

# SPONSORSHIP PROGRAM



Thirroul Rugby League  
Football Club Inc



[Instagram@trflc1913](https://www.instagram.com/trflc1913)



[thirroul butchers](https://www.facebook.com/thirroulbutchers)

[www.thirroulbutchers.com](http://www.thirroulbutchers.com)

# Success. Spirit. Community.

In 2020, the Thirroul Butchers will be 107 years old. We have scored hundreds of tries, won many premierships and fostered players who have gone onto represent our district, state and country. We have enjoyed plenty of highs and survived some dismal failures.

But what has set us apart from our wealthier opponents is our spirit and sense of community. And money can't buy that. We are not only survivors, we are a constant success story where in-demand players choose less money to play for our great club. And we continue to field first grade teams dominated by local juniors.

Testament to our talent retention, spirit and leadership, we again won the 2019 Illawarra Club Championship. That is, the best performing club across the three grades with our U18s and 1st grade finishing minor premiers and 2nd grade finishing second. Our U18s went on to win the competition and many of these boys will be pressing for 1st grade positions in 2020.

The heart and soul of our club are the volunteers (mostly ex-players) who give their time to ensure Thirroul Butchers remain a powerhouse and the team our hundreds of juniors aspire to play for. They dream of running out onto Gibson Park on a winter's afternoon to the cheers of the packed eastern hill where Northern suburbs locals from all walks of life spend the afternoon having fun and watching the best country rugby league in Australia.

Supporting our volunteers are an advisory group that add commercial nous and advice in the areas of marketing, finance, events and sponsorship.

Without the support of a large Leagues Club, none of this is possible without our sponsors. They are the reason we survive. We'd love to have you join the Butchers family and benefit from being part of the Northern Illawarra's highest profile and most widely supported sports team.

**Brett Jones**  
President

# Corporate Sponsorship Opportunities



Front

## MAJOR SPONSORSHIP - FRONT OF JUMPER

Inclusions:

- Company logo on the front of the clubs jumper
- Company logo on the club polo shirt
- Company logo on the club training singlet
- Company logo on website and facebook page
- Home game day ground announcement
- 6 x complimentary tickets to season launch
- 6 x complimentary tickets to the club presentation
- 6 x complimentary tickets to all home games at Gibson Park
- Unlimited beer tickets at all home games at Gibson Park
- Inclusion in Butchers Connect networking functions

Cost - \$20,000 plus GST

## MAJOR SPONSORSHIP - BACK OF JUMPER

Inclusions:

- Company logo on all jumper sleeves
- Home game day ground announcement
- Company logo on website and facebook page
- 6 x complimentary tickets to season launch
- 6 x complimentary tickets to the Clubs Presentation
- 6 x complimentary tickets to all home games at Gibson Park
- Unlimited beer tickets at all home games at Gibson Park
- Inclusion in Butchers Connect networking functions

**Cost - \$10,000 plus GST each**

### 1st grade individual sponsorship

- Company name on back of a first grade jumper 1-17
- Home game day ground announcement
- Company logo on website and facebook page
- 2x complimentary tickets to season launch
- Entry plus four beers at all home games at Gibson Park

**Cost - \$1,000 plus GST each or \$2,000 plus GST for inclusion in Butchers Connect**



Back

## SLEEVE SPONSORSHIP

(2 positions available)

Inclusions:

- Company logo on all jumper sleeves
- Home game day ground announcement
- Company logo on website and facebook page
- 4 x complimentary tickets to season launch
- 4 x complimentary tickets to the Clubs Presentation
- 4 x complimentary tickets to all home games at Gibson Park
- Unlimited beer tickets at all home games at Gibson Park
- Inclusion in Butchers Connect networking functions



Sleeves

**Cost - \$5,000 plus GST each sleeve**

## SHORTS SPONSORSHIP

Inclusions:

- Company logo on players shorts
- Company logo on training shirts
- Home game day ground announcement
- Company logo on website and facebook page
- 4 x complimentary tickets to season launch
- 4 x complimentary tickets to the Clubs Presentation
- 4 x complimentary tickets to all home games at Gibson Park
- 4 x beer tickets at all home games at Gibson Park
- Inclusion in Butchers Connect networking functions

**Cost - Front of shorts \$5,000 plus GST**

**Cost - Back of shorts \$3,000 plus GST each**



Front



Back

# Butchers Connect - The Power of Networking

Our newest initiative is our Butchers Connect business networking package.

While we don't have the luxury of the backing of a Leagues Club, we do have the advantage of being situated in the heart of the northern suburbs of the Illawarra.

This is an affluent area and home to many people of influence either as senior executives or business owners. We believe we can play a major role in bringing together business people in a relaxed environment so they get to know each other first and then connect for business opportunities.

Butchers Connect sponsors receive:

1. Participation in networking afternoons - 3 per year to held at various northern Illawarra function rooms.
2. Ads placed on Butchers social media which is on target to have more than 3,000 followers during 2020.
3. Ads placed on Butchers website - Over 22,000 page views in 2019.
4. Inclusion in 2 email offers per year to Butchers networking database.
5. All Butchers Connect sponsors details so you can communicate directly with a new network of business people. This can be used to share ideas, ask for assistance with a particular need or provide referrals for each other.
6. In attendance at networking functions and on database are the Butchers extended fan base which includes;
  - Local mine senior executives
  - Local business owners
  - Senior managers of large, national corporations
  - Professional services business owners

**Cost - \$1,500 plus GST**

# Key People



**BRETT JONES**

President



**DARRYL CROSSLAND**

Vice President



**KEVIN ANDERSON**

Treasurer



**SHARNE FERRARO**

Secretary



**NICOLE RUTLEDGE**

Assistant Secretary



**PHIL OSTWALD**

Sponsor Liaison

# Committee

Paul Air, Glen Air, Steve Rutledge, Trent Morgan, Phil Ostwald, Mitch Mclean, Aaron Beath, Keith Cole, Peter Lord, Wayne Shiels, Rob Myer, Danny Ostwald



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thirroul butchers