



# NRL NT Club Marketing and Promotion Reimbursement Program

## Purpose and application

The NRL NT club marketing and promotion reimbursement program is available to NRL NT affiliated clubs and associations. The program provides for a reimbursement of “one-off” club expenses of up to \$2,000 (ex GST) per financial year i.e. 1<sup>st</sup> November to 31<sup>st</sup> October.

The program aims to encourage NRL NT clubs and associations to plan and implement marketing and promotional activities to grow the game of Rugby League and their club. Clubs and Associations must be compliant with all relevant authorities (including the NRL NT) with no accounts outstanding to be eligible to apply.

## Key dates

NRL NT affiliated clubs and affiliations are able to apply from 1<sup>st</sup> April each year, all applications must be received by 31<sup>st</sup> August each year.

## What can you apply for?

Marketing and Promotion expenses that can be reimbursed must be related to activities to grow the sport of Rugby League. Examples of items include:

- Promotion of sign-on days.
- Marketing/Advertising to promote Club “Home” games or feature rounds.
- Implementation of club website and/or social media campaigns.

The marketing and promotion club expense reimbursement program may include expenses from more than one type of expense or supplier.

## What you can't apply for?

You are unable to apply for marketing and promotional expenses that do not contribute to the growth of Rugby League, these include:

- Club honorariums (Salaries, wages)
- Advertising required to satisfy compliance obligations e.g. Notice of AGM.
- Activities relating presentation nights and/or special anniversary functions.

## How can I apply?

NRL NT affiliated clubs and associations are required to provide a tax invoice to the “ARLC NT Limited” during the advised application period detailing the clubs contact details, ABN, banking details and noting “Club Marketing and Promotion expense reimbursement program”. Clubs and associations must also provide/attach a copy of the original invoice for the expense incurred.

## Further queries

For further queries or clarification if an expense is eligible for reimbursement via this program, please contact the NRL NT at [nrlnt@nrl.com.au](mailto:nrlnt@nrl.com.au) or phone 08 7922 2800. Noting, the NRL NT general manager (or their designated authority) is the final arbiter to any application under this program.