

Opportunity to partner with
Mid-Western Regional Council as

GAME DAY SPONSOR

NRL MATCHES 2022



GLEN WILLOW TO HOST NRL MATCHES

Mid-Western Regional Council announced it has secured two NRL games to be hosted at Glen Willow Regional Sports Stadium in 2022.

Our Mudgee stadium will host the Charity Shield match featuring the Rabbitohs V Dragons, and Round 4 of the Telstra Premiership with Manly V Canberra. The two games will be broadcast live to a national television and radio audience.

LIMITED OPPORTUNITIES AVAILABLE

Council is proud to offer your business the opportunity to become a game day partner at one or both of the games, to be held at Glen Willow in 2022.

A range of sponsorship opportunities have been developed, providing exposure to a crowd of up to 10,000 people on-site from the Mudgee region and visitors from Central West NSW, Sydney, Newcastle, Wollongong, Canberra and interstate.

MATCH DETAILS

2022 Charity Shield,
Saturday 26 February



2022 Telstra NRL Premiership,
Saturday 2 April



For further details about these or other opportunities to partner with Council, please contact
Sybilla Galvin on sybilla.galvin@midwestern.nsw.gov.au or **Alina Azar** on alina.azar@midwestern.nsw.gov.au or call 02 6378 2850.

*Looking for bigger branding exposure?
Talk to Council about Glen Willow Naming Rights sponsorship opportunities.*

1 LED On-Field Advertising

Maximum of 4 only

Receive in-stadium and national television exposure through this exclusive opportunity to advertise on the LED field signage. Typically retailing at \$25,000 per strip, Council is pleased to offer four smaller LED signage strips at a reduced rate.



2 Event Staff Uniform Sponsorship

Maximum of 1 only

Secure roving exposure and have your brand printed on the Glen Willow Stadium event staff uniform. Over 20 volunteers and staff will wear the partner branding alongside Mid-Western Regional Council's logo at all entrances, bus zones and throughout the complex.



3 Food Precinct Rights

Maximum of 1 only

Claim naming rights to the Food Precinct and have your business exposed to up to 10,000 spectators as they purchase refreshments.



4 Brand Activation Stall Holder

Maximum of 5 only

Capitalise on the high volume of foot traffic accessing the Food Precinct by hosting a stall amongst the food vendors. Engage with spectators and potential customers face-to-face and present your marketing material.



*** NOTE: ALL PRODUCTION COSTS ARE THE RESPONSIBILITY OF THE SPONSOR.**

KEY

- 1 | LED On-Field Advertising
- 2 | Event Staff Uniform Sponsorship
- 3 | Food Precinct Rights
- 4 | Brand Activation Stall Holder

