



2027-2028 Strategic Sponsorship Proposal

Robina Raptors JRLFC

1. Executive Welcome & Mission-Critical Vision

In the current corporate environment, community sports partnerships have evolved into mission-critical vehicles for Corporate Social Responsibility (CSR) and high-impact brand alignment. As the Robina Raptors Junior Rugby League Football Club (JRLFC) enters its third decade of excellence following our 20th-anniversary milestone, we offer a premier platform for organizations to engage with a loyal, values-driven demographic. Strategic alignment with our five pillars—**Respect, Sportsmanship, Integrity, Teamwork, and Responsibility**—ensures a mitigated-risk environment for our partners. For instance, our value of *Responsibility* translates directly into operational outcome through rigorous governance and fiscal transparency, providing corporate sponsors with total confidence in their investment.

Our 2027-2028 strategic cycle is engineered to deliver four core objectives:

- **Infrastructure Expansion:** Capitalizing on our newly renovated facilities to support professional-grade training environments.
- **Youth Participation Development:** Cultivating regional talent via structured athletic pathways.
- **Player Retention:** Building long-term community loyalty through a sustainable "cradle-to-senior" sporting model.
- **Targeted Female Segment Growth:** Accelerating the development and visibility of women's rugby league in the Gold Coast corridor.

This proposal invites you to secure a position within the "Raptors Family" during a period of unprecedented growth and regional influence.

2. The Expansion Era: Player Growth & Value Projections

The Robina Raptors are currently recognized as the fastest-growing club in the region. For a corporate partner, this rapid scaling represents a unique "ground-floor" opportunity to capture market share before the club reaches full capacity. By securing a 2027-2028 partnership, your organization utilizes the club as an escalating marketing asset.

Season	Projected Player Base	Projected Spectator Reach	Social Engagement	Growth Metric
2026 (Actual)	150 Players	15,000+ Annually	510k views (last 90 days) 10,000+ likes 2000+ followers	Baseline
2027 (Projected)	200–210 Junior Players	20-25k Annually	2-2.5M views 25,000+ likes 3-3.5k followers	~35% Increase
2028 (Projected)	250–280 (Inc. Seniors)	25-30k Annually	2.5-3.5M views 50,000+ likes 4-5k followers	~70% Increase vs 2026

The "So What?" Factor: The 2-Year Strategic Hedge In a volatile advertising market, our 2-year lock-in period serves as a sophisticated financial hedge. As the player base and spectator attendance are projected to more than double by late 2028, your organization secures its brand exposure at a protected, non-inflationary rate. This ensures a significantly enhanced Return on Investment (ROI) as the cost-per-impression drops relative to the club’s expanding regional footprint.

3. Unrivalled Exposure: Mobile Billboards & Strategic Geolocation

Sports sponsorship offers a high-frequency touchpoint that bypasses the "ad-blindness" of traditional media. Your brand becomes an integral part of the regional landscape through "mobile billboards"—the high-visibility team kits worn not just on game day, but during high-frequency transit across the M1 corridor and the greater Gold Coast.

Regional Reach & Frequency Our operational footprint covers 3,000 km², impacting a demographic of **850 thousand people**. Our teams travel from the Qld border in the south to Ormeau in the north, and Beaudesert to Jimboomba in the west, ensuring your brand is seen by commuters, families, and consumers throughout the week.

The Station Reserve Advantage Our home base at Robina Station Reserve is a strategic high-traffic hub:

- **Prime Proximity:** Geographically positioned between Robina Train Station, CBUS Stadium (Home of the Gold Coast Titans), and Robina Hospital.
- **Constant Visibility:** The site facilitates 500 daily attendees for training nights most nights week.
- **Gameday & Event Concentration:** Home matches attract up to 2,500 spectators. Additionally, our facilities serve as a regional sporting hub—hosting the Gold Coast Stingrays Gridiron, representative fixtures, and major community events (including our annual Open Day)—extending physical brand reach to thousands of visiting sports fans annually.
- **Titans Matchday Transit Corridor:** Positioned along the direct pedestrian pathway between Robina Station and Cbus Super Stadium, our grounds capture massive foot-traffic exposure during Gold Coast Titans NRL and NRLW home games, turning game days into high-frequency outdoor advertising windows.

4. Technical Excellence: The Sublimation Advantage

Brand integrity is non-negotiable. To protect your corporate brand equity, we utilize advanced **sublimation technology** for all logo integration. Unlike traditional screen printing, which is prone to cracking and peeling—effectively "cheapening" the associated brand—sublimation fuses the ink directly into the fabric fibers.

This technical standard ensures:

- **Uncompromising Durability:** Logos remain vibrant and intact over the full 24-month term.
- **Visual Precision:** Exacting matches for your corporate Pantone guidelines and brand aesthetics.
- **Professional Perception:** A sleek, integrated finish that aligns with professional NRL standards, ensuring your brand is always presented in its best light.

5. 2027-2028 Indicative Jersey Design Themes

Our aesthetic concepts bridge the gap between our 20-year heritage and modern professional sport. These designs are engineered for maximum legibility of sponsor logos at a distance.

DESIGNS BELOW INDICATIVE ONLY

Theme 2: Full Purple Heritage: A deep royal purple design representing traditional club colors. The white and teal accents provide a professional frame for the primary sponsor logo.	
Theme 4: Retro Tribute: Inspired by the "Gold Coast Chargers" era. This theme allows brands to tap into the powerful "heritage" sentiment within the rugby league community.	

6. 2027-2028 Investment Tiers & Partnership Levels

Our tiered structure allows for scalable investment across the club's junior (U6-U17 inc) and senior (U19+) pathways.

Junior Jersey / Game Day Options

Tier	Investment (2-Year)	Key Inclusions
Platinum (Major Club Sponsor)	\$25,000	Front of Jersey (All Junior Teams), Training Kit Front, Training Shorts, Clubhouse Signage, and Official Staff/Parent Polos.
Gold (Pathways Partner)	\$12,000	Minor Front of Jersey + Training Shorts + Minor Front of Training Tee, multiple onfield advertising bollards (toblerones).
Silver A (Back Major)	\$10,000	Back of Jersey (High placement) and back of Training Tee (High placement)
Silver B (Back Minor)	\$10,000	Back of Jersey (Low placement) and back of Training Tee (High-Mid Placement)
Bronze A (Left Sleeve)	\$5000	Jersey Left Sleeve + Training Tee Left Sleeve
Bronze B (Right Sleeve)	\$5000	Jersey Right Sleeve + Training Tee Right Sleeve

Indicative Sponsorship Jersey Placement



Junior Development Training Tee Blocks (Back of Tee) For businesses targeting local community engagement, specific placements are available on the rear of our training shirts:

- **Individual Development Block (Rows J1–J8):** \$2,250 for a 2-year lock-in.



Senior Jersey / Game Day Options - U19+ & DMC

First Option Rights Primary junior jersey sponsors receive "First Option Rights" on Senior Jerseys and Game Day kit.

The club is working towards the creation of 2 senior teams in 2027, an U19 and a DMC team. Each team would be capped at 30 players, and would require a minimum of 17 per team to be registered.

Note this option is not yet confirmed for 2027

Tier	Investment (2-Year)	Key Inclusions
Front Major	\$10,000	Front of Jersey (All Senior Teams)
Front Minor	\$5,000	Minor Front of Jersey
Back Major	\$5,000	Back of Jersey (Top placement)
Back Minor	\$5,000	Back of Jersey (Lower placement)
Left Sleeve	\$2,500	Jersey Left Sleeve Only
Right Sleeve	\$2,500	Jersey Right Sleeve Only

7. Social Impact Rounds & Specialty Rights

Modern corporate budgets increasingly prioritize "Social Impact" initiatives. Robina Raptors provides high-engagement platforms through our specialty rounds and community programs, which resonate deeply with our region.

Beyond dedicated round partnerships, our grounds proudly host the Titans Leagueability Program, reinforcing our commitment to inclusive sport and providing corporate partners with direct alignment to high-value CSR initiatives.

First Option Rights Primary jersey sponsors receive "First Option Rights" to headline these emotionally charged events:

- **Pink Round:** Supporting breast cancer awareness and research, and celebrating all women in League.
- **Indigenous Round:** Celebrating the cultural heritage of our game.

Junior Specialty Round Options - First Right option pricing 2027

Specialty Round	Investment (1-Year)	Key Inclusions
Pink Round - Major	\$5000	Front of Jersey
Pink Round - Major Back	\$5000	Back Of Jersey
Pink Round - Sleeves	\$5000	All Sleeves
Indigenous Round - Major	\$5000	Front of Jersey
Indigenous Round - Major Back	\$5000	Back Of Jersey
Indigenous Round - Sleeves	\$5000	All Sleeves

8. Digital Ecosystem & Match Day Deliverables

Our partnership model utilizes a multi-channel approach to ensure your brand remains top-of-mind beyond the physical kit.

- **Audio Acknowledgements:** Professional brand mentions over the PA system at all 14 home games per season.
- **Strategic Social Media:** 10 dedicated posts per year across club platforms, strategically timed to maximize engagement. Partner brands benefit from organic social amplification during high-profile events, including Gold Coast Titans ambassador visits (NRL & NRLW player appearances).
- **Web Integration:** Permanent brand placement on the official club web hub with SEO-optimized backlinks to your corporate site.
- **On-Ground Activations & Events:** Major sponsors receive invitations and physical activation rights across all major club calendar events (including our flagship Open Day, Sportsman Lunches, Ladies Day, and Presentation Days).

9. Risk Mitigation: Core Agreement Framework

To ensure professional transparency and protect all parties, our partnerships are governed by a standard legal framework:

- **Term:** Fixed period from 1 December 2026 to 30 November 2028.
- **Brand Protection:** 5-business-day review period for all logo placements and brand usage.
- **Adverse Effect Clause:** Either party may terminate with immediate effect if the association is deemed to adversely affect the other's image, reputation, or brand name.
- **Governing Law:** All agreements are governed by the laws of Queensland, Australia.

10. Executive Contact Directory

We invite you to consult with our executive team to tailor these opportunities to your specific 2027-2028 business goals.

- **Glen Grono:** President | 0419 287 796 | president@robinaraptors.com
- **Nicholas Rensen:** Secretary | 0404 857 656 | secretary@robinaraptors.com
- **Ben Baillie:** Treasurer | 0401 296 601 | treasurer@robinaraptors.com
- **Fono Reid:** Registrar | 0457 709 831 | registrar@robinaraptors.com

At the Robina Raptors, we are more than a club; we are a family. We look forward to building something special with you on the Gold Coast.