



**2019**

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# MESSAGE FROM THE CEO

The Parramatta Eels continue to be the dominant sports organisation in Western Sydney, with the biggest TV reach and largest online presence of any club in Western Sydney.

In 2019, we will provide even greater value to our commercial partners as we return home to the new Bankwest Stadium.

This Stadium will provide our Members and commercial partners with an outstanding game day experience and will also contribute to the Club's financial stability, allowing us to invest further in our Football teams.

With the redeveloped Parramatta Leagues Club next door to the stadium, the Eels will be the anchor tenant of a state of the art entertainment precinct, offering the best game day experience in Australian sport.

We are committed to working with our commercial partners to deliver genuine partnerships that provide value now and into the future.

We would love to partner with you and ensure the Parramatta Eels Club and our brand contribute to the success of your business.

**Bernie Gurr**  
**Chief Executive Officer**  
**Parramatta National Rugby League Club**  
**Pty Limited**



ARE YOU  
FEELING  
IT?



# BANKWEST STADIUM

A new home for the Eels.  
A game-changer for your business.

There's never been a more exciting time to partner with the Parramatta Eels. Join us at our brand-new Bankwest Stadium, and enjoy five levels of premium, corporate and function spaces. Experience the thrill of game day, relax with your team in Australia's first rectangular stadium Field Club and get closer to the game than ever before. With a 30,000 seat capacity, the steepest stands in Australia and the country's first dedicated balcony suite level, you're guaranteed views in a league of their own.

Australia's most innovative, immersive stadium will take your business' game to a whole new level and deliver a feeling you'll never forget.

# BUILDING A BETTER COMMUNITY

The Parramatta Eels are passionate about playing a valuable role in the community and promoting positive change through Australia's passion for sport. Together with the Parramatta Leagues Club, we contribute more than \$1 million each year to charity and community programs. In 2018, we continued to partner with and support many major projects, including:

## Charity Partnerships.



As sponsors of the 50-50 Charity Raffle from Parramatta Leagues Club, the Eels have partnered with 11 local charities, raising more than \$80,000 throughout the season.

## Try Time Special Needs and Intellectual Rugby League.



As sponsors of the John Paul Foundation, we promote participation and social inclusion through a rugby league program, with over 120 participants from across the Parramatta Eels district.

## Stay Kind Cup.



This partnership between the Thomas Kelly Youth Foundation, the Parramatta Eels, the NRL and the Wests Tigers supports Stay Kind Day. It's an important initiative that raises awareness and prevents suicide, held in honour of the Kelly family, who tragically lost two sons – Thomas and Stuart.

## Life Education NSW.



We support the delivery of school-based programs to almost 40,000 students in 205 schools across Western Sydney. These programs aim to promote a healthy lifestyle.

## NRL Touch Premiership.



2018 saw the launch of the NRL Touch Premiership, with the Eels unveiled as one of the inaugural teams.

## Players in the community.



In 2018, the NRL Squad spent over 900 hours in the community visiting schools, junior league clubs, charities, communities, hospitals and more.

## School Development Programs.



Our Development Officers have delivered school-based Rugby League programs to more than 42,000 students across the Parramatta district.



## Northern Territory Government.

The Eels have delivered rugby league and community-based programs throughout the Northern Territory, and our Club has also employed a Community Partnerships Executive to further promote the game in the NT.



# BUILDING A STRONGER BUSINESS

“Rugby league fans are the most passionate amongst Australia’s major sports.”

- Boss Marketing



**Largest Total TV Audience** of any Western Sydney Sporting Team\*



**Largest social media exposure** of any Western Sydney Sporting Team\*



**Largest ad impressions** in the **NRL**\*



**56% of Eels fans** are more likely to notice products or services of brands that sponsor things they are **passionate about**\*

\*(Nielsen, 2018)



# THE FIELD CLUB

The premium match day experience that's in a league of its own.

**Season investment: \$3,850\* per person**

**Casual investment: \$375\*\* per person**

**Dress Code: Smart Casual**

Join the Inner Sanctum and get closer to the game than ever before. The Field Club is the place to feel like a part of the action, with highlights including watching the Parramatta Eels warm up, exclusive pre-game and half-time addresses straight from an Eels official, and cheering on the team as they race through to take the field.

\*All prices are exclusive of GST

\*\*Some games may attract a premium price

## UNPARALLELED MATCH DAY BENEFITS:



A ticket to the Field Club for all Parramatta Eels Bankwest Stadium home games



An intimate pre-game address and half-time review from an Eels official



Priority access to purchase tickets for the NRL Grand Final and State of Origin



Your company recognised in the Eels' online Commercial Partners Directory



Access to premium food and beverages pre-game and half-time



Complimentary Big League game day programs



An exclusive wholesale merchandise discount through the Eels' commercial department



A designated Eels Corporate Sales Executive to address any needs you have



Regular opportunities to rub shoulders with the Eels



Exclusive direct and private viewings of the team's warm-up room



Invites to all Parramatta Eels business networking events



Dedicated premium seating located on Level 1, directly above the Field Club



An exclusive Field Club jacket



A premium parking pass for all home games\*

\*Subject to confirmed availability



# THE CHAIRMAN'S CLUB

The first-class experience that can't be beaten.

**Season investment: \$3,575\* per person**

**Casual investment: \$350\*\* per person**

**Dress Code: Smart Casual (Jacket/collar required)**

For a game like no other, become one of the top tier. The Chairman's Club is the Eels' most exclusive offering. Just 100 guests are given the opportunity to entertain clients, network with industry leaders, and enjoy the company of the Eels' VIP administration and guests. Located on the halfway line on Level 2, this elite corporate package provides sweeping views of the field of play, with highlights including a pre-game address from the Eels CEO and premium sit-down dining.

\*All prices are exclusive of GST

\*\*Some games may attract a premium price

## WORLD-CLASS MATCH DAY BENEFITS:



A ticket to the Chairman's Club for all Parramatta Eels Bankwest Stadium home games



A premium parking pass for all home games\*  
\*Subject to confirmed availability



Elite seating located directly outside the Chairman's Club



Complimentary Big League game day programs



An exclusive pre-game address from the Parramatta Eels CEO



Game day networking opportunities with Eels Board Members, Sponsors and Corporate Partners



A premium sit-down dining package during the game



Regular opportunities to rub shoulders with the Eels

## EXTRA BENEFITS:



An exclusive Parramatta Eels Chairman's Club tie



A designated Eels Corporate Sales Executive to address any needs you have



Priority access to purchase tickets for the NRL Grand Final and State of Origin



An invite to an exclusive experience with the first grade playing squad and coaching staff



An exclusive wholesale merchandise discount through the Eels' commercial department



Your company recognised in the Eels' online Commercial Partners Directory



Invites to all Parramatta Eels business networking events

# THE CUMBERLAND LOUNGE

The social and networking experience that totally transforms the game.

**Season investment: \$3,190\* per person**  
**Casual investment: \$315\*\* per person**

**Dress Code: Smart Casual**

Put yourself in a new league at The Cumberland Lounge – an unmissable chance for great social atmosphere and networking opportunities. Located on the halfway line on Level 1, this premium game day experience offers an unrivalled view and exceptional surroundings. Highlights include dedicated seating and premium parking passes\*\*\*.

\*All prices are exclusive of GST

\*\*Some games may attract a premium price

\*\*\*Subject to confirmed availability



## GAME-CHANGING MATCH DAY BENEFITS:



A Cumberland Lounge ticket for all Parramatta Eels Bankwest Stadium home games



Game day networking opportunities with Eels Sponsors and Corporate Partners



Priority access to purchase tickets for the NRL Grand Final and State of Origin



Your company recognised in the Eels' online Commercial Partners Directory



A premium stand-up cocktail food and beverage package during the game



Complimentary Big League game day programs



Invites to all Parramatta Eels business networking events



A designated Eels Corporate Sales Executive to address any needs you have



Regular opportunities to rub shoulders with past and/ or present players.



A premium parking pass for all home games\*  
\*Subject to confirmed availability



An exclusive wholesale merchandise discount through the Eels' commercial department



Dedicated premium seating located on Level 1, directly outside the Cumberland Lounge



# PREMIUM SUITES

The hospitality and corporate entertainment experience that reaches new heights.

**Season investment: \$2,970\* per person**

**Casual investment: \$295\*\* per person**

**Dress Code: Smart Casual**

Take your game to a whole new level – from the comfort of your very own luxury Premium Suite. You'll enjoy highlights including balcony seating, premium parking\*\*\* and a dedicated suite attendant. So, whether you're entertaining business guests, or simply kicking back with friends and family, a day at the footy doesn't get better than this.

All prices are exclusive of GST

\*\*Some games may attract a premium price

\*\*\*Subject to confirmed availability

## SPECTACULAR MATCH DAY BENEFITS:



Exclusive use of a Corporate Suite with balcony seating for all Parramatta Eels Bankwest Stadium home games



A dedicated suite attendant to address any needs you have



Priority access to purchase tickets for the NRL Grand Final and State of Origin



Your company recognised in the Eels' online Commercial Partners Directory



Extensive food options



Your company logo on the door of the suite



An exclusive wholesale merchandise discount through the Eels' commercial department



A designated Eels Corporate Sales Executive to address any needs you have



A premium parking pass for all home games\*  
\*Subject to confirmed availability



Complimentary Big League game day programs



Invites to all Parramatta Eels business networking events



# THE LEGENDS LOUNGE

The chance to rub shoulders with the heroes of the game.

**Season investment: \$1,925\* per person**

**Casual investment: \$195\*\* per person**

**Dress Code: Smart Casual**

Get amongst your favourite players like never before. The Legends Lounge is the place to soak up a great social atmosphere and mix with the who's who of Rugby League. Located on Level 2, highlights include uninterrupted views, dedicated seating and a premium food and beverage package.

\*All prices are exclusive of GST

\*\*Some games may attract a premium price





## LEGENDARY MATCH DAY BENEFITS:



A ticket to the Legends Lounge for all Parramatta Eels Bankwest Stadium home games



Complimentary Big League game day programs



Priority access to purchase tickets for the NRL Grand Final and State of Origin



Your company recognised in the Eels' online Commercial Partners Directory



A stand-up cocktail food and beverage package during the game



Dedicated premium seating located on Level 2, directly outside the Legends Lounge



An exclusive wholesale merchandise discount through the Eels' commercial department



A designated Eels Corporate Sales Executive to address any needs you have



Regular opportunities to rub shoulders with the Eels



Game day networking opportunities with Eels, Sponsors and Corporate Partners



Invites to all Parramatta Eels business networking events

# OUTDOOR CORPORATE RESERVES

The ultimate outdoor  
VIP experience.

**Season investment: \$1,485\* per person**  
**Casual investment: \$150\*\* per person**

Soak up the best of both worlds with our outdoor corporate experience. You'll enjoy your own VIP space, plus the opportunity to immerse yourself in the fevered atmosphere of our 30,000 seat state-of-the-art stadium.

\*All prices are exclusive of GST

\*\*Some games may attract a premium price





## PREMIUM MATCH DAY BENEFITS:



An exclusive outdoor private enclosure for six, eight or ten guests at all Parramatta Eels Bankwest Stadium home games



A 'starter pack' food and drink package included. Premium hospitality option available

## EXTRA BENEFITS:



Priority access to purchase tickets for the NRL Grand Final and State of Origin



An exclusive wholesale merchandise discount through the Eels' commercial department



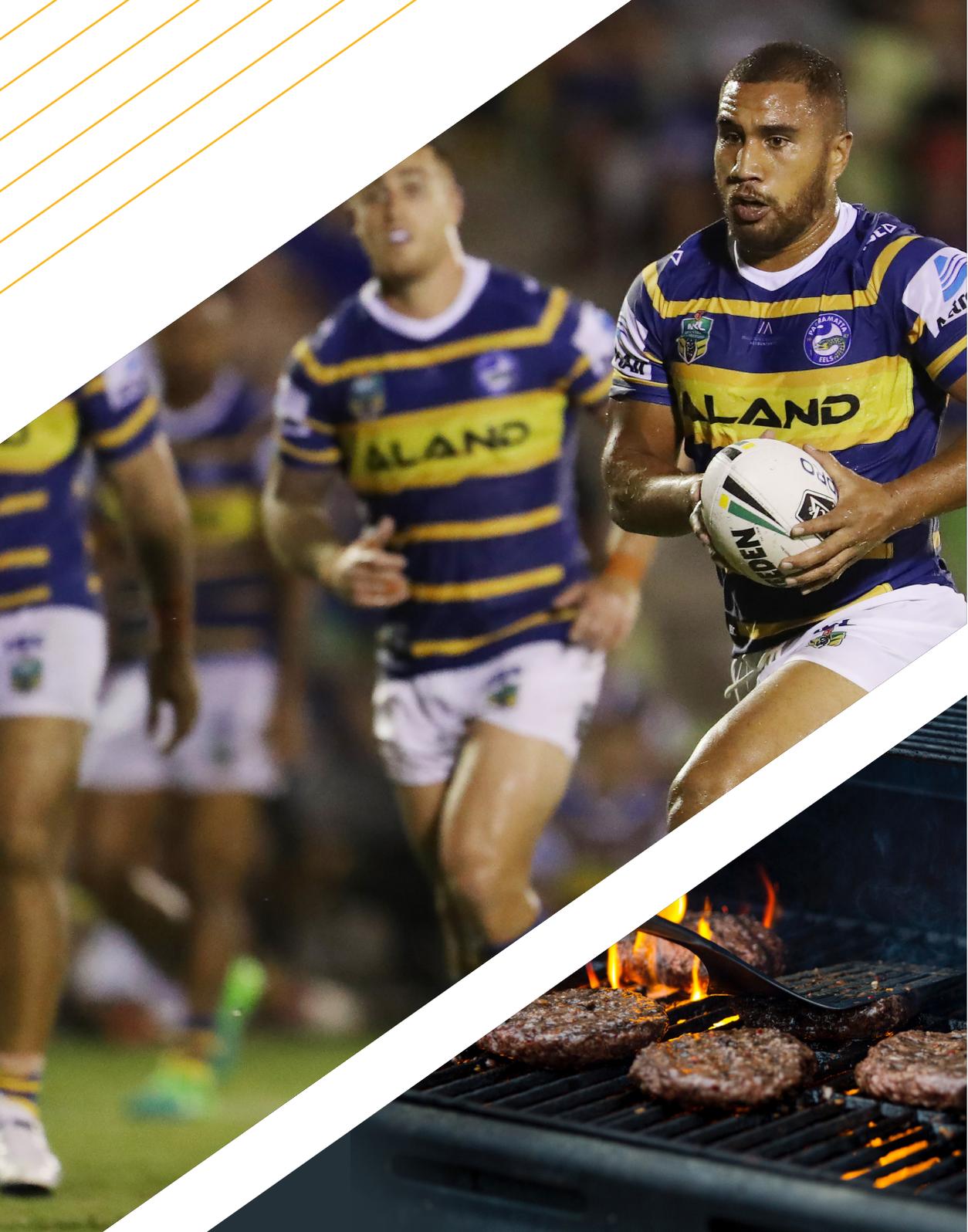
Invites to all Parramatta Eels business networking events



Your company recognised in the Eels' online Commercial Partners Directory



A designated Eels Corporate Sales Executive to address any needs you have



# NETWORK TERRACE & BBQ DECK

**Season investment: \$715\* per person**

**Casual investment: \$75\*\* per person\***

A ticket to the Networking Terrace and BBQ Deck for all Parramatta Eels Bankwest Stadium home games including a \$20 food and beverage voucher for you to enjoy.

\*All prices are exclusive of GST

\*\*Some games may attract a premium price

# SPECIAL EVENTS

Outstanding performances.  
Extraordinary experiences.



## Ken Thornett Medal Awards Night

Investment: Price on Application



Help us celebrate the successes of the 2019 season. At the prestigious Ken Thornett Medal Awards Night, you'll join the Parramatta Eels players and coaches to recognise and reflect on the team's contributions and achievements on and off the field in 2019. Book your place at the table now for one of the highlights of the Eels' season.

## Darwin Corporate Trip

Investment: Price on Application



Pack your bags for an exclusive, behind-the-scenes experience in one of Australia's truly unique locations. You'll travel with the Parramatta Eels to watch them play a Telstra Premiership game in the Northern Territory, and enjoy exclusive access to team events. This three-night trip is one of the most engaging events of the year.

## State of Origin Perth

Investment: Price on Application



Immerse yourself in the biggest rivalry in Australian sport, live at the Optus Stadium. Spend two nights in Perth in the company of former Origin greats, enjoy the build-up with premium food and beverage, and watch the game from your reserved seats. Don't miss this inner sanctum experience and trip of a lifetime.

# STADIUM SIGNAGE

Outplay your competition.



## In-stadium LED signage.

Investment: 360-degree on-field  
– Price on application

Investment: 120m parapet  
– Price on application

Light up your brand's presence at every home game with our premium LED signage. It's an unprecedented chance to be seen by fans in the stadium, as well as by a nationwide audience.

## Big screen advertisements.

Investment: Price on application

Command the attention of local and national audiences through our immersive big screen. Whether you're looking to showcase a TV commercial, branded announcement or one-off promotion, your brand can play an integral part of our game day experience.

## On-field signage.

Investment: Two bolster package – \$16,500\*

\*All prices are exclusive of GST

There's no substitute for our on-field bolsters, located on the Eastern sideline, and behind the Northern and Southern goal lines. Measuring an impressive 4,700mm x 400mm and made of high-visibility material, you'll enjoy vast exposure for your brand, including TV coverage.



# INDIVIDUAL PLAYER SPONSORSHIP

Be part of the team.

**Investment: \$22,500\***

\*All prices are exclusive of GST

Join the Parramatta Eels as their 18th man with a 2019 Individual Player Sponsorship, and score every time your player does. You'll increase your company's profile with unprecedented branding opportunities across our digital platforms and on game days. Highlights include your player's attendance at a company function and the ultimate travel experience for two – a trip to Darwin with the team.

## UNBEATABLE BENEFITS:



Your logo on the big screen, and announcements at every Bankwest Stadium home game during introduction and when your player scores



Your logo on your player's locker in the dressing rooms at every Bankwest Stadium home game



Your logo featured on your player during the team's weekly announcement video on the Parramatta Eels website



Two embroidered Eels polo shirts recognising the sponsorship of your player



Your player's attendance at one company function or event



Two travel packages to Darwin with the Eels NRL Team:

- Return economy airfares
- 3 nights' accommodation with complimentary breakfast
- Access to exclusive activities including Captain's Run training session,

a photo opportunity with your player, dinner with the squad, VIP corporate hospitality seating at the game, an exclusive post-match function and Eels travelling merchandise



Four tickets to the Player Sponsor Dinner, seated with your player



Four tickets to the Ken Thornett Medal Awards Night



Four centreline seats at every Bankwest Stadium home games



An exclusive wholesale merchandise discount through the Eels' commercial department



A premium parking pass for all home games\*  
\*Subject to confirmed availability



A framed jersey signed by the team



Priority access to purchase tickets for the NRL Grand Final and State of Origin



Invites to all Parramatta Eels business networking events



Your company recognised in the Eels' online Commercial Partners Directory



# GAME DAY SPONSORSHIP

**Investment:** Price on application

Reach a national audience with a game day sponsorship. Highlights include your brand featured across our digital channels in the lead-up to game day, the opportunity to host your own on-field half-time entertainment and your promotional material given out around the ground. There's no better way to engage Parramatta Eels consumers with your brand.



## POINT-SCORING BENEFITS:



Naming rights to selected Parramatta Eels home game at Bankwest Stadium



Your promotional material or samples given out at your sponsored game



The option to entertain an engaged audience with a pre-game activity in the Bankwest Stadium forecourt



The option to interact with the crowd by organising a half-time activity or competition



Your logo on the big screen on two occasions on game day



The option to show a 30-second TV commercial on the stadium big screen throughout game day



Two ground announcements on game day



Your logo included on game day information across digital platforms in the lead-up to the game



EDM advertising during the week leading up to the game



Four VIP hospitality tickets for the game, including food and beverage



Priority access to purchase tickets for the NRL Grand Final and State of Origin



An exclusive wholesale merchandise discount through the Eels' commercial department



Invites to all Parramatta Eels business networking events



Your company recognised in the Eels' online Commercial Partners Directory



One line of sideline LED signage throughout your selected game day

# DIGITAL ADVERTISING

Be at the top of your game with a bespoke digital campaign with the Parramatta Eels.

We have:



**Western Sydney Sports Club digital following**



**NSW NRL Club app**



**NSW NRL Club Facebook following**

We can tailor a package to suit your objectives and budget, increasing your brand's awareness, educating an engaged audience and building trust. You'll receive expert guidance to ensure the best results and you'll be provided with these figures at the end of the campaign and promotions.

- Content creation
- Fan giveaways
- Branded content & promotions

## Website stats | Key metrics 2019 (March to June 18)

Monthly in-season:



## Social Media | (March to June 18)



## Email database | (March to June 18)





# EELS 2019 HOME DRAW

## ROUND



Sydney  
Roosters

**29 MAR - FRI 7.55PM**  
ANZ Stadium



Cronulla-Sutherland  
Sharks

**06 APR - SAT 7.35PM**  
ANZ Stadium



Wests  
Tigers

**22 APR - MON 4.00PM**  
Bankwest Stadium



St. George  
Illawarra Dragons

**05 MAY - SUN 4.05PM**  
Bankwest Stadium



Penrith  
Panthers

**23 MAY - THU 7.50PM**  
Bankwest Stadium



South Sydney  
Rabbitohs

**31 MAY - FRI 7.55PM**  
Bankwest Stadium



Brisbane  
Broncos

**15 JUN - SAT 7.35PM**  
Bankwest Stadium



Canberra  
Raiders

**29 JUN - SAT 7.35PM (AEDT)/7.05PM local**  
TIO Stadium, Darwin



New Zealand  
Warriors

**27 JUL - SAT 3.00PM**  
Bankwest Stadium



Newcastle  
Knights

**10 AUG - SAT 5.30PM**  
Bankwest Stadium



Canterbury-  
Bankstown Bulldogs

**22 AUG - THU 7.50PM**  
Bankwest Stadium



Manly-Warringah  
Sea Eagles

**06 SEP - FRI 6.00PM**  
Bankwest Stadium

# OUR PARTNERS

## MAJOR SPONSOR



## PREMIER PARTNERS





# COMMERCIAL PARTNERSHIPS CONTACTS

## Graeme Foster

Head of  
Commercial

**D** 02 8843 0355

**M** 0417 775 521

**E** [graeme.foster@parraeels.com.au](mailto:graeme.foster@parraeels.com.au)

## Joseph Marrone

Corporate  
Partnerships Manager

**D** 02 8843 0344

**M** 0401 672 055

**E** [joseph.marrone@parraeels.com.au](mailto:joseph.marrone@parraeels.com.au)

## Hamish McLeish

Commercial  
Sales Executive

**D** 02 8843 0305

**M** 0412 777 996

**E** [hamish.mcleish@parraeels.com.au](mailto:hamish.mcleish@parraeels.com.au)

## Matthew Stewart

Commercial  
Partnerships Coordinator

**D** 02 8843 0382

**M** 0448 126 158

**E** [matthew.stewart@parraeels.com.au](mailto:matthew.stewart@parraeels.com.au)

[PARRAEELS.COM.AU/CORPORATE](http://PARRAEELS.COM.AU/CORPORATE)

**SEE YOU  
AT THE  
GAME**



**ARE YOU  
FEELING  
IT?**