

2023 – 2025

SPONSORSHIP OPPORTUNITIES



Pine Central Holy Spirit RLFC is a dedicated community club situated in Bray Park, on Brisbane's Northside, servicing the Moreton Bay Regional Council area. It is committed to providing a positive and friendly environment for players to learn, develop and enjoy the game of rugby league.

The Pine Central Holy Spirit Hornets Rugby League Football Club is proud to provide an outline of our sponsorship opportunities for the 2023-2025 years.

Our Club is well established and respected (since 1979), having operated from its base at the Les Hughes Sporting Complex off Francis Road at Bray Park since 1986.

While the Club is predominantly focused on Junior Rugby League, it also supports Opens Men's & Women's teams.

Despite the COVID pandemic, our club has seen amazing growth, in particular over the past 3 years. In 2021 we entered 36 teams (Club Record) including eight (8) full female teams, incorporating approximately 615 players from U6's right through to our Open Men's and Women's Teams.

2022 HAS ALREADY SEEN US BREAK LAST YEARS CLUB RECORD & IS OUR BIGGEST YEAR EVER IN CLUB HISTORY WITH 38 TEAMS INCLUDING 9 FULL FEMALE TEAMS!

Our Club is fully inclusive, family orientated and includes a Sports Club (Licensed Bar, Gaming Machines, Canteen & Bistro), as well as a supportive Old Boys Association who assist in fundraising to help grow the rugby league community through their ongoing financial support, particularly towards junior football & disadvantaged players/families.

We are also the Northside's leading venue for many large events including Māori Tournaments, Veteran's Tournaments, State & Private School Sporting events.

Our sponsorship opportunities & packages are designed to partner your business with our established and trusted brand and to provide your business with maximum exposure at our grounds, across large geographical areas of Brisbane's Northside & Southeast Queensland.

Thank you for your time in considering our sponsorship packages.

We are more than happy to negotiate sponsorship packages & payment terms around individual business budgets & advertising/promotional goals. We welcome the opportunity to provide any further information your business may require.



STRONG JUNIOR PLAYER DEVELOPMENT



OUR CLUB SERVICES THE MORETON BAY REGION – AN AREA OF JUST OVER 2,000 SQUARE KILOMETRES,
WITH APPROXIMATELY 480,000 RESIDENTS, AND ALSO TRAVEL AND PLAY GAMES ACROSS THE ENTIRE SOUTH EAST OF QUEENSLAND.

OUR CLUB IS:

A Club with strong ties to the local community and pride ourselves on being a **FAMILY, COMMUNITY FOCUSED** club!

We welcome people of all backgrounds

A club boasting over **1,000** members

The
SECOND LARGEST

rugby league football club
in North Brisbane!
(Established for
over 40 years)

A Club Fielding a
RECORD NUMBER

of teams in 2022 (38)!
(Better than last year's previous
club record of 36)

A Club of choice for
FEMALE PARTICIPATION

approved by Brisbane Rugby League,
with **9**
all-female teams



RUGBY LEAGUE IS:

the

**4TH MOST
POPULAR**

organised sport for children's participation, and

**3RD MOST
POPULAR**

sport for junior males (In Moreton Bay Region)

The Aus. Play report

"A focus on the ongoing impact of COVID-19
on sport and physical activity participation — June 2021 update"

CONFIRMS GROWTH in club sport
PARTICIPATION

and the opportunities this presents,

with 23% of parents reporting their children had taken up a new organised sport in 2021

the

**5TH MOST
POPULAR**

organised sport for

**CHILDREN'S
PARTICIPATION**

in Queensland



the

**10TH MOST
POPULAR**

organised sport for

**ADULT'S
PARTICIPATION**

PROUD CLUB SPONSORS



Airburst
Photography





YOUR
SPONSORSHIP
OF OUR CLUB
IS AS MUCH
ABOUT “YOU”
AS IT IS ABOUT “US” !

As a sponsor, our packages are flexible and we aim to work with you to help understand your goals and what you want to achieve by coming on board.

Whether you require increased brand awareness, want better marketing opportunities, to reach a wider or different audience/demographic - our sponsorship packages can be tailored to suit your individual needs. Any of our packages can be designed to meet your goals.



OUR SPONSORSHIP PACKAGES ARE FLEXIBLE & NEGOTIABLE

Benefits to you include:

- ✓ Access to a new and bigger target audiences
- ✓ Influence that other forms of advertising can't buy
- ✓ Increased brand and product awareness
- ✓ Increased community goodwill towards your business
- ✓ Tailored options to suit your budget and specific requirements
- ✓ Efficient lead generation, where our promotional and social media posts can increase and direct customers to you



PARTNER WITH US – “THE PINE CENTRAL HORNETS”!

STRONG FEMALE PROGRAM

PROMOTING PARTICIPATION & DEVELOPMENT...



GOLD SPONSOR

INVESTMENT: \$40K (+ GST)

PLAYERS CLUB JERSEY & PLAYER/MEMBERS CLUB SHIRT SPONSORSHIP

- Front of all Club Playing Jerseys for 2023, 2024 & 2025
- Front of all Club Polo Shirts for 2023, 2024 & 2025
- Business Name/Logo and link on Club website
- Sponsors Promotion & Contacts page + Clubs Social Media outlets
- 6 Signs around Club (2400mm X 900mm)
- Ground announcements at home games
- Logo on Permanent Club Sponsor Walls for 2023-2025
- Exclusive Double-Page advertisement in Annual Club Yearbook



Optional Extra: Exclusivity regarding competitor advertising option available upon request. This carries an additional charge. Please contact for more details.

SILVER SPONSOR

INVESTMENT: \$20K (+ GST)

PLAYERS CLUB JERSEY & PLAYER/MEMBERS CLUB SHIRT SPONSORSHIP

- A position on back of all Club Playing Jerseys for 2023, 2024 & 2025
- A position on back of all Club Polo Shirts for 2023, 2024 & 2025
- Business Name/Logo and link on Club Website (sponsors page)
+ Social Media
- 4 Signs around Club (2400mm X 900mm)
- Logo on Permanent Club Sponsor Walls for 2023-2025
- Single Page Advertisement in Annual Club Yearbook



BRONZE SPONSOR

INVESTMENT: \$10K (+ GST)

PLAYERS CLUB JERSEY & MEMBERS CLUB SHIRT SPONSORSHIP

- Part share of one sleeve of all Club Playing Jerseys for 2023, 2024 & 2025
- Part share of one sleeve of all Club Polo Shirts for 2023, 2024 & 2025
- Business Name/Logo and link on Club Website (sponsors page) + Social Media
- 2 signs placed around Club (2400mm X 900mm)
- Logo on Permanent Club Sponsor Walls for 2023-2025
- Half Page Advertisement in Annual Club Yearbook



FIELD POST SPONSORS



INTERNATIONAL MAIN

Field Post Pads (4)

INVESTMENT - \$10K (+ GST)

2023 – 2025

- Business Logo on all 4 Main Field Post pads for ALL trainings, games and events on Field 1 (Main Field)
- Opportunities to promote stalls at our Club during events
- Business Name/Logo and link on Club website
- Sponsors Promotion & Contacts page + Clubs Social Media outlets
- Business Cards at Club
- 4 signs around Club (2400mm X 900mm)
- Ground announcements at home games

MINI/MOD

Field Post Pads (8)

INVESTMENT - \$10K (+ GST)

2023 - 2025

- Business Logo on all 8 Mini/Mod Field Post Pads for ALL trainings, games, and events on both Mini/Mod junior fields
- Opportunities to promote stalls at our Club during events
- Business Name/Logo and link on Club website
- Sponsors Promotion & Contacts page + Clubs Social Media outlets
- Business Cards at Club
- 4 signs around Club (2400mm X 900mm)
- Ground announcements at home games

INTERNATIONAL SECOND

Field Post Pads (4)

INVESTMENT - \$6K (+ GST)

2023 - 2025

- Business Logo on all 4 Second Field Post Pads for ALL trainings, games, and events on Field 2 (Second Field)
- Opportunities to promote stalls at our Club during events
- Business Name/Logo and link on Club website
- Sponsors Promotion & Contacts page + Clubs Social Media outlets
- Business Cards at Club
- 2 signs around Club (2400mm X 900mm)
- Ground announcements at home games

INDIVIDUAL / PLAYER SPONSORSHIP

INVESTMENT - \$300+ PER YEAR

Sponsorship under this package can vary depending on the age and rationale for providing the sponsorship.

Generally, sponsorship under this package would be to contribute to/or cover the cost of the players fees for the season & uniforms.

Or for elite or representative players to assist them in meeting representative costs such as registration, team uniforms, accommodation, travel etc.

Benefits would include consultation with the individual player to ensure they privately acknowledge the support provided, inclusion of that sponsorship in the yearbook under the representative players' photographs.

Acknowledgment amongst teammates and members through individual players social media & team pages.

HORNETS NEST SPONSORSHIP

INVESTMENT - \$2K (+ GST) PER YEAR

- Business Name/Logo and link on Club Website (sponsors page) + Social Media
- 2 signs placed around Club/Main Field (2400mm X 900mm)

CLUB MAINTENANCE & DEVELOPMENT

INVESTMENT - NEGOTIABLE

Sponsorship under this package can vary considerably, from minor renovations to major infrastructure works leveraging off grants, whereby additional or extra resources are required.

Examples include:

- Providing landscaping materials to repair fields or outskirts
- Repainting part of a dressing room or part of the Club house
- Providing shelving for use inside the equipment shed
- Assistance in purchasing playing and training equipment

Benefits include acknowledgement regarding any repair or renovation to furniture and fittings via small signage (where practical), acknowledgement on the club's social media pages & posts.

DONATIONS

INVESTMENT - VARIABLE

Donations often can assist the Club, particularly when products are donated, as these can be relatively easily raffled for the advantage of all Club members. Donations can come in a variety of forms, whether it is a straight monetary amount, products, services, labour or expertise. As our Club is run entirely by volunteers who are often juggling competing priorities, any assistance is greatly appreciated, from volunteering to host a trivia night - to helping with repairs or maintenance around the grounds.

Monetary donations are of course tax deductible and possibly represent a good way for you to assist our Club.

Benefits include knowledge that you are contributing to a community organisation and assisting our Club to promote the game of rugby league in your community.

TEAM SPONSOR

INVESTMENT - \$500 - \$10K (+ GST)

Opportunities depend on Individual Team & Sponsor agreement, but may include:

- Advertising on Team Social Media Pages
- Business Name/Logo and link on Club Website + Business Cards at the Club
- Business Name/Logo and link on Sponsor's page &/or Team Report in Club Yearbook
- Team's Training Kit (Sponsors Logo on Training Shirt) up to 20 players
- Sign on Main or Second Field Fence (Requires \$1K+ sponsorship).





PREMIERSHIP WINNING CLUB



GET IN CONTACT

We welcome any further enquiries or questions with regards to any of the sponsorship opportunities & packages on offer OR to design your very own package...

Please do not hesitate in contacting any of our friendly team below to discuss.

Mr Neil O'Connor - Club Secretary

P: 0403 870 858 | E: secretary@pinecentralhs.com.au

Mrs Jaz Burton - Club Treasurer

P: 0438 137 360 | E: treasurer@pinecentralhs.com.au

Mr Tauru Martin – President

P: 0404 950 664 | E: president@pinecentralhs.com.au

Ms Ana Fotu – Vice President & Women's Development Officer

P: 0415 125 177 | E: havea42@hotmail.com

