



Sponsorship Proposal

Nanango Rugby League
Football Club

2027 Season



NANANGO STAGS

Sponsorship at a Glance

2027 SPONSORSHIP OPPORTUNITIES

Whether you're looking to maximise your business exposure or simply support grassroots rugby league, we have a sponsorship opportunity to suit every business and budget.

SPONSORSHIP OPPORTUNITY	AVAILABILITY	INVESTMENT	BEST FOR	KEY BENEFITS (OVERVIEW)
 A GRADE GOLD (Front of Jersey)	1	\$5,000	Maximum exposure	Exclusive front jersey branding, field signage, weekly social media recognition, Player of the Match sponsorship, premium club recognition
 A GRADE SILVER (Back of Jersey)	2	\$3,000 / \$2,500	High-profile businesses	Back jersey branding, quarterly social media recognition, game day promotion and club recognition
 TRAINING SHIRT MAJOR PARTNER (Front – Exclusive)	1	\$3,000	Whole-of-club exposure	Front of every training shirt, featured business spotlight, premium recognition across the club
 JUNIOR GOLD (Front of Team Jersey)	5	\$1,500	Support a junior team	Major sponsor of one junior team, Player of the Match naming rights, field signage and premium recognition
 A GRADE BRONZE (Sleeve)	2	\$1,000	Affordable senior team exposure	Sleeve branding, website listing, game day recognition and club promotion
 JUNIOR SILVER (Back of Team Jersey)	10	\$1,000 / \$750	Support a junior team	Back jersey branding, quarterly social media recognition and club recognition
 CLUB SHORTS PARTNER	5	\$800	Whole-of-club support	Logo on playing shorts across all age groups, website listing and club recognition
 JUNIOR BRONZE (Sleeve)	5	\$500	Entry-level junior sponsorship	Sleeve branding, website listing and recognition throughout the season
 COMMUNITY TRAINING SHIRT PARTNER (Back of Shirt)	11	\$300	Small businesses & community supporters	Logo on all training shirts, website listing and sponsor recognition

WHICH PACKAGE IS RIGHT FOR YOU?



PREMIUM EXPOSURE

Ideal for businesses wanting maximum visibility throughout the season.

- A Grade Gold
- Training Shirt Major Partner
- Junior Gold



TEAM SPONSORSHIP

Support an individual senior or junior team while promoting your business.

- A Grade Silver
- A Grade Bronze
- Junior Silver
- Junior Bronze



WHOLE-OF-CLUB SPONSORSHIP

Support every Nanango Stags player across all age groups.

- Club Shorts Partner
- Training Shirt Major Partner



COMMUNITY SUPPORT

An affordable opportunity for businesses wanting to support local grassroots rugby league.

- Community Training Shirt Partner



EVERY SPONSOR MAKES A DIFFERENCE

Your support directly helps us keep rugby league strong and accessible in our community.

WHY SPONSOR THE NANANGO STAGS?



OVER 135
REGISTERED
PLAYERS



HUNDREDS OF
ENGAGED PARENTS,
GRANDPARENTS &
SUPPORTERS



WEEKLY EXPOSURE
ACROSS THE
SOUTH BURNETT



STRONG FACEBOOK
& COMMUNITY
ENGAGEMENT



SUPPORTING ONE OF
QUEENSLAND'S OLDEST
RUGBY LEAGUE CLUBS
(EST. 1913)



HELPING KEEP
JUNIOR SPORT
AFFORDABLE FOR
LOCAL FAMILIES

Thank you
FOR SUPPORTING
LOCAL RUGBY LEAGUE!



FOR FULL DETAILS, INCLUSIONS AND TERMS,
PLEASE SEE THE FULL PROPOSAL. >>>

NANANGO RUGBY LEAGUE FOOTBALL CLUB

2027 Sponsorship Proposal (1 year)

More Than a Game. A Community United.

Founded in 1913, the Nanango Rugby League Football Club has proudly served our community for well over a century. From our home at Fred Kassulke Oval, we have become much more than a rugby league club—we are a place where friendships are formed, families come together, young people develop confidence and resilience, and our community proudly rallies behind the blue and white.

Growing Stronger Every Season

As an affiliated club of the National Rugby League through Queensland Rugby League, we provide structured competitions, accredited coaching pathways and a positive environment that encourages participation, development and lifelong involvement in rugby league.

In 2026, the Nanango Stags proudly fielded teams across the U6, U8, U10, U12, U14 and Senior divisions of the South Burnett Rugby League competition. With more than 135 registered players and hundreds of parents, grandparents, volunteers and supporters engaging with our club each season, the Nanango Stags continue to be one of the South Burnett's strongest community organisations. Our club is dedicated to bringing people together—not only to play rugby league, but to build friendships, develop life skills and create lasting memories.

Investing in Community Partnerships

For 2027, we are excited to introduce a new **annual** sponsorship model, designed to deliver greater value, stronger relationships and increased exposure for our business partners.

Our new approach provides:

- Increased year-round promotion of your business across our digital platforms, club facilities and community events.
- Clear sponsorship expectations and benefits, ensuring every partnership delivers genuine value.
- A stronger commitment to recognising and promoting the businesses that invest in our club and our community.
- Opportunities to build lasting relationships with one of the South Burnett's most engaged sporting communities.

Moving to a one-year sponsorship model also allows our junior players to retain their playing jerseys at the conclusion of each season. These jerseys continue to promote our sponsors well beyond game day, becoming training gear, casual clothing and a proud reminder of the club throughout our community for years to come.

Partner With Us

Community sport plays a vital role in developing healthy, confident and resilient young people, but it also comes with increasing costs for families and volunteers. At the Nanango Rugby League Football Club, we are committed to keeping rugby league as affordable and accessible as possible so that every child has the opportunity to participate, regardless of their circumstances.

When you sponsor our club, you're investing in much more than a sporting organisation. You're helping create opportunities for local children, supporting volunteers, strengthening community connections, encouraging healthy lifestyles, and ensuring our club continues to thrive for future generations.

United by Team. Respect. Community.

A Grade **Gold** Sponsor

Front of Playing Jersey (Exclusive)

Investment: \$5,000

Availability: 1 Position

As the **Major A Grade Sponsor**, your business receives the highest level of exposure across our premier senior team and enjoys premium recognition throughout the 2027 season.

Branding & Exposure

- Exclusive logo placement on the **front of the A Grade playing jersey**
- Recognition as the **Major A Grade Sponsor**
- Exclusive field signage location of your choice (2440mm x 610mm – sign supplied by sponsor)
- Premium logo placement on the club website
- Premium logo placement on the club sponsor board
- Logo featured on all A Grade team graphics
- Logo featured on the 2027 Season Launch graphic
- Priority logo placement in the club's promotional material

Digital & Social Media

- Naming rights on all A Grade team announcements throughout the season
- Dedicated sponsor announcement at the commencement of the season
- Featured business spotlight showcasing your business during the season
- Weekly recognition on A Grade team list posts
- Weekly recognition on A Grade match result posts
- Recognition on Player of the Match social media posts
- Inclusion in sponsor appreciation posts throughout the season
- Business tagged where applicable across Facebook and Instagram

Player of the Match Sponsorship

- Business logo featured on all A Grade Player of the Match certificates
- Opportunity to present Player of the Match awards at Nanango home games
- Recognition on weekly Player of the Match social media posts

Game Day Benefits

- Complimentary entry to all Nanango Stags home games
- Opportunity to display promotional material or banners at home games
- Regular game-day announcements recognising your business
- Invitation to participate in club and sponsor promotional activities throughout the season

Recognition & Networking

- Invitation for two to the Annual Sponsors & Old Boys Day
- Recognition as a Major Sponsor at Presentation Day
- Framed 2027 A Grade Team Photo
- One official A Grade playing jersey or club polo shirt in your nominated size

Sponsor Benefits

- First right of renewal for the 2028 season
- Priority consideration for future major sponsorship opportunities
- Ongoing partnership with one of the South Burnett's longest-standing sporting clubs

A Grade **Silver** Sponsor

Back of Playing Jersey

Availability: 2 Positions

Upper Back Position – \$3,000

Lower Back Position – \$2,500

Promote your business alongside the Nanango Stags' premier senior team with prominent jersey branding and valuable exposure throughout the 2027 season.

Branding & Exposure

- Logo placement on the **back of the A Grade playing jersey**
- Logo placement on the club website
- Logo featured on the club sponsor board

Digital & Social Media

- Dedicated sponsor announcement at the commencement of the season
- Quarterly sponsor recognition across the club's Facebook and Instagram pages
- Logo featured on the Mid-Season Sponsor Spotlight graphic
- Inclusion in sponsor appreciation posts throughout the season
- Business tagged where applicable on social media

Game Day Benefits

- Complimentary entry to all Nanango Stags home games
- Opportunity to display promotional material or banners at home games
- Regular game-day announcements recognising your business

Recognition & Networking

- Invitation for two to the Annual Sponsors & Old Boys Day
- Recognition at Presentation Day
- Framed 2027 A Grade Team Photo

Sponsor Benefits

- First right of renewal for the 2028 season
- One official A Grade playing jersey or club polo shirt in your nominated size

A Grade **Bronze** Sponsor

Sleeve Sponsor

Investment: \$1,000

Availability: 2 Positions

Support the Nanango Stags' premier senior team while receiving valuable exposure throughout the 2027 season as an official A Grade Bronze Sponsor.

Branding & Exposure

- Logo placement on the **sleeve of the A Grade playing jersey**
- Logo placement on the club website
- Logo featured on the club sponsor board

Digital & Social Media

- Dedicated sponsor announcement at the commencement of the season
- Inclusion in sponsor appreciation posts throughout the season
- Business tagged where applicable on social media

Game Day Benefits

- Complimentary entry to all Nanango Stags home games
- Regular game-day announcements recognising your business

Recognition & Networking

- Invitation for two to the Annual Sponsors & Old Boys Day
- Recognition at Presentation Day
- Printed 2027 A Grade Team Photo

Sponsor Benefits

- First right of renewal for the 2028 season
- One official Nanango Stags Club Polo Shirt in your nominated size

Junior **Gold** Sponsor

Front of Playing Jersey

Investment: \$1,500

Availability: 5 Positions (1 per Junior Team)

Become the **Major Sponsor** of your nominated junior team and demonstrate your commitment to supporting grassroots rugby league and local families.

Branding & Exposure

- Exclusive logo placement on the **front of your nominated junior team's playing jersey**
- Recognition as the **Major Sponsor** of your nominated junior team
- Exclusive field signage location of your choice (2440mm x 610mm – sign supplied by sponsor)
- Premium logo placement on the club website
- Premium logo placement on the club sponsor board
- Logo featured on the 2027 Season Launch graphic

Digital & Social Media

- Dedicated sponsor announcement at the commencement of the season
- Featured business spotlight showcasing your business during the season
- Naming rights on your nominated team's weekly Player of the Match posts
- Sponsor logo featured on your nominated team's weekly Player of the Match graphics
- Inclusion in sponsor appreciation posts throughout the season
- Business tagged where applicable across Facebook and Instagram

Game Day Benefits

- Complimentary entry to all Nanango Stags home games
- Opportunity to display promotional material or banners at home games
- Regular game-day announcements recognising your business
- Invitation to participate in junior team promotional activities throughout the season

Recognition & Networking

- Invitation for two to the Annual Sponsors & Old Boys Day
- Recognition as a Major Team Sponsor at Presentation Day
- Opportunity to assist in presenting awards to your nominated junior team at Presentation Day
- Framed team photo of your nominated junior team
- One official playing jersey or club polo shirt in your nominated size

Sponsor Benefits

- First right of renewal for the 2028 season
- Priority consideration for future junior major sponsorship opportunities

Junior **Silver** Sponsor

Back of Playing Jersey

Availability: 10 Positions (2 per Junior Team)

Upper Back Position – \$1,000

Lower Back Position – \$750

Support your nominated junior team while receiving valuable exposure throughout the 2027 season as an official Junior Silver Sponsor.

Branding & Exposure

- Logo placement on the **back of your nominated junior team's playing jersey**
- Logo placement on the club website
- Logo featured on the club sponsor board

Digital & Social Media

- Dedicated sponsor announcement at the commencement of the season
- Quarterly sponsor recognition across the club's Facebook and Instagram pages
- Logo featured on the Mid-Season Sponsor Spotlight graphic
- Inclusion in sponsor appreciation posts throughout the season
- Business tagged where applicable on social media

Game Day Benefits

- Complimentary entry to all Nanango Stags home games
- Opportunity to display promotional material or banners at home games
- Regular game-day announcements recognising your business

Recognition & Networking

- Invitation for two to the Annual Sponsors & Old Boys Day
- Recognition at Presentation Day
- Recognition during your nominated junior team's award presentation
- Framed team photo of your nominated junior team

Sponsor Benefits

- First right of renewal for the 2028 season
- One official playing jersey or club polo shirt in your nominated size

Junior **Bronze** Sponsor

Sleeve Sponsor

Investment: \$500

Availability: 5 Positions (1 per Junior Team)

Support your nominated junior team while demonstrating your commitment to grassroots rugby league and the development of local young players.

Branding & Exposure

- Logo placement on the **sleeve of your nominated junior team's playing jersey**
- Logo placement on the club website
- Logo featured on the club sponsor board

Digital & Social Media

- Dedicated sponsor announcement at the commencement of the season
- Inclusion in sponsor appreciation posts throughout the season
- Business tagged where applicable on social media

Game Day Benefits

- Complimentary entry to all Nanango Stags home games
- Regular game-day announcements recognising your business

Recognition & Networking

- Invitation for two to the Annual Sponsors & Old Boys Day
- Recognition at Presentation Day
- Recognition during your nominated junior team's award presentation
- Printed team photo of your nominated junior team

Sponsor Benefits

- First right of renewal for the 2028 season
- One official Nanango Stags Club Polo Shirt in your nominated size

Club Shorts Sponsor

Official Club Shorts Sponsorship

Investment: \$800

Availability: 5 Positions

Support the Nanango Rugby League Football Club through whole-of-club branding, with your logo proudly displayed on the official playing shorts worn by players across all age groups throughout the 2027 season.

Branding & Exposure

- Logo placement on all official Nanango Stags playing shorts across **U6–A Grade**
- Logo placement on the club website
- Logo featured on the club sponsor board

Digital & Social Media

- Dedicated sponsor announcement at the commencement of the season
- Inclusion in sponsor appreciation posts throughout the season

Game Day Benefits

- Complimentary entry to all Nanango Stags home games
- Regular game-day announcements recognising your business

Recognition & Networking

- Invitation for two to the Annual Sponsors & Old Boys Day
- Recognition at Presentation Day
- Printed 2027 Club Team Photo

Sponsor Benefits

- First right of renewal for the 2028 season
- One official Nanango Stags Club Polo Shirt in your nominated size

Training Shirt Sponsorship

Every registered Nanango Stags player receives an official club training shirt as part of their registration. These shirts are worn throughout the season at training, while travelling to and from games, at carnivals, representative events and throughout the community, providing valuable year-round exposure for our sponsors.

The Nanango Stags regularly travel across the South Burnett, including Nanango, Kingaroy, Murgon, Wondai, Blackbutt and Cherbourg, while also attending carnivals and representative events throughout Queensland, including Charleville, Roma, Hervey Bay and Pittsworth.

Training Shirt Major Partner

Front of Training Shirt (Exclusive)

Investment: \$3,000

Availability: 1 Position

Become the exclusive front-of-training-shirt sponsor and enjoy premium visibility across every Nanango Stags team throughout the 2027 season.

Branding & Exposure

- Exclusive logo placement on the **front of every official Nanango Stags training shirt**
- Recognition as the **Official Training Shirt Major Partner**
- Premium logo placement on the club website
- Premium logo placement on the club sponsor board

Digital & Social Media

- Dedicated sponsor announcement at the commencement of the season
- Featured business spotlight during the season
- Quarterly sponsor recognition across the club's Facebook and Instagram pages
- Inclusion in sponsor appreciation posts throughout the season
- Business tagged where applicable on social media

Game Day Benefits

- Complimentary entry to all Nanango Stags home games
- Regular game-day announcements recognising your business

Recognition & Networking

- Invitation for two to the Annual Sponsors & Old Boys Day
- Recognition at Presentation Day
- Printed 2027 Club Team Photo

Sponsor Benefits

- First right of renewal for the 2028 season
- One official Nanango Stags Club Polo Shirt in your nominated size

Community Training Shirt Partner

Back of Training Shirt

Investment: \$300

Availability: 11 Positions

An affordable opportunity for local businesses to support grassroots rugby league while receiving recognition as an Official Community Training Shirt Partner.

Branding & Exposure

- Logo placement on the **back of every official Nanango Stags training shirt**
- Logo placement on the club website
- Logo featured on the club sponsor board

Digital & Social Media

- Dedicated sponsor announcement at the commencement of the season
- Inclusion in sponsor appreciation posts throughout the season

Recognition

- Recognition at Presentation Day
- First right of renewal for the 2028 season

Thank You

Thank you for taking the time to consider partnering with the Nanango Rugby League Football Club for the 2027 season.

Your investment is far more than a logo on a jersey.

It helps us:

- Keep participation affordable for local families.
- Provide quality equipment and playing uniforms.
- Develop our players, coaches and volunteers.
- Improve our facilities for future generations.
- Continue building a club that proudly represents our community.

When you partner with the Nanango Stags, you're joining a club built on **Team, Respect and Community**—values that have guided us since **1913**.

We would love the opportunity to discuss how we can work together to create a sponsorship package that best suits your business and marketing goals.

Contact Us

To discuss any of the sponsorship opportunities outlined in this proposal, or to secure your preferred package, please contact our Sponsorship Coordinator:

Email: nanangorlfc_sponsorship@outlook.com

As many sponsorship opportunities are limited and offered on a first-in, first-served basis, we encourage businesses to express their interest early to avoid disappointment.

On Behalf of the Nanango Rugby League Football Club...

Thank you for considering an investment in our club, our players and our community.

Together, we can continue creating opportunities for local children, strengthening community connections and ensuring rugby league remains accessible for generations to come.

We look forward to welcoming you to the Nanango Stags family.

United by Team. Respect. Community.

Nanango Rugby League Football Club

Est. 1913

