



2018

SPONSORSHIP PACKAGES



WESTS
BULLDOGS
RUGBY

CLUB HISTORY

Wests Bulldogs Rugby Club is a proud community club with a rich history and culture that has served as a home away from home for thousands of Rugby players since 1951.

Centrally located in the heart of Toowong, the popular club has recently undergone major refurbishment, leading to our brand new 'Kennel' framed by our historic fig trees and stunning battleground of Sci-Fleet Stadium. When you nominate to sponsor our incredible club, you are not only supporting a club, you are joining our Wests Bulldogs family.



SPONSORSHIP TIERS

MAJOR

MEDIA

PREMIER

TEAM

JUNIOR

EVENT

MAJOR

GOLD SPONSORSHIP



CORPORATE BALCONY AREA



COACH & MANAGERS POLO

OPTIONS	YEARLY VALUE	QTY AVAILABLE	TERM
Water Bottles	\$ 2,750	900	1 year
Grandstand Bollard advertising	\$ 2,000	6	1 year
Media Back drop board	\$ 2,000	1	1 year
Stubbie Coolers	\$ 1,500	500	1 year
Coach & Managers Polo Shirt - Chest	\$ 2,000	140	2 years
Coach & Managers Polo Shirt - Sleeve	\$ 2,000	140	2 years
Corporate Balcony Area	\$ 2,000	1	2 years



GRANDSTAND BOLLARD ADVERTISING



STUBBIE COOLERS

- Sold at the bar
- One of our popular items



WATER BOTTLES

- Used by both Junior & Senior Teams



MAJOR

SILVER SPONSORSHIP

OPTIONS	YEARLY VALUE	QTY AVAILABLE	TERM
Main Bar post advertising	\$ 1,000	1	2 years
Soft gameday field signs	\$ 1,000	2	2 years
Senior Game Day field fence sign	\$ 1,000	10	2 years
Game Day Teardrop banners	\$ 500	10	1 year
Buy a Seat	\$ 1,000	160	Life

SOFT GAMEDAY FIELD SIGNS



SENIOR GAME DAY FIELD FENCE SIGN

- Be seen by more than 2,500 + visitors on game day and 4,900 + on live stream



MEDIA & ADVERTISING

BRONZE SPONSORSHIP

OPTIONS	YEARLY VALUE	QTY AVAILABLE	TERM
Junior Newsletter	\$ 500	20	1 year
Members Newsletter	\$ 500	8	1 year
Website	\$ 1,000	6	1 year
Premier Player - Game Day Program	\$ 1,000	15	1 year
Flyers at Front Desk	\$ 100/mth	4	1 month
Flyers at Main Bar	\$ 200/mth	4	1 month
Advertisements on Noticeboard	\$ 100/mth	8	1 month
Game Day Teardrop Banners	\$ 500	10	1 year

NEWSLETTERS

- Our club newsletters reach a database of 4,300 people

JUNIOR RUGBY

- Our club is visited by 3,800 Junior Rugby followers each weekend



SOCIAL MEDIA FOLLOWERS

- INSTAGRAM: 1,012 followers
 - FACEBOOK: 2,707 followers (2,648 likes)





CUSTOM PREMIER MATCH BALL

PLAYER POSITION SPONSOR

- Get your company logo on our Premier Grade rugby jersey
- Includes No. 1 to No.23



PREMIER COLTS SPONSOR

- Support our Premier Colts Program
- Playing in the Premier Colts Competition



PREMIER SHORTS SPONSOR

- Get your company logo on our Premier Grade rugby shorts
- Worn by our Premier Rugby Team



PREMIER

SPONSORSHIP

OPTIONS	YEARLY VALUE	QTY AVAILABLE	TERM
Premier Player Position Sponsor	\$1,000 each	23	1 year
Premier Training Shirts	\$2,000	23	2 years
Premier Colts Jersey Sleeve	\$1,000/year	23	2 years
Premier Shorts Sponsor	\$1,000/year	23	2 years
Custom Premier Match Ball	\$2,000/year		1 year
High Performance Academy	\$1,000/year	1	2 years
Medics Shirts	\$1,000/year	6	2 years

LIVE STREAM STATS

- The average Facebook Live viewership of a Premier Grade streamed game is 6,300 views



TEAM

SPONSORSHIP

OPTIONS	YEARLY VALUE	QTY AVAILABLE	TERM
Under 6 & 7 Jerseys	\$ 350/jersey set	10	1 year
Under 8 Jerseys	\$ 650/jersey set	12	1 year
Under 9 Jerseys	\$ 850/jersey set	16	1 year
Under 10 Jerseys	\$ 950/jersey set	18	1 year
Under 11 Jerseys	\$ 950/jersey set	18	1 year
Under 12 to U17 Jerseys	\$ 1,500/jersey set	23	1 year
Girls 7s Jerseys	\$ 650/jersey set	12	1 year
Modified Rugby Program	\$ 850/jersey set	16	1 year
MRP 7s	\$ 850/jersey set	16	1 year
MRP Colts	\$ 850/jersey set	16	1 year

GIRLS & MRP RUGBY

- Wests is now the largest club for Girls in Rugby and the Modified Rugby Program



TEAM

SPONSORSHIP

OPTIONS	YEARLY VALUE	QTY AVAILABLE	TERM
Senior Jerseys	\$ 2,000/jersey set	23	1 year
Senior Training Shirts	\$ 850/team set	23	1 year
Senior Training Singlets	\$ 700/team set	23	1 year
Individual or Team Balls	\$ 240	4	1 year
Junior backpacks with your logo	\$ 55/backpack	min 10	1 year
Player kits bag with your logo	\$ 85/bag	min 23	1 year

BACKPACKS



SENIOR TRAINING SHIRTS & SINGLETS

- Given to players at start of season
- Worn by players in all senior grades including Colts and Women's teams
- Worn during training and pre-game warm up



JUNIOR

SPONSORSHIP

OPTIONS	YEARLY VALUE	QTY AVAILABLE	TERM
Junior Hats (Kids Size)	\$ 3,500	500	1 year
Junior Backpacks	\$ 4,500	500	1 year
Junior Shorts	\$ 4,500	600	2 years
Weekly Newsletter Advertisement	\$ 200	4	4 weeks
Season Newsletter Advertisement	\$ 500	16	16 weeks

JUNIOR BACKPACKS

- All their Rugby gear in one place
- Wests and sponsors logo on the front



JUNIOR HATS

- Kids size hats
- Wests logo on the front & sponsors logo on the back



EVENT

NAMING RIGHTS SPONSORSHIP

OPTIONS	YEARLY VALUE	QTY AVAILABLE	TERM
Ladies Day (includes 6 tickets)	\$1,000	1	day
Old Boys Day	\$1,000	1	day
Juniors Day	\$1,000	1	day



FOR SPONSORSHIP ENQUIRIES

CONTACT GRAHAM BROWN

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* There are many social benefits for being a sponsor at Wests, and we can provide more details on the reach and demographics of our sport.