



# 2020 RUGBY LEAGUE SPONSORSHIP PROPOSAL

HILLS BULLS FOOTBALL CLUB





# Your opportunity to join a **WINNING TEAM** in 2020

## The 'Hills Bulls'

Over a few beers at the Bull & Bush Hotel in Baulkham Hills, the Hills Bulls name and legend was born.

The club's inaugural season was 1964 and for over 50 years, hundreds of dedicated volunteers and sponsors have delivered the Hills Bulls mission statement and spirit:

*"We will provide the opportunity for any child or young person, irrespective of ability or background, to learn the game, play the game and love the game".*

The Club continues to expand and develop, now enjoying a well-earned reputation as one of the largest, most progressive and innovative Junior Rugby League Clubs in the greater Parramatta, Hills District and NSW.

Over many years, the Club has grown to become a strong member of the local community and our commitment to provide the best possible environment for our juniors, youth, women and senior teams is second to none. Our Rugby League, Oztag and League Tag development across all levels and all age groups is consistently growing stronger.

## Club Profile

- In 2019 the Bulls fielded 39 Rugby League Teams, with most teams making final berths resulting in 7 teams being Premiers and another 10 teams being Grand Finalists
- More than 700 junior and senior Rugby League players
- More than 3,000 junior and senior Oztag players enjoying our summer League competition over 4 nights weekly
- 1,200 senior social touch football players
- Over 100 League Tag players
- More than 7,000 players, officials and parents
- NSWRL Ron Massey & Sydney Shield teams

## Some Key Numbers to Think About...

- **1,500 jerseys/shirts with brand exposure**
- **2,700 Oztag t-shirts with brand exposure**
- **7,000 parents and thousands of families reached through brand awareness**

## Current Projects

Moving into 2020, the Club continues working towards its major and largest project for renovations and expansion of the Club House based at Crestwood including;

- Update Level 1 Club House
- First aid room
- Gymnasium
- Multi-purpose function room
- Improved and larger storage room
- Mini Bulls Rugby League Clinic
- Bulls Academy
- The continued growth of women in League
- Additional playing grounds

This project is highly dependent on our relationships with our sponsors and the local community.

In addition to this major project, our regular program of junior clinics, Oztag, League Tag and League representatives, presentation days, player training clothing and equipment over the regular seasons requires a large and necessary investment by the Club.

## Marketing and Branding Opportunities

Unlike other football clubs, the Hills Bulls is not financially supported by a licensed Club and therefore relies heavily on community sponsorship and fundraising for much needed funds to continue to exist and grow.

As a part of your sponsorship investment, it will soon be evident that as well as being a very cost effective medium to expose your brand this sponsorship is a form of social investment in an important community program that brings compelling benefits to both the community and the participants. In addition, your sponsorship investment will have a significant effect in underwriting the future of the Hills District JRLFC.







## Benefits and Exposure

The benefits and exposure available to you as a sponsor/advertiser with the Hills Bulls Sports Club all of which are recoverable costs and could play a vital supporting role as you attempt to:

- Maximise returns on investment
- Increase business growth
- Increase brand awareness
- Continue to gain positive community recognition

The benefits participating sponsors will enjoy are:

- Involvement in the community
- Confidence that sponsorship makes a difference
- Sponsorship that is tax effective
- Sponsorship that delivers a real community benefit

In turn, your investment will ensure that the Hills Bulls Sports Club continues to develop the potential of local junior rugby league players for decades to come.

## Brand Awareness

There are a number of opportunities for potential Hills Bulls Sports Club sponsors for the 2020 season.

HBSC provides numerous opportunities to promote your business to the wider market of the Hills District and beyond through sponsorship packages. Each package offers a series of benefits in the market of competitive Ron Massey and Sydney Shield sport. If its brand awareness or simply promotional opportunities that you wish to create for your business then HBSC is the ideal location.

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# HILLS BULLS SPORTS CLUB



# JUNIOR

Select an option now...  
**to kick a goal** for your business

## Black Premier Sponsor

from **\$20,000** (Ex GST)

- Back of jersey – junior teams
- Back of t-shirt – Oztag teams
- Front of training shirts
- Ground signage - 3 x signs
- Logo on Club website & stationary
- Player of the week
- Coach of the year award
- 2 x framed jerseys
- Guest invitations to Club functions
- Acknowledgement in annual Club yearbook

## Gold Sponsor from \$10,000 (Ex GST)

- Front of jersey junior teams x 3
- Front of training shirts
- Ground signage – 2 x signs
- Signage at all Club events
- Logo on Club website & stationary
- Framed jersey
- Acknowledgement in annual Club yearbook
- Guest invitation to Club functions

## Team Sponsorships

from **\$1,500** (Ex GST)

- Front of jersey
- Photo of team and 1 x jersey
- Logo on Club website
- Acknowledgement in annual Club yearbook
- Additional team sponsorships at \$1,000 (Ex GST)

## Maroon Sponsorship

from **\$5,000** (Ex GST)

- Front of Jersey 1 x Junior team
- Training shirt
- Ground signage - 1 x sign
- Signage at all Club events
- Logo on Club website
- Framed jersey
- Acknowledgement in annual Club yearbook
- Guest invitation to Club functions

## Mini Clinic from \$3,000 (Ex GST)

- Logo and branding on training shirts, backpacks and bucket hats
- Acknowledgement in annual Club yearbook
- Logo on Club website

## Bulls Academy from \$5,000 (Ex GST)

- Logo and branding on shirts, shorts, hat and backpack
- Acknowledgement in annual Club yearbook
- Logo on Club website

## Training Shirt Sponsor

from **\$800** (Ex GST)

- Logo on training shirt
- 1 x training shirt
- Logo on Club website
- Acknowledgement in annual Club yearbook
- Only \$350 (Ex GST) if combined with jersey sponsorship

## Touch Football Sponsorship

from **\$2,000** (Ex GST)

- Ground signage – 1 x sign
- Logo on Club website

## Training Ball Sponsorship

from **\$2,500** (Ex GST)

- Brand placement on training balls, or Oztag Balls)
- Logo on Club website

## Water Bottle Sponsorship

from **\$2,000** (Ex GST) per 1000 bottles

- Logo placement on water bottles
- Logo on Club website

## Polo Sponsorship

from **\$1,500** (Ex GST)

- Logo and branding on Polo Shirts
- Logo on Club website

## Backpack Sponsorship

from **\$3,000** (Ex GST)

- Logo and branding on backpacks
- Logo on Club website

## HAVE A RUN WITH THE BULLS TODAY...

EXPRESSIONS OF INTEREST ON THE LISTED PACKAGES  
OR FOR FURTHER INFORMATION ABOUT HOW WE CAN  
CUSTOMISE A PACKAGE FOR YOU. PLEASE CALL EITHER  
WAY, WE'D LOVE TO HEAR FROM YOU!

Rick Palin  
0410 413 061

Aaron Gonzalez  
0405 987 662





**JUNIOR**

# EXPRESSION... of interest

I am interested in becoming a valued sponsor of the Hills Bulls Sports Club.  
I would like to discuss my interest in the following package(s):

(Tick one or multiple boxes)

- |                          |                          |                        |
|--------------------------|--------------------------|------------------------|
| • Black Premier Sponsor  | <input type="checkbox"/> | from \$20,000 (Ex GST) |
| • Gold Sponsor           | <input type="checkbox"/> | from \$10,000 (Ex GST) |
| • Team Sponsor           | <input type="checkbox"/> | from \$1,500 (Ex GST)  |
| • Maroon Sponsor         | <input type="checkbox"/> | from \$5,000 (Ex GST)  |
| • Mini Clinic Sponsor    | <input type="checkbox"/> | from \$3,000 (Ex GST)  |
| • Bulls Academy Sponsor  | <input type="checkbox"/> | from \$5,000 (Ex GST)  |
| • Training Shirt Sponsor | <input type="checkbox"/> | from \$800 (Ex GST)    |
| • Touch Football Sponsor | <input type="checkbox"/> | from \$2,000 (Ex GST)  |
| • Training Ball Sponsor  | <input type="checkbox"/> | from \$2,500 (Ex GST)  |
| • Water Bottle Sponsor   | <input type="checkbox"/> | from \$2,000 (Ex GST)  |
| • Polo Sponsor           | <input type="checkbox"/> | from \$1,500 (Ex GST)  |
| • Backpack Sponsor       | <input type="checkbox"/> | from \$3,000 (Ex GST)  |

Please email Rick Palin – [admin@hillsrugbyleague.com.au](mailto:admin@hillsrugbyleague.com.au)

Contact Name: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

## Hills Bulls Sports Club

**Paul Griffin**  
Sponsorship  
0412 275 181

**Michael Gremmo**  
Sponsorship  
0418 613 004

**Aaron Gonzalez**  
Sponsorship  
0405 987 662

**Rick Palin**  
Club Administration  
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**e • [admin@hillsrugbyleague.com.au](mailto:admin@hillsrugbyleague.com.au)**



## SENIOR

Select an option now...

# Ron Massey & Sydney Shield

### Front of Jersey Sponsor from \$25,000 (Ex GST)

- Front of Jersey
- Front of Senior Training Shirts
- Ground signage - 1 x Sign
- Signage at all Club Events
- Logo on Club website & senior Footy stationary
- Framed jersey
- Acknowledgement in annual Club yearbook
- Guest invitations to Club functions

### Lower Rear of Jersey from \$10,000 (Ex GST)

- Lower rear of jersey
- Logo on Senior Training Shirts
- Ground signage - 1/2 sign
- Signage at all Club Events
- Logo on Club website
- Framed jersey
- Logo in annual Club yearbook
- Guest invitation to Club functions

### Top Rear of Jersey from \$17,000 (Ex GST)

- Upper rear of Jersey
- Front of Senior Training Shirts
- Ground signage - 1 x Sign
- Signage at all Club events
- Logo on Club website & senior footy stationary
- Framed Jersey
- Acknowledgement in annual Club yearbook
- Guest invitation to Club functions

### Sleeve or Shorts from \$10,000 (Ex GST)

- Logo on Sleeve or Playing Shorts
- Ground signage - 1/3 sign
- Logo on Club website
- Acknowledgement in annual Club yearbook

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**SENIOR**

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- Front of Jersey Sponsor ☐ from \$25,000 (Ex GST)
- Top Rear of Jersey Sponsor ☐ from \$17,000 (Ex GST)
- Lower Rear of Jersey Sponsor ☐ from \$10,000 (Ex GST)
- Sleeve or Shorts Sponsor ☐ from \$10,000 (Ex GST)

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**OZTAG**

# Select an option now... **to kick a goal** for your business

## **Baulkham Hills Oztag**

**Sponsorship from \$2,500** (Ex GST)

- Front of t-shirt
- Logo on Club website
- Acknowledgement in annual Club yearbook
- Guest invitations to Club functions

## **OzTag Representative Team**

**Sponsorship from \$500** (Ex GST)

- Singlet/shirt – rep team
- Logo on Club website

## **Oztag Water Bottle Sponsorship from**

**\$2,000** (Ex GST) per 1000 bottles

- Logo placement on water bottles
- Logo on Club website

## **Oztag Hat Sponsorship**

**from \$1500** (Ex GST)

- Logo placement on flap soft hats

## **Oztag Coloured Sponsorship**

(16 colours available across 20 teams) **Front from \$2000** (Ex GST)

- Logo placement on front
- Logo on Club website

## **Oztag Coloured Sponsorship**

(16 colours available across 20 teams) **Back from \$1500** (Ex GST)

- Logo placement on back
- Logo on Club website

## **HAVE A RUN WITH THE BULLS TODAY...**

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- |                                     |                          |                       |
|-------------------------------------|--------------------------|-----------------------|
| • Baulkham Hills Oztag Sponsor      | <input type="checkbox"/> | from \$2,500 (Ex GST) |
| • Oztag Representative Team Sponsor | <input type="checkbox"/> | from \$500 (Ex GST)   |
| • Oztag Water Bottle Sponsor        | <input type="checkbox"/> | from \$2,000 (Ex GST) |
| • Oztag Hat Sponsor                 | <input type="checkbox"/> | from \$1,500 (Ex GST) |
| • Oztag Coloured Front Sponsor      | <input type="checkbox"/> | from \$1,500 (Ex GST) |
| • Oztag Coloured Back Sponsor       | <input type="checkbox"/> | from \$1,500 (Ex GST) |

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“Club. **Team.** Player”



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