

Invest in the **Burgh Tigers**



Sponsorship information for 2024

Our rich History

Helensburgh Tigers has a proud and distinguished place in the history of the Northern Illawarra.

It's first recorded game was a loss to Wollongong in 1911 by 2 points to 0. The Helensburgh Tigers have had their ups and downs over the years, failing to field a first grade team one year and bouncing back as a premiership threat the next.

The Tigers broke through for their first premiership in 1986, before backing up 2 years later for another in 1988. Their third came in 1993.

The Tigers also won the Reserve Grade Premierships in 1993, 1999, 2012 and 2013.

Our Women's team has won the premiership an astonishing 6 times in the last 10 seasons. History shows that Helensburgh Tigers are pioneers of Womens Rugby League in the Illawarra.

In 2018 we introduced the very first U18 Women's squad providing a pathway for women into the elite ranks. More recently we have developed that pathway through a Solid LeagueTag presence providing a nursery for Womens footy in the Illawarra.

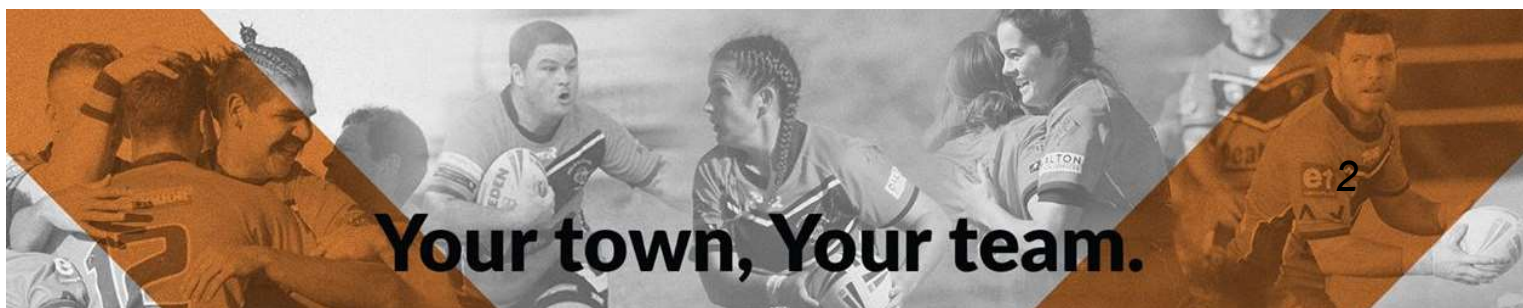
2015 saw us win the Challenge Cup, Club Championship and the ultimate First Grade Premiership.

We lost some of our strike power over the next few seasons to clubs with bigger bank accounts....

We have bigger hearts.

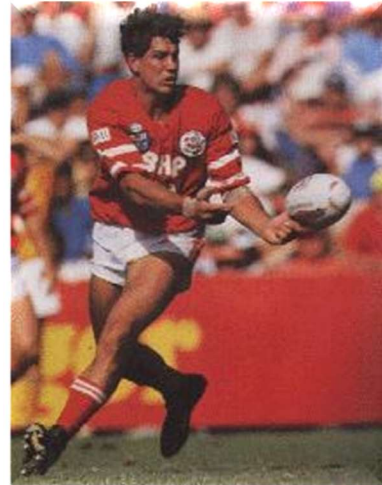
We've used the experience of the last few seasons to consolidate and with our new coaches Hayden Warren, Wilson Cobb & Jacob Masters, we've launched our assault on the 2024 premierships with 2 men's and 1 women's team.

The Iron is hot!



Tigers Going Further

- **Neil Piccinelli** (Steelers, Mariners, Knights back-rower)
- **Trevor Kissell** (Steelers)
- **Justin Poore** (Dragons and Eels front-rower, Hull Kingston Rovers)
- **Phil Doran** (Sharks player in the 80s)
- **Peter Phillips** (Steelers, Balmain and St. George)



Neil PICCINELLI



Damien COOK

Sydney + NSW Origin player 2018)

- **Sam Bremner** – Australian Jilleroo + Pioneer women's contract with Dragons WNRL
- **Tahlia Atfield** – Pioneer women's contract with Dragons

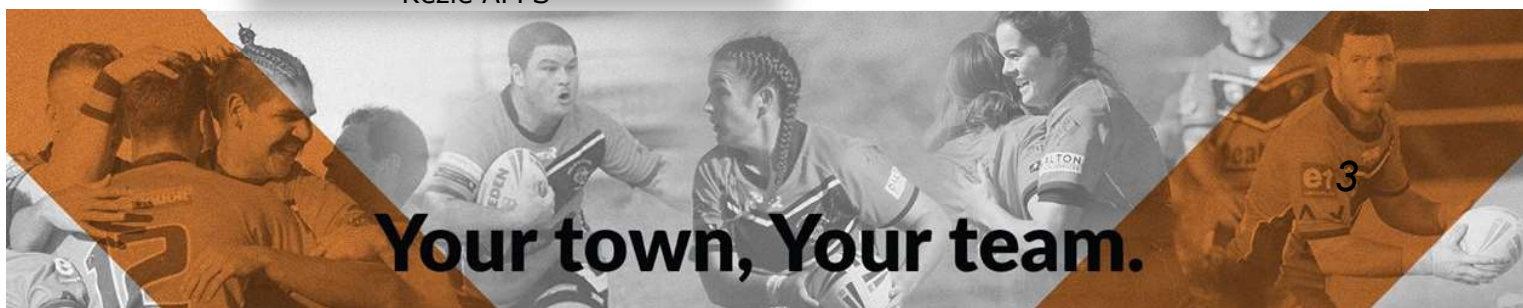


Sam BREMNER



Kezie APPS

- **Kezie APPS** – Australian Jilleroo + Pioneer women's contract with Dragons WNRL



Notable Tigers Players

- George Jardine (St George played in their 1949 Grand Final win with a broken wrist)
- Ken Batty (St George - 1971 Grand Finalist)
- Steve Kneen (Cronulla Sharks - 1978 Grand Finalist)



Steve KNEEN

- Gary Stares (Cronulla Sharks - 1978 Grand Finalist)



Brent SHERWIN



Justin POORE

- Maurie Raper (Penrith & Cronulla 1968 - 1972)



Maurie RAPER

- Scott Dudman (Sharks, Raiders forward)
- Gary Hammond (Sharks, 1982 - 1985)
- Dave Boughton (Sharks and Reds back rower)
- Brent Sherwin (Castleford UK, Bulldogs - 2004 Premiership win)



Your town, Your team.

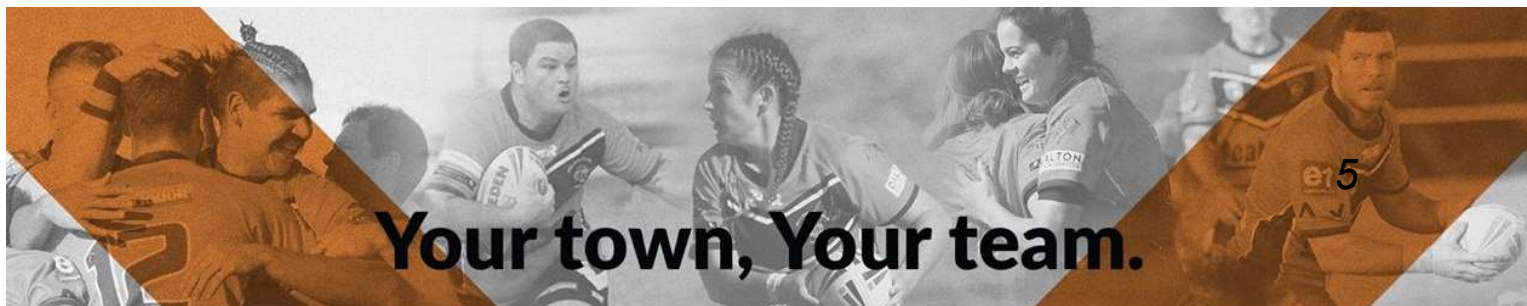
We get results ON the field

Burgh Tigers' last few seasons.....

- **Women's Premiership**
- **Club Championship**
- **First Grade Premiers**
- **First Grade Minor Premiers**
- **Challenge Cup winners**
- **Most tries scored – Illawarra**
- **Illawarra Player of the year – Men**
- **Illawarra Player of the year – Women**
- **Women in Defence Grand Finalists**
- **Reserve Grade Grand Finalists**
- **Colts Finalists**
- **4 Players representing Australia Women**
- **6 players representing NSW Women**
- **7 players representing Illawarra**
- **6 players representing NSW country**



Kezie Apps – Australian Jillaroo – NSW Origin Captain – Helensburgh Tiger



We get results OFF the field

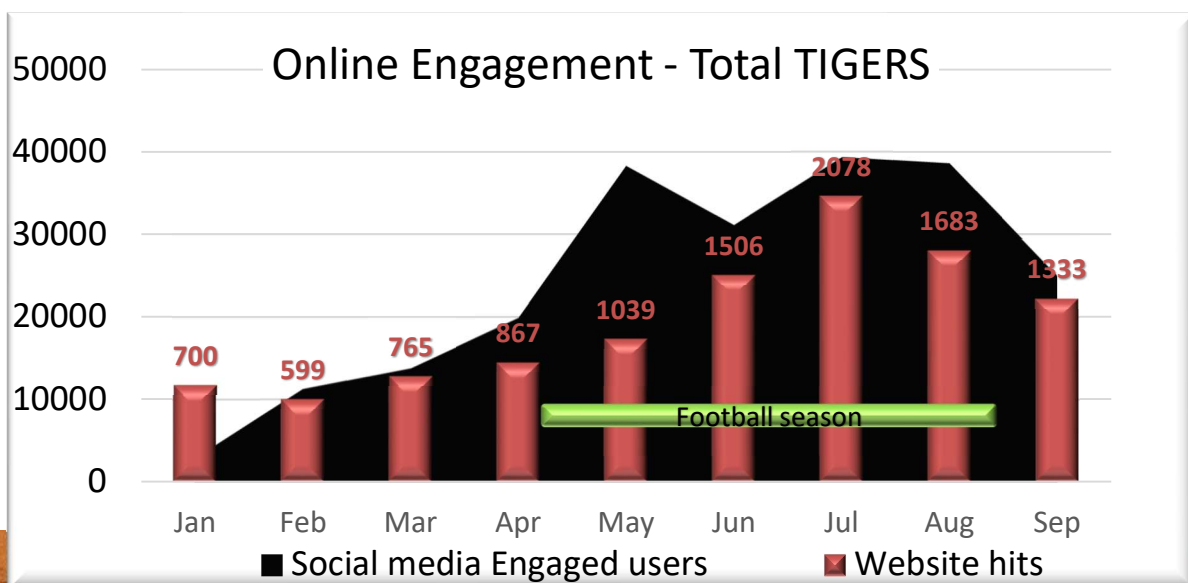
We know what we're doing. Helensburgh Tigers were named Greater Southern Region "CLUB OF THE YEAR" in 2018 for our Administrative prowess.

The great news for you is we've developed 3 social media platforms which are exceeding our expectations.

- ***Our Facebook page..... You can follow & like***
<https://www.facebook.com/HelensburghTigers/?ref=bookmarks>
- ***Our Facebook entity..... You can friend***
https://www.facebook.com/burgh.tigers?fref=pb&hc_location=friends_tab&pnref=friends.all
- ***Our Tigers website***
<http://www.helensburghtigers.com/>

During the footy season, the Tigers website records more than
12,000 hits

We record more than **220,000 engaged users** a season across our social media identity



Your town, Your team.

The Tigers family & Community

In the Tigers family, our relationship with our community is everything to us, it's part of our DNA.

We pride ourselves on giving back to our roots and helping out whenever we can, that's what grass roots footy is all about right?



Team Caleb

In 2018 we were honoured to help out a local young fellow with a serious



condition. The community got together, raised some funds and our players and staff pitched in to modify the family home with some much need wheelchair access. We dedicated a footy round to "Team Caleb" and our boys wore limited edition Wiggles inspired jerseys for the game which were auctioned off afterwards

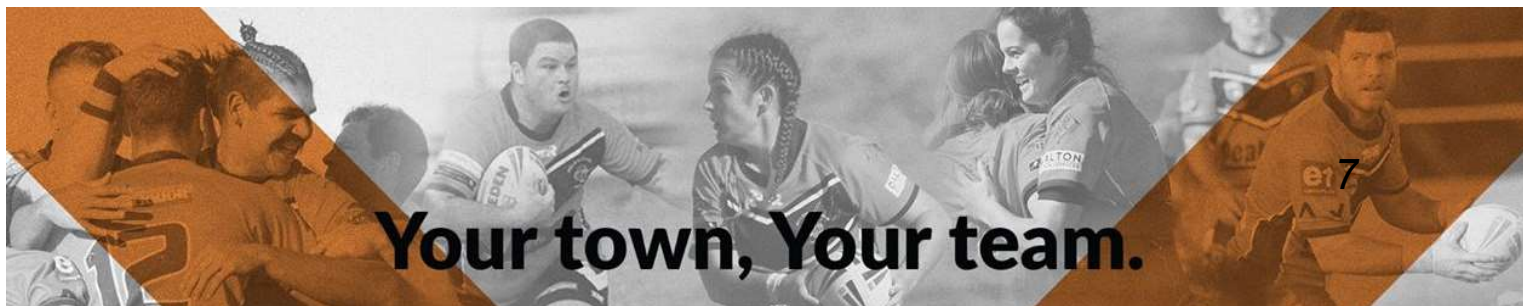


A day for Slater

In 2019 season we again banded together in support of baby Slater who



lost his mum in tragic circumstances. We played an 'old boys' day and raised over \$13,500 to help out his new family.



Your town, Your team.

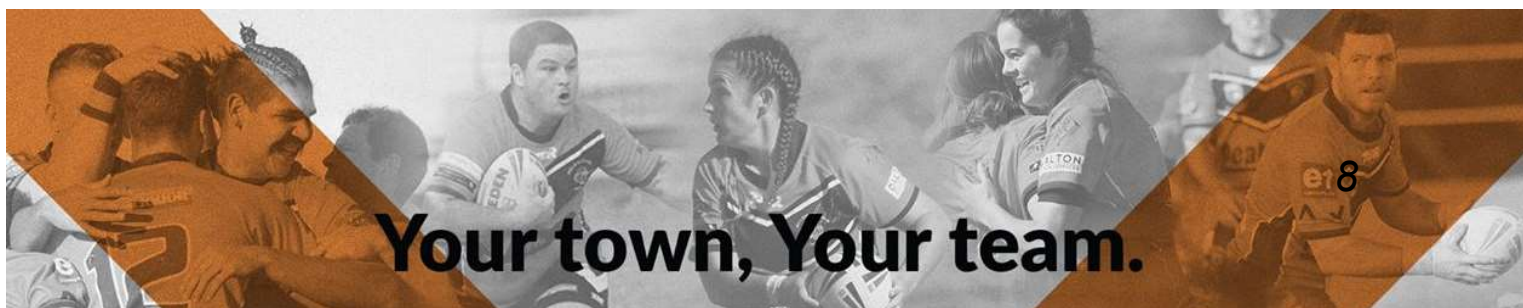


In 2020 and 2023 we team up with the Disabled Surfing Association and made some great friends.



Being a part of the Tigers means you're also a part of something much ... much bigger.

With your help, we can achieve great things, not just on the field.



Investment opportunities:

We're not just asking you to sponsor us because you love footy, Helensburgh Tigers RLFC is a serious, well run organisation with a very dedicated group of people who have wide ranging skills and experience operating **all year round**.

They are absolutely committed to, and continually developing strategies to provide good, solid **tangible results** for sponsors.

The entire Tigers family, Committee, club members and players work very hard to be a **good partner** for your business.

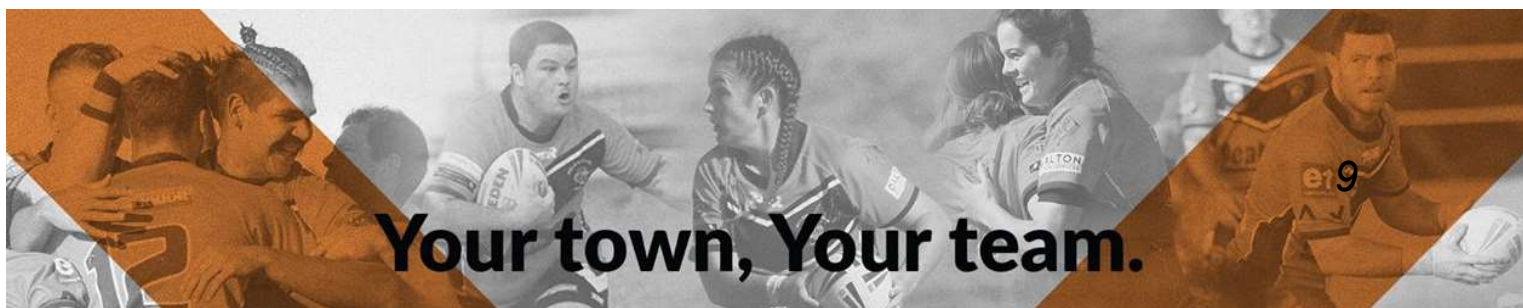
Every investment is given the benefit of our media strategy in some form or another, it just depends on how much exposure you want.

Every investment, no matter how small or large, receives a full analysis of our media strategies and other exposure results achieved.

Investment involvement and level of exposure opportunities include:

- **Social media** – Specific & Targeted individual endorsements *every month* directly tapping into our ever-growing fan base.
- **Ground signage** - Various sizes and locations
- **Individual player's jersey or number**
- **Scoreboard** - announced every change in score
- **Player's shorts** (limited availability)
- **Jersey Sleeves** - various grades
- **Jersey back** - various grades + Women
- **Jersey front** (along with major club Sponsor)
- **Club Dress shirt**
- **Club training strip – Shirt & Singlet**
- **Goal posts**
- **Merchandise** – Stubby holders etc
- **Halfway Dug-outs**
- **Man of the match** honours
- **Corner posts**

Talk to us and tailor a package that meets your needs – anything is possible.



More exposure and Support

We're not just a one trick pony

As well as our tried and tested media strategies. We have the **unique** ability to tap in to something you **just can't buy.....**

Our teams are supported by the largest crowds in the league.



The following is a quote from Mr Chris Bannerman – Manager, Illawarra Division Rugby League:

"Helensburgh is a parochial community, providing the greatest support of any club in Illawarra Rugby League. Large and vocal crowds are a great example of the passion Helensburgh has for Rugby League and its own team"



Still the best crowd in the Illawarra



Home games at Rex Jackson Oval attract the interest and support of the local community which in turn provides an excellent forum for our sponsors to reach **perspective clients** and demonstrate their support for our club and the community alike.



The Illawarra League is among the top **tier sporting competitions** in Australia. Sponsorship contributions are by far our single largest source of revenue accounting for 45% of our total operating budget. The



Committee works extremely hard with these funds to develop a competitive player group, with a contemporary Rugby League facility.

This attracts substantial

spectator numbers which, in turn provides **maximum exposure** for our sponsors.



It's a "win win"



The Tigers team

For more information, or just to have a chat about footy in general and how we're shaping up for the new season, give any of us a call.

Make your general inquiries with our Sponsorship Manager

Dodge Cobb

0408989384 helensburghtigers@hotmail.com

Or

President

Kendall RYAN

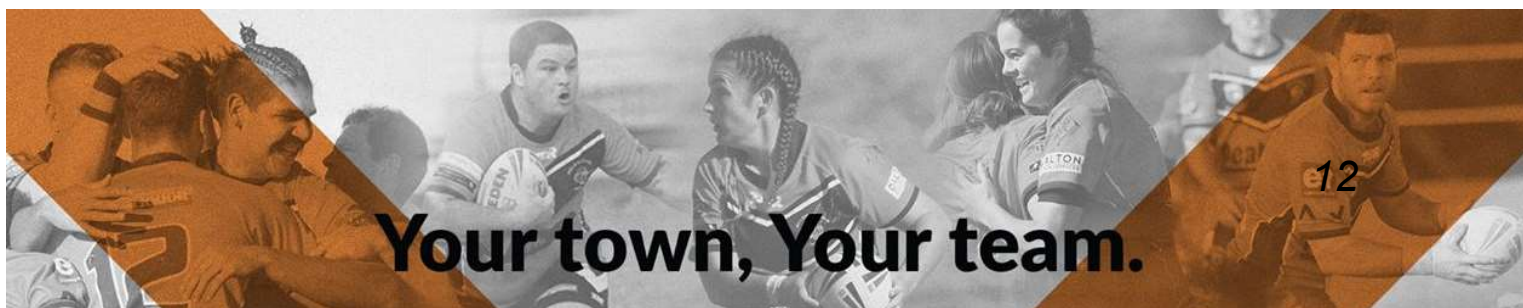
0406699262 kjr83@hotmail.com

Secretary

Jo COBB

0415409097 johanncobb@gmail.com

Come and join us on our journey



Annexure A

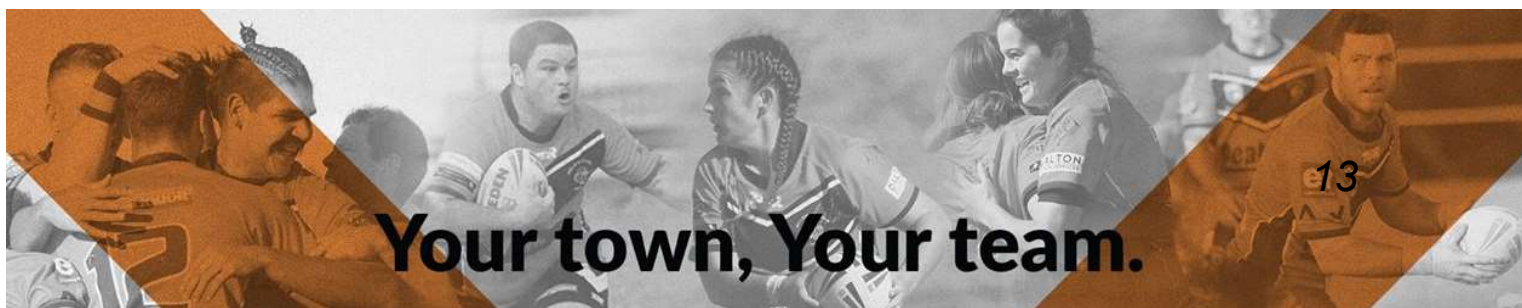
Basic Pricing guide: *This is just a guide, talk to us about tailoring your package to your needs and investment level*

Entry Level - \$1000 – All sponsors receive:

- ✓ Training strip placement - text only (Subject to production deadlines)
- ✓ Season pass to all home games plus
- ✓ Basic text on our game day flyers.
- ✓ Business name mentioned on game day
- ✓ Text (grouped with other entry level sponsors) on a slide on our Clubhouse TVs
- ✓ VIP Ticket - Sponsors day
- ✓ Text (grouped with other entry level sponsors) on our website
- ✓ Member's prices at our Jungle bar

BRONZE - \$2000

- ✓ Jersey placement – Sleeve (Subject to production deadlines)
- ✓ Training Strip placement - Logo
- ✓ Text slides on our 2 TV screens throughout gameday
- ✓ Medium sign 1200mm x 700mm with logo artwork
- ✓ Scripted Game Day ground announcements (at least 8 times)
- ✓ Logo (Small) on gameday flyers
- ✓ Social Media non exclusive advertisement (2 platforms) monthly
- ✓ VIP ticket x 2 – Sponsors day
- ✓ Website placement with logo
- ✓ Logo slides on our 2 TV screens throughout gameday
- ✓ Member's prices at our Jungle bar

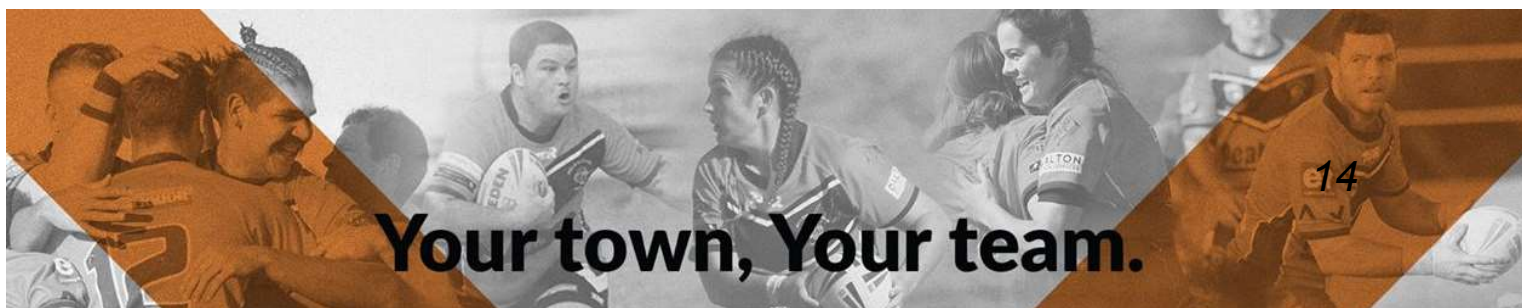


SILVER - \$2500

- ✓ Jersey Placement - Minor (Subject to production deadlines)
- ✓ Training Strip placement - Logo
- ✓ Large Sign 2400mm x 1200mm Premium location
 - BarTV sign Exposure
- ✓ Large Logo on gameday flyers
- ✓ Social media EXCLUSIVE (2 platforms) monthly
- ✓ Scripted Game Day ground announcements (at least 8 times)
- ✓ Website placement – medium size logo
- ✓ Merchandise placement – Minor Stubby holder etc. (Subject to production deadlines)
- ✓ VIP Tickets x 2– Sponsors day
- ✓ VIP tickets x 2 – Annual Ball
- ✓ Logo slides on our 2 TV screens throughout gameday

GOLD - Over \$5000

- ✓ Jersey placement – Medium (Subject to production deadlines)
- ✓ Training Strip placement – Logo
- ✓ Club Polo placement - Logo
- ✓ TIGER TV exclusive endorsement (Youtube+website+Social)
- ✓ Large Sign 2400mm x 1200mm Premium location x 2
 - Facing BarTV sign Exposure x 2
- ✓ Premium placement on gameday flyers (Printed & social media)
- ✓ Social media EXCLUSIVE (2 platforms) monthly
- ✓ Website placement – large logo
- ✓ Scripted Game Day ground announcements (at least 8 times)
- ✓ Merchandise placement Mid level– Stubby holder etc. (Subject to production deadlines)
- ✓ VIP Tickets x 2– Sponsors day
- ✓ VIP tickets x 2 – Annual Ball
- ✓ Logo slides on our 2 TV screens throughout gameday



PLATINUM - \$10,000

- ✓ Jersey placement – Premium jersey position (Subject to production deadlines)
- ✓ Playing shorts placement - Logo
- ✓ Training Strip placement – Logo
- ✓ Club Polo placement - Logo
- ✓ TIGER TV exclusive endorsement (Youtube+website+Social)
- ✓ Large Sign 2400mm x 1200mm Premium location x 4
 - Facing BarTV sign Exposure x 4
- ✓ Medium sign 1200mm x 700mm with logo artwork
- ✓ Signage on back of dugouts facing crowd
- ✓ Premium placement on gameday flyers - Large (Printed & social media)
- ✓ Social media EXCLUSIVE (2 platforms) 2 each month
- ✓ Website placement – large logo
- ✓ Scripted Game Day ground announcements (at least 8 times)
- ✓ Merchandise placement premium level– eg. Stubby holder, just your logo & Tigers as partners. (Subject to production deadlines)
- ✓ VIP Tickets x 6– Sponsors day
- ✓ VIP tickets x 2 – Annual Ball
- ✓ VIP tickets x 6 – Presentastion
- ✓ Prioritised Logo slides on our TV screens throughout gameday and club functions
- ✓ 1 x Personalised Tigers Jersey with your name and your logo exclusively (either for you or a couple for your kids,)

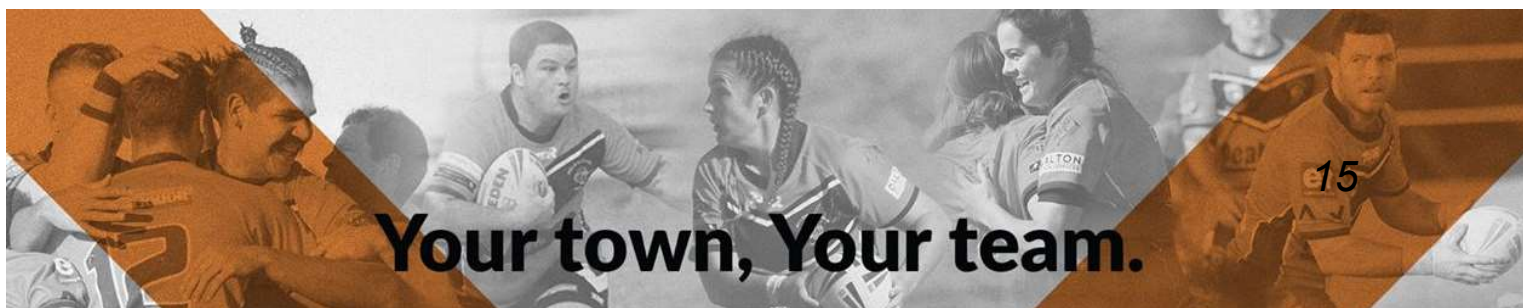
Major sponsor – The lot!

Including Club-wide naming rights.

Contact us, we'll set up a meeting.

Bar TV

All our games (every grade) are commercially recorded and televised by Bar TV which is a "Pay per View" system available online and televised through participating Clubs and Pubs.



Customisations & Sign locations available:

Large sign: 2400mm x 1200mm Premium Location

Eastern Fence, facing hill crowd with **direct exposure to Bar TV**

Medium sign: 1200mm x 700mm

South facing fence facing the deck – seen as players run out

Rear of dug outs – facing hill crowd @ half way line

Call box exclusive: \$2500

large sign over callbox and callbox named after your business for gameday announcements

eg. “ First grade manager please attend the **Acme** Callbox “

Scoreboard exclusive: \$3000

Large sign on our electronic scoreboard

Your business is named every time the score is announced

Eg. “...and the score is Helensburgh 32, Wests nil on the **Acme** scoreboard”

Match awards naming rights:

\$1000 one team for the season (except Sydney Shield)

\$2000 Sydney Shield Matches, all season

\$3000 all teams, all season

Man of match & Players player awards are named after your business at home game presentation...and published on our Socials eg. “the **Acme** man of the Match goes to...”

The possibilities are endless, If you have another idea of how you would like your sponsorship to look, talk to us and we'll work together to come up with something that meets your needs.

