



## CLUB APPAREL

As the Brisbane Tigers Presenting Partner you will receive:

- Premium and exclusive logo placement on the front centre of the official playing jersey.
- Premium and exclusive logo placement on all official training apparel for all teams.
- Premium logo placement on all player, staff and supporter merchandise.

Teams include - Hostplus Cup, BMD Premiership, Mal Meninga, HNWU19, Cyril Connell Cup, HNWU17.

## GAME DAY EXPERIENCE AND PROMOTIONS

Take ownership of a Brisbane Tigers home game at Totally Workwear Stadium, with the opportunity to showcase your brand, products, and services to both local and international audiences—making game day more than just a match.

Enjoy exclusive behind the scenes access with post game change room entry

Naming rights to the Player of the Match awards and the opportunity to present after each game on the field by a representative - Brisbane Tigers to supply to award.

Receive 1 televised game day sponsorship during each year of agreement including:

- Additional PA announcements throughout the game day
- Around the ground and on field promotional opportunities including logo printed on field
- Additional score board acknowledgments through the day.
- QPlus TV acknowledgements via live commentary
- Ability to display extra signage around the ground on the day.
- Acknowledgment as game day sponsor on all advertising leading into, on and days after, across all platforms.



# PRESENTING PARTNER INCLUSIONS

## SIGNAGE

Your business will be provided with a various signage space at TWW Stadium - Design and Install included. (discuss available options)

## GAME DAY HOSPITALITY

Host clients, reward staff, or enjoy the game with family and friends in your very own 10-seater fully serviced corporate box including dinner / lunch and a 3-hour beverage package to all Brisbane Tigers home games throughout the season.

Distribute season passes to all home games at Totally Workwear Stadium as exclusive rewards for your employees.

## MERCH PACKS

Show your stripes with our merch packs including back packs, club polo, cap, cooler and lanyard

## TIGERS TEAM

Your business will take ownership of a jersey number from each team in the contracted season. your player will be introduced on the scoreboard and by our ground announcer at the start of each home game and whenever they are mentioned throughout the game.

## MEMORABILLA

As the presenting partner of the Brisbane Tigers your business will receive a framed Brisbane Tigers jersey at the conclusion of each contracted season.

## BRAND SUPPORT

**The following benefits will be provided with reference to collateral support:**

- Recognition as the presenting partner and Logo placement on Brisbane Tigers website, letterhead, media wall and rotational email signature.
- Logo and business name included on all advertising mainstream and digital.
- A social media collaboration campaigns through out the season.
- Access to players for product endorsements & promotions purposes.
- Use of the Brisbane Tigers logo for promotional purposes.
- Big Screen advertising
- Cross promotional opportunities with EASTS League Club.



***ARE YOU OUR NEXT PRESENTING PARTNER?  
P.O.A - LET'S DISCUSS HOW WE CAN TAILOR THIS  
SPONSORSHIP TO SUITE YOUR BUSINESS***



# BECOME A CORPORATE PARTNER TODAY!

We look forward to working with you to design a tailored partnership that aligns with your business goals and needs!

**ROXANNE TUUGAVAO SOE**

**BUSINESS DEVELOPMENT MANAGER**

**0412 471 535**

**TOTALLY WORKWEAR STADIUM, LANGLANDS PARK**



**TIGERS**  
BRISBANE