

**IPSWICH**



**SINCE 1982**

# SPONSORSHIP PROPOSALS 2019

# CEO MESSAGE

On behalf of the Ipswich Jets Rugby League Club I thank you for taking the time to have a look over our sponsorship prospectus.

We hope the information contained here gives you an insight into our club, our values and our philosophy when it comes to partnering with your brand.

The Jets give businesses like yours the opportunity to review your marketing strategies and perhaps take up a sporting sponsorship that provides great value-for-money with great exposure for a fraction of the cost of traditional media.

The Ipswich Jets compete in the Queensland state-wide Intrust Super Cup with a direct feeder relationship with the Brisbane Broncos into the NRL.

In 2015 the club had the good fortune of being crowned Intrust Super Cup Premiers and NRL National Champions. The club's brand and reach at this time was off the charts and media value agencies put our brand as the biggest in any sport in Queensland outside of the Broncos, Cowboys and Maroons.

Our club is regularly featured live on Channel 9 across Queensland and in 2018 four of our 11 home games were broadcast live.

Our social media presence has grown significantly in recent times and is another avenue for you to partner with the Jets to increase your brand exposure.

Once again thank you for taking the time to review our sponsorship prospectus and I look forward to discussing with you in person the ways in which the Jets can help with your business and marketing goals.

Kind regards.

Jason Cubit  
CEO  
Ipswich Jets Rugby League Club





BRANDING



EVENTS



COMMUNITY



SOCIAL MEDIA

EVERY BUSINESS IS DIFFERENT, LET US CREATE THE PERFECT PACKAGE FOR YOU TODAY.

# BRANDING OPPORTUNITIES

On Field Apparel

Off Field Apparel

Field Signage

Grass Signage

Junior Footballs

Event Sponsorship

Game Day Sponsorship



# COMMUNITY INVOLVEMENT

Junior Football Clinics

Support community initiatives

Grass Roots Football

Player Appearances

Donation Support

Project Alf





# EVENTS

Game Day Corporate Hospitality

2 Sportsman Luncheons

Golf Day

Afternoon of Indulgence

Season Launch

Presentation Night



# SOCIAL MEDIA



18,500+ followers  
@Ipswich Jets Rugby League Team



6,000+ followers  
@ipswichjetsfootballclub



1200+ subscribers  
15.5%+ open rate



2750+ followers  
@jetsrlfc

# HOME GAMES

Eleven Home Games

Five themed events

Two televised games\*

Average crowd of 750

Over 120 stall holders\*\*

\*Dependent on draw and ladder standing

\*\* Over the season

Women in League Round 2018

All profits from the sale of jerseys and the Afternoon of Indulgence luncheon was donated to the Ipswich Domestic Violence Centre, \$20,000 has been donated in the last three years.





# THEMED EVENTS

Each year the Ipswich Jets hold five uniquely themed home games to link with different community groups within Ipswich.

The current themed events are

- Defence Force Appreciation Day
- Women in League Round
- Harmony Day
- Indigenous Day
- Old Boys Day

All of the above events can be sponsored and naming rights to the event given exclusively to that sponsor.

This includes recognition on the radio, print and social media pages, naming rights on the day, access to grass signage if it is a televised game. Access to the big screen at the North Ipswich Jets and placement of your logo on the electronic billboard on the David Trumpy Bridge, North Ipswich.





EVERY BUSINESS IS DIFFERENT, LET US CREATE THE PERFECT PACKAGE  
FOR YOU TODAY.

CALL NICOLE ON 3202 1887 OR EMAIL [NICOLE@IPSWICHJETS.COM.AU](mailto:NICOLE@IPSWICHJETS.COM.AU)  
TO ARRANGE A MEETING TODAY.

