



**CORPORATE ENTERTAINMENT,
SPONSORSHIP PACKAGES
AND DIGITAL ADVERTISING**

THE RAIDERS BRAND AND REACH



FACEBOOK

150,000+ FOLLOWERS



INSTAGRAM

55,200+ FOLLOWERS



TWITTER

51,400+ FOLLOWERS



20,055 MEMBERS

**NEW CLUB RECORD
IN 2018**



7.95 M TV AUDIENCE

**CUMULATIVE TV
AUDIENCE IN 2018**



11,862 AVG PER MATCH

**HOME MATCH
ATTENDANCE**



404,000 AVG

**PAGEVIEWS PER MONTH
WEBSITE PAGEVIEWS**



53,700 AVG UNIQUE

**BROWSERS PER MONTH
UNIQUE BROWSERS**



29,000 AVG VIDEO

**PLAYS PER MONTH
VIDEO VIEWS**

NB: Website Analytics, 1st March, 31st August 2018.

**CORPORATE
ENTERTAINMENT**





AUSTBROKERS INTERNATIONAL LOUNGE

LOCATION: NORTHERN END WEST LOUNGE, LEVEL 4, MAL MENINGA GRANDSTAND – SHARED FACILITY

INCLUSIONS:

- Ticket - Dedicated Gold Grandstand seating
- Parking (Included with a minimum 4 ticket purchase only)
- Two complimentary drink vouchers for use per match (Access to private cash bar thereafter - Carlton Heavy and Light Beer, Red, White and Sparkling Wines, Coca-Cola Soft Drinks and Water)
- Access to plattered catering served pre-game and at half-time
- Hospitality commences 1hr prior to kick-off
- Seating available to watch the match inside
- Special Guest Q&A 30mins prior to kick-off (subject to availability)
- TV screens with a live broadcast of the match
- Pool Table/Table Tennis available
- Private facility until the end of half-time

PRICING

\$1,560.00 inclusive of GST per ticket for 11-Home Games at GIO Stadium

ONE-OFF PURCHASE (1 X GAME)

1 Ticket: \$150.00 inclusive of GST

NB: Pricing above excludes final series matches



PREMIERSHIP ROOM

LOCATION: LONGROOM, LEVEL 3, MAL MENINGA GRANDSTAND – SHARED FACILITY

INCLUSIONS:

- Ticket
- Indoor seating and reserved outdoor seating
- Parking (Included with a minimum 4 ticket purchase only)
- 3 1/2 Hour Beverage Package commencing one hour prior to NRL kick-off and concluding half hour post full-time (Carlton Heavy and Light Beer, Red, White and Sparkling Wines, Coca-Cola Soft Drinks and Water)
- Suite Buffet (Evening Matches) or Platter Selections (Day Matches) service commences one hour prior to NRL kick-off
- Large projector screen with a live broadcast of the match

PRICING

\$3,300.00 inclusive of GST per ticket for 11-Home Games at GIO Stadium

ONE-OFF PURCHASE (1 X GAME)

1 Ticket: \$320.00 inclusive of GST

NB: Pricing above excludes final series matches



CORPORATE OPEN BOXES

INCLUSIONS:

- Tickets
- Parking (Full season purchases only)
- 3 1/2 Hour Beverage Package commencing one hour prior to NRL kick-off and concluding half hour post full-time (Carlton Heavy and Light Beer, Red, White and Sparkling Wines, Coca-Cola Soft Drinks and Water)
- Mixed Platters: Pre-game and Half-Time (3 in total) service commences one hour prior to NRL kick-off
- Company Identification sign on your facility

PRICING:

8-Seat Open Box \$16,800.00 Inclusive of GST for 11-Home Games at GIO Stadium

10-Seat Open Box \$21,000.00 Inclusive of GST for 11-Home Games at GIO Stadium

One-Off Purchase (1 x Game) - 8 Seats: \$1,870.00 inclusive of GST

One-Off Purchase (1 x Game) - 10 Seats: \$1,980.00 inclusive of GST

NB: Pricing above excludes final series matches



CORPORATE SUITES

INCLUSIONS:

- Tickets (16-20)
- Indoor and Outdoor Seating
- Parking (Full season purchases only)
- Identification door signage (Client to supply company logo)
- Private TV screen with a live broadcast of the match

PRICING

\$26,000.00 inclusive of GST for 11-Home Games at GIO Stadium (16-Seats)

\$32,500.00 inclusive of GST for 11-Home Games at GIO Stadium (20-Seats)

****Excludes food, beverage and corporate attendant charges****

Food and beverage packages available from the stadium caterer.

ONE-OFF PURCHASE (1 X GAME)

\$4,830.00 inclusive of GST ****Includes Corporate Attendant, Catering and Beverage Package (16-Seats)**

NB: Pricing above excludes final series matches

SPONSORSHIP PACKAGES AND DIGITAL ADVERTISING





JERSEY SPONSORSHIP PACKAGE

THE RAIDERS OFFER 17 OPPORTUNITIES EACH SEASON TO HAVE A CLOSE WORKING RELATIONSHIP WITH THEIR CONTRACTED NRL PLAYER(S)

INCLUSIONS:

- Alignment to an NRL Jersey Number for the season (Announced at Season Launch)
NB: Excludes Big Screen branding at regional home match
- Personalised/Autographed jersey from allocated player(s)
- Big Screen branding and live read when a player wearing your allocated jersey number is introduced onto the field and scores during home matches
NB: Excludes Big Screen branding at regional home match
- Company logo aligned to Club collateral that relates to your allocated jersey number (Weekly brand exposure via team list video on Raiders Website, Facebook and Twitter in season)
- 2 x tickets to the official Season Launch
- 4 x Silver Inner Bowl 11 Game Memberships at GIO Stadium**
- Company can use allocated player(s) (at mutually agreed times) up to 3 times per season

PRICING

\$12,000.00 inclusive of GST per season

**MEMBER BENEFITS:

- Adult Member Pack (Includes 2019 members cap, lanyard, membership card, bumper sticker and Raiders poncho)
- 20% off raidersshop.com.au (excludes promotional, sale and memorabilia items)
- 10% off food at Raiders home games
- Access to Members Lounge
- Priority ticket purchases
- Weekly e-News
- Events, loyalty benefits and promotions

REGIONAL HOME MATCH JERSEY SPONSORSHIP PACKAGE

The Canberra Raiders and Wagga Wagga City Council will bring one home match to the city in 2019 and 2020.

INCLUSIONS:

- Alignment to a Raiders NRL Jersey for the match
- Intimate cocktail party Thursday night, prior to the match in Wagga
- Autographed jersey from allocated player
- Big Screen branding and live read when the player wearing your allocated jersey number is introduced onto the field and scores during the match
- 4 reserved seats to the game within close access to public bar area and a starter food and beverage pack

PRICING

\$1,500.00 inclusive of GST

NB: \$1000.00 passed onto the local organising committee.



MATCH DAY SPONSORSHIP PACKAGE

INCLUSIONS:

- Naming Rights for one designated home match within season at GIO Stadium
- Brand exposure/alignment for the week leading into the designated match day
 - TVC's: Channel Nine (Canberra/Southern NSW)
 - Radio: Canberra FM & Capital Radio Network
 - Digital: Game Day Guide Alignment (Raiders Website, Facebook, Twitter, Direct emails to Raiders database)
- Big Screen TVC exposure on match day
- Access to West and East Stadium Forecourts on designated match day (Use for company displays, demonstrations, activations, advertising opportunities)
- Opportunity to conduct on-field promotional activity at half-time (5-8 minute allocation)
- 40 general admission tickets to designated match day

PRICING:

\$11,000.00 inclusive of GST

Optional Extras: To enhance your Match Day

- 15% off Raiders Digital Advertising Packages (Based on a minimum \$4,000.00 package, inclusive of GST)
- 15% off Corporate Hospitality one-off purchases.

**RAIDERS
RAIDERS
RAIDERS**

WHO WAS YOUR MAN OF THE MATCH THIS WEEK?

VOTE NOW FOR YOUR
CHANCE TO WIN



**RAIDERS
RAIDERS
RAIDERS**

DIGITAL ADVERTISING PACKAGES

CANBERRA RAIDERS

The Canberra Raiders have an extensive range of cross platform digital advertising solutions for sponsors and advertisers, that can align with your business objectives and budget.

In 2019, the Raiders faithful will have access to more exclusive news content, video updates and mobile connectivity, as well as a comprehensive social media network to deliver Raiders fans news wherever they are.

Digital is now the fastest growing area of sports sponsorship and the Raiders digital properties offer huge opportunities for advertisers to enhance their relationship with the club and fans, to drive exposure and return on investment from the massive Raiders fan base.

The Raiders can offer customised digital advertising and sponsorship packages along with an end to end creative and development service at a fraction of normal costs through our digital partner, Greenroom Digital.

- Campaign Buyouts – Mobile / Web / App
- App Splash Screen
- Brought To You By
- Video – Sting, Pre and Mid Roll
- Logo Integration
- EDM Database
- Social Media Networks
- Content Sponsorship – Full Season
- Video Integration

Packages available from \$4,000.00 inclusive of GST

WWW.RAIDERS.COM.AU

CANBERRA REGION LOCAL RUGBY LEAGUE

The Canberra Region Rugby League and the Canberra Raiders partnered with Bar TV Sports for the first time in 2017 to provide a strong local community reach of high quality local league coverage. Bar TV Sports can provide your business with great brand exposure and advertising opportunities for new and existing partners, relative to a wide variety of budgets.

- Live Stream Match of the Round
- Match Highlights
- Content Sponsorship – Full Season
- Website and Social Media exposure

Packages available from \$2,500.00 inclusive of GST

WWW.CRRL.COM.AU



RAIDERS JUNIOR DEVELOPMENT SPONSORSHIP PACKAGES

INCLUSIONS:

- Entry to Raiders Junior Representative home games (2 people)
- 2 x Silver Inner Bowl Memberships** (Includes reserved seating at GIO Stadium home games)
- Your business announced as supporting partner when your player takes the field and scores points during home games
- Acknowledgement of your business as a supporting partner alongside your aligned player on raiders.com.au
- Business listing in Sponsor Directory on raiders.com.au
- Invitation to Club Sponsor Networking Functions during the season, as run by the Club's Corporate Sales Team
- 15% off Raiders Digital Advertising Packages (Based on minimum \$4,000.00 package, inclusive of GST)
- 15% off Corporate Hospitality one-off purchases

PRICING

\$990.00 inclusive of GST

**MEMBER BENEFITS:

- Adult Member Pack (Includes 2019 members cap, lanyard, membership card, bumper sticker and Raiders poncho)
- 20% off raidersshop.com.au (excludes promotional, sale and memorabilia items)
- 10% off food at Raiders home games
- Access to Members Lounge
- Priority ticket purchases
- Weekly e-News
- Events, loyalty benefits and promotions

KEY CONTACTS

SPONSORSHIP & CORPORATE HOSPITALITY

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OFFICIAL WEBSITE

www.raiders.com.au

MEMBERSHIP MICROSITE

www.weareraiders.com.au

ONLINE RETAIL SHOP

www.raidersshop.com.au

COMMUNITY APPEARANCES & DONATIONS PORTAL

<http://www.raiders.com.au/community/appearance-requests.html>

CANBERRA REGION RUGBY LEAGUE

www.crrl.com.au

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