



ROCKINGHAM

SHARKS

RUGBY LEAGUE 2022

www.rockinghamsharks.com



ABOUT US

#FEARTHEFIN

At the Rockingham Sharks we are not just rugby league - we are community - helping young people become better adults. Our league programs include nutrition and lifestyle messages as well as learning to play a great game.

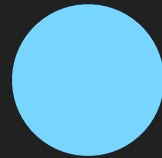




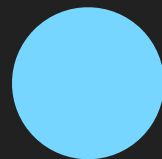
OUR HISTORY



Rugby League came to the region in 1986 as the Rockingham Tigers.



A year later the Rockingham Raiders emerged, then 'South Coast', which became Rockingham in 1992 to create a more definitive link to our location. A premiership was won in 1993 as the game took off.



The Rockingham Coastal Sharks and Sporting Club was named in 2004 to reflect the previous clubs in the region and to marry with the coastal city, which is still a growing nursery with the largest number of juniors in WA.

WHERE WE PLAY

We are based at the Larkhill Sportsplex in Port Kennedy.

The City of Rockingham, in the southern suburbs of the greater metro Perth area, in Western Australia, has a resident population of about 135,000 with Gross Regional produce worth \$3.75 billion. Our area has over 5,000 local business and 65,000 local jobs.

The population forecast is for further growth over the next 20 years by about 50,000 inhabitants.

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FAST GROWING SUBURBS

Rockingham Sharks' catchment area, which spreads from Kwinana in the north to Mandurah in the south, attracts junior and senior players from all demographic sectors, along with parents, siblings, friends and supporters.

The suburb of Baldivis is one of the fastest growing in Australia.

The game's mission statement is to 'develop rugby league throughout WA' and the Sharks are leaders in that endeavour, offering real and validated access to our community through sport.

Locally and regionally we can assist you to reach a market in excess of 200,000 participants, volunteers, current business partners and supporters. Make 2019 the year your business connects to the community.

A UNIQUE AUDIENCE

- Looking for a new way to reach a new audience? Look no further ...
- Company or brand positioning on senior and/or junior jerseys or shorts.
- On training and sideline coaching apparel.
- Massive exposure of your brand through Perth metro region.
- Your company named linked to the community you want to do business with.
- Opportunity to use key games with large attendances to promote brand or product, to entertain your clients and guests, while enjoying a great game of footy.
- Use of our member newsletters through our extensive database to offer special deals to grow your business.



SIGNAGE SOLUTIONS

- BANNER SIGNAGE IN A VARIETY OF SIZES
MAXIMUM EXPOSURE OF YOUR BUSINESS &
PRODUCTS PITCHSIDE
- CLUB INTERIOR
- AT KEY ENTRY POINTS
- LED INTERIOR SCREENS



SOCIAL MEDIA



The Rockingham Sharks

Through our highly innovative social media platforms and a new website with video capability, we can reach our membership – and beyond – to help grow your business.

Our weekly Sharks TV - interviews with our coaching staff and players.

Our Facebook pages to senior and junior teams, coaches and members.

Our Loyal 18 membership with their own events and social media 'first' announcements.

Twitter for getting direct messages to our rugby league loving community.

Livestreaming of our senior Men's and Women's games via YouTube.



JERSEY SPONSORSHIP

We have a range of packages available that include branding on senior teams jerseys; from major front to back and sleeves.

Please contact our marketing department to discuss how we can increase your brand exposure in 2022.

We also have a range of packages available that include branding on junior training tops; from major front to back and sleeves.

Again, contact us to discuss.

JUNIOR SHARKS

This package is designed for businesses or individuals to support our junior competitions.

With teams from under 6s to under 17 of both genders, this is an opportunity to support the development of our next generation of rugby league stars.

Advertising Benefits:

- * Your logo will appear in the club newsletter
- * Your logo will appear on any junior training apparel
- * You will have the opportunity to promote your business through any of our communication channels.
- * You have the opportunity to put up signage around the ground during our home games
- * Your logo will appear on any Sharks promotional flyers
- * Your name will be announced during our home game weekends





JUNIOR SHARKS

- * As a business partner you can use the Sharks logo on approved printed promotional material.

- * You will receive an official certificate of appreciation and team photo.

- * Signage opportunity on main field fence.

Logo and business brief on our website:

www.rockinghamsharks.com

- * Opportunity to hand out trophies to the junior team you represent at presentation day.

Investment:

\$900.00

SENIOR BRONZE SPONSOR

As a Bronze sponsor you will be a vital member of our community.

In return for your investment you will get to promote and network your business through various marketing activities and you will get invited to several functions and great Rugby League games.

Your company will be well looked after and we will promote your business to the best of our ability.





SENIOR BRONZE SPONSOR

Your name/logo will be placed on our regular season playing jumper, training gear and on the Sponsor page on our website including a link to your website.

- * Your logo will appear in club publications.
- * You will have the opportunity to promote your business through any of our social media channels.
- * You have the opportunity to place signage around the ground during our home games.
- * Your name will be announced during our home game weekends.
- * Opportunity to present trophies for one of the senior teams at presentation day and business mention throughout the night.

SENIOR SILVER SPONSOR

Looking for good exposure across members, spectators and media at minimal costs?

The Silver Sponsorship is for you. In return for your investment you will receive a variety of opportunities to promote and network your business and being part of a great community culture is just one of the benefits. This package provides a variety of promotional opportunities to expose your business.



Advertising Benefits

*Your name/logo will be placed on our regular season playing jumper, training gear and on the Sponsor page on our website including a link to your website.





SENIOR SILVER SPONSOR

- * Your Company can display promotional material in the Clubhouse.
- * Your logo will appear club publications & flyers.
- * You have the opportunity to offer discounted or free products and services to members throughout the season.
- * Company signage at all club games and events.
- * Your business name will be announced during home games.
- * Invitation to club sponsors events and end of season awards evening.
- * You will receive a framed team photo.
- * Prominent logo placement on senior jerseys and training apparel.
- * You will have the opportunity to promote your business through any of our social media channels.
- * Company logo and name placement on livestream games to YouTube during 2022 season.

SENIOR GOLD SPONSOR

This sponsorship is perfect for local businesses looking for high exposure across members, spectators and media while also enjoying the benefits of watching top rugby league through the hospitality package.

We would welcome you as part of our rugby league family and you will have multiple opportunities to promote your company. In return for your investment you will receive a variety of opportunities to promote and network your business and being part of a great community club is just one of the benefits.



SENIOR GOLD SPONSOR

Advertising Benefits

- * Your name/logo will be placed on our regular season playing jumper, training gear and on the Sponsor page on our website.
- * Company signage to be displayed at the club in prominent position.
- * You have the opportunity to use the Sharks social media network for direct marketing and sales for promotions and special events.
- * Your logo will appear in all club publications and brochures.
- * Your logo will appear on any Sharks promotional flyers.





SENIOR GOLD SPONSOR

- * Opportunity to offer discounted or free products and services to Sharks members throughout the season.
- * Your company name will be announced during home games.
- * Complementary 1st Grade Jumper Sponsorship with prominent position on all senior grades jerseys.
- * You will receive invitation to the End of Season Presentation night, present awards, showcase your company and products.
- * You will receive 2 club polo shirts
- * You will receive an official certificate of appreciation
- * You will receive a framed team photo
- * You will receive a framed First Grade mens or womens team Jersey
- * Livestream TV sponsor signage for YouTube broadcast.

BESPOKE PARTNERSHIPS

Looking for an opportunity to grow your brand or business name?

Looking for a ready-made market to promote a new product?

Looking for social media exposure?

Looking for a presence on YouTube?

Looking to create an email marketing campaign?

At the Sharks we can work with you to create mutually beneficial marketing campaigns.

www.rockinghamsharks.com



CHECK OUT OUR **WEBSITE**

www.rockinghamsharks.com

Updated regularly - with 30,000 hits per month
during our season - March-September

And our Facebook page

<https://www.facebook.com/rockinghamsharks>

PLUS: Our weekly TV Show on YT
OFF THE BENCH



JOIN OUR SOCIAL MEDIA REVOLUTION

OVER 350 JUNIORS

We have the largest junior rugby club membership in WA, all with siblings and parents - all with smartphones

Connect with a new audience

At the Sharks we are regularly in contact with our playing members - both junior and senior, and with our support database of over 600 signed up email contacts.

We send our newsletters, updates, team news and gamely info - as well as selling merchandise and tickets for events - all online.





CONTACT INFORMATION

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THANK YOU