

Opportunity to partner with
Mid-Western Regional Council as

GAME DAY SPONSOR

NRL MATCHES 2023



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 2023.

Our Mudgee stadium will host the Charity Shield match featuring the Dragons V Rabbitohs, and Round 5 of the Telstra Premiership with Manly V Newcastle. 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 2023.

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

2023 Charity Shield,
Saturday 18 February



2023 Telstra NRL Premiership,
Saturday 1 April



For further details about these or other opportunities to partner with Council, please contact **Joanna Lindsay** on joanna.lindsay@midwestern.nsw.gov.au or **Michele Mini** on michele.mini@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 Corporate Marquee Maximum of 1 only

Secure in-stadium exposure through this exclusive opportunity of your own branded and catered marquee. Your branded marquee provides in-stadium and national television exposure as well as branding exposure through ticketing and advertising leading up to the event. You will also receive 20 marquee tickets to come and enjoy the game with your guests.



INCLUDES 20 X MARQUEE TICKETS
\$10,000 for branded marquee and full catering

2 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.



INCLUDES 10 X GENERAL ADMISSION TICKETS TO GAME/S OR 5 X GRANDSTAND TICKETS
\$5,000 for 1 game or **\$9,000** for 2 NRL games in 2023

3 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.



INCLUDES 4 X GENERAL ADMISSION TICKETS TO GAME/S OR 2 X GRANDSTAND TICKETS
\$3,000 for 1 game or **\$4,000** for 2 NRL games in 2023

4 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.



INCLUDES 4 X GENERAL ADMISSION TICKETS TO GAME/S OR 2 X GRANDSTAND TICKETS
\$2,000 for 1 game or **\$3,000** for 2 NRL games in 2023

5 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.



INCLUDES 2 X GENERAL ADMISSION TICKETS TO GAME/S
\$500 for 1 game or **\$1,000** for 2 NRL games in 2023

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

KEY

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

