

Opportunity to partner with  
**Mid-Western Regional Council as**

# **GAME DAY SPONSOR**

## **NRL MATCHES 2025 - 2026**



### **GLEN WILLOW TO HOST NRL MATCHES**

Mid-Western Regional Council has announced it has secured two NRL games to be hosted at Glen Willow Regional Sports Stadium in 2025 and 2026.

Our Mudgee stadium will host Round 25 of the Telstra premiership with Penrith Panthers v Canberra Raiders on 22 August along with a Penrith Panthers Premiership match in 2026. The two games will be broadcast live to a national television and radio audience.

### **OPPORTUNITIES AVAILABLE**

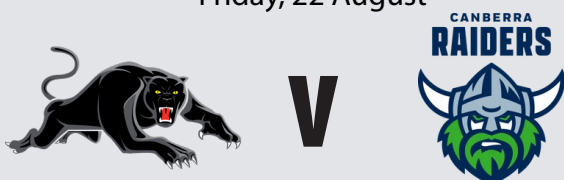
Council is proud to offer your business the opportunity to become a game day partner at one or both of the games to be held at Glen Willow in 2025 and 2026.

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**

#### **2025 NRL Telstra Premiership**

Friday, 22 August



#### **2026 NRL Telstra Premiership**

Date TBC





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## Platinum Marquee Maximum of 1 only

Secure in-stadium and national TV exposure with your own exclusive branded and catered marquee. This opportunity includes branding across ticketing and event advertising, plus 10 marquee tickets for you and your guests to enjoy the game in style.



**INCLUDES  
10 X MARQUEE TICKETS**  
\$15,000 for 1 game or \$30,000 for  
2 NRL games in 2025/2026

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## Scoreboard Maximum of 1 only

Receive premium, uninterrupted exposure for the duration of the game with your logo displayed below the venue's scoreboard. Positioned in a highly visible location, this branding will be seen by thousands of attendees throughout the match. This opportunity offers continuous recognition from kick off to full time.



**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 2025/2026

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## Shuttle Bus Maximum of 1 only

Claim naming rights to the shuttle, and branding at pick up and drop off locations. Capitalise on your brand being seen across the region as part of the official game-day transport service. Your business will be featured in all messaging about how fans get to and from the game.



**INCLUDES 4 X GENERAL ADMISSION TICKETS  
TO GAME/S OR 2 X GRANDSTAND TICKETS**  
\$5,000 for 1 game or \$8,000 for 2  
games in 2025/26

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## Main Bar Maximum of 1 only

Claim exclusive naming rights to the main bar in the stadium. Your brand will feature on signage above the bar. This is a high-impact opportunity to connect your business with the energy and excitement of the game day atmosphere.



**INCLUDES 4 X GENERAL ADMISSION TICKETS  
TO GAME/S OR 2 X GRANDSTAND TICKETS**  
\$2,000 for 1 game or \$3,000 for 2  
games in 2025/26



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### 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 2025/2026**

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### 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 2025/2026**



**Looking for bigger branding exposure?**  
**Contact Council for more information**

**\* NOTE: ALL PRODUCTION COSTS ARE THE RESPONSIBILITY OF THE SPONSOR.**  
COUNCIL RESERVES THE RIGHT, IN ITS SOLE DISCRETION, TO SELECT SPONSOR.

### KEY

- 1 | Platinum Marquee Location
- 2 | Scoreboard
- 3 | Shuttle Bus
- 4 | Main Bar
- 5 | Food Precinct Rights
- 6 | Brand Activation Stallholder



For further details about these or other opportunities to partner with Council, please contact Joanna Lindsay on [joanna.lindsay@midwestern.nsw.gov.au](mailto:joanna.lindsay@midwestern.nsw.gov.au) or call 02 6378 2850.