



2025

**VALUED PARTNERSHIP
OPPORTUNITIES**



NRL NORTHERN TERRITORY

NRL NT is the peak sporting body representative for the sport of Rugby League in the Northern Territory.

The Northern Territory rugby league community has almost 3,000 registered participants not including club officials, coaches, volunteers and supporters which makes our community one of the largest sporting communities in the Northern Territory.

The NRL NT is seeking your consideration to continue as a Valued Official Partner of NRL NT.





THREE PILLARS TO GROW OUR GAME



UNITE / EXCITE / INSPIRE

More players across
all ages and
segments.

Be the first choice
entertainment options for
fans, however they
choose to consume.

Make a greater positive
difference to the lives of our
diverse Rugby League
family.



UNITE

Over the last five years, registered participation has grown from 2,276 to over 2,600 in 2024.

Males: 76% Females 24%

Seniors: 29% Juniors 71%

Identified as Aboriginal/Torres Strait Islander: 42%





EXCITE

2024 Grand Finals Attendance of almost 8000 people across two huge days with Juniors and Seniors being separated allowing a more tailored approach delivering a greater game day experience for everyone both on and off the field.

Territory Rugby League Stadium is the premier rectangular sporting facility in the NT with 2 National Standard Fields, 1,500 capacity grandstand, hospitality and function areas, and the administration base for NRL NT and Touch Football NT.

As well as our Rugby League competitions, it has staged other sporting events including Touch Football and Rugby Union.





INSPIRE

The NRL NT provides pathway opportunities for all participants from across the Northern Territory for both boys and girls through competitions and development camps in Darwin, Alice Springs, Katherine and Gove.

The NRL NT also conducts remote community engagement in many areas of the NT including the Daly Waters, Roper Gulf, East Arnhem and Groote Eylandt.

The NRL NT promotes active engagement for all members of the community including our Wheelchair Rugby League program.





NRL NT PARTNERSHIP PROPOSAL



The NRL NT conducts rugby league club and school participation programs for boys and girls in age groups from four through to Seniors in the Darwin, Katherine, Alice Springs and Nhulunbuy areas.

Coinciding with the NRL NT's strong presence in these locations is the opportunity to expand your brand and grow your business by supporting community grassroots sport.

The NRL NT is aiming to partner with like minded organisations and shared common objectives wishing to connect with the territorian community through rugby league

This will increase our partners brand awareness throughout NT and their commitment to providing benefits to local communities via an association to the NRL NT Rugby League network.



2024 Registrations

- **Total - 2,621 = + 5.6% v YTD, 2023**
- Female - 646 = + 2.2% v YTD, 2023
- Male - 1,975 = + 6.8% v YTD, 2023
- **Male Aged 03 - 15 years = 1284 + 16.2% v LY**
- **Female Aged 3 - 12 years = 251 + 31.4% v LY**
- **Referees - 50 = + 8.7% v LY**
- **Volunteers - 598 = + 17% v LY**

****MySideline Registrations Data as of 21st Nov 2024**



NRL NT PARTNERSHIP PROPOSAL - Continued



Hospitality Benefits:

- 2 x invitations to Darwin Season Launch – Friday 4th April
- 2 x NRL NT season passes – Round One kicks of Saturday 5th April
- 2 x invitations to NRL Parramatta Eels v Canberra Raiders match in Darwin – Saturday 12th April
- 2 x invitations to Frank Johnson Medal & Gaynor Maggs Major Awards Function – Monday 1st September
- 2 x invitations to Darwin Senior Grand Final Day Sponsors Corporate Suite – Saturday 6th September

General Benefits:

- The right to use the NRL NT logo on merchandise or approved printed marketing material
- The opportunity to engage directly with the NRL NT members for direct marketing and sales for promotions and special events via internal communication process.
- Acknowledgement as an official partner at NRL NT events including game days, season launch, Frank Johnson Medal night and NRL NT finals series.
- Option for you to use the Territory Rugby League Stadium function rooms for 2 x events each year as mutually agreed.
- Your Brand activated on all 7 NT Titans representative teams off field apparel competing in national championships



NRL NT would be more than happy to tailor a proposal to suit any potential partner that sees all the fantastic benefits of being closely associated with the greatest game of all.

BRAND & GAME DAY MARKETING

All 15 Rounds and Finals broadcast nationally free to air via NRL.com and NRL NT You Tube Channel
This is delivered through multi camera coverage and supported by two commentators.



NRL NT also receives outstanding coverage and support from our other media partners.



Your Brand would be promoted as the game day partner during a minimum of one round by the commentary team with additional activations as shown above



NRL NT Game Day & Event Resources examples primarily based on partnership investment.



Perimeter Fence
Sideline Boosters



Goal Post Pads



Media Wall



On Field Signage



Electronic Scoreboard



Marquees



Teardrop
Flags





VALUED PARTNER

\$5,000

YOUR EXPERINCE

- Season Launch Tickets x 2
- Season Pass x 2
- Local NRL Game Tickets x 2
- Grand Final Corporate Hospitality x 2
- Frank Johnson & Gaynor Maggs Medal Awards x 2

YOUR BRAND

- TRL Stadium Signage
 - Electronic Scoreboard on game days
 - Field One Perimeter Fence x 1 (3mt x 1mt)
 - Internal LED Screen Network
- Game Day Ground Announcement Acknowledgement
- Website
- Social Media Platforms
- NT Titans Off Field Apparel





NRL NT PARTNERSHIP PROPOSAL - Continued



Annual Partnership Agreement:

- One year commencing 1st February 2025 and expiring on 31st October 2025.

Investment:

- \$5,000.00 (excluding GST) per season commencing 1st February 2025 and expiring on 31st October 2025.

Timeline for Implementation:

- December 2024/January 2025, Agreement review and contract finalisation.
- 1st February 2025, Themed apparel/advertising order placements.
- Mid-Late February 2025, Announcement of NRL NT Partnership to media.
- 4th April, Darwin Season Official Season Launch.
- September/October, annual review of partnership.

Game Day Corporate Suite Hosting Opportunities

Take Your Game Day to Another Level.

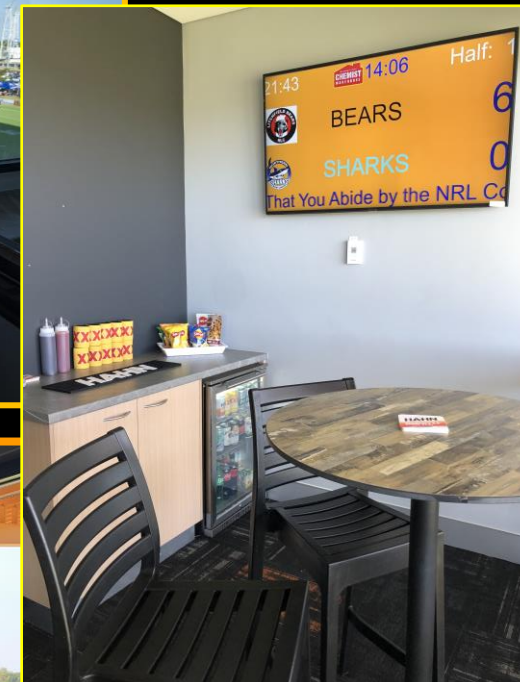
TRL Stadium Terrace Bar
& Corporate Boxes



✉ nrlnt@nrl.com.au

From
\$500
Max 10 People

Entry, Premium viewing best
seats in the house including
food and beverage service.



**Price quoted is non-final series game day.

New Positive Environment Initiatives Introduced in 2022



OUR HOUSE RULES reinforces the right behaviours when entering a NRL NT venue to watch or participate in any rugby league event sanctioned by NRL NT.



NRL NT Community Connect allows organizations to showcase their cause to all patrons that attend NRL NT Rugby League games hosted at Territory Rugby League Stadium. NRL NT have considerable community reach across Darwin and Rural Communities and from 2022 are aiming to create a greater community profile through respect and be recognised as a quality service provider for charitable organisations.



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