



PANTHERS JUNIORS PARTNERSHIP OPPORTUNITIES

PANTHERS JUNIORS OVERVIEW



Panthers Junior League is the largest Rugby League District in the world consisting of over 626 teams across all age groups, starting from as young as 4 years of age.

Extending from Blacktown in the east to Katoomba in the west, from the Hawkesbury in the north to Wallacia in the south, the Penrith district junior rugby league consists of 23 sports clubs in the Western Sydney and Blue Mountains region.

Panthers Juniors has seen constant growth over the last 10 years to a staggering 9,500+ players across both male and female competitions.

OUR VISION

To provide the best Junior Rugby League experience worldwide. The best means being accountable for and delivering quality communication, service and integrity to ensure our Volunteers, Players, Officials and Families are Panthers Juniors for life.

OUR MISSION

Panthers Juniors strives to set the standard for Junior Rugby League sports club, giving reassurance of unrivalled service to our stakeholders. We do this through educating our members on governance, culminating in the delivery of policy and procedures.



PANTHERS JUNIORS IN NUMBERS



**Panthers Juniors
Registrations**

9,500+ players



Panthers Juniors Reps

Producing elite NRL and NRLW
athletes for Rugby League as a
whole



Nominated Junior League Teams

626 Teams

PANTHERS JUNIORS MEMBERS BASE

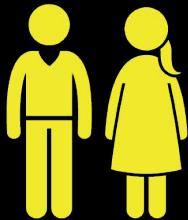


3 - 9
YEARS OLD



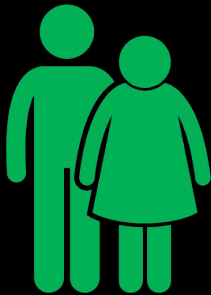
32%

10 - 18
YEARS OLD



57%

19+
YEARS OLD



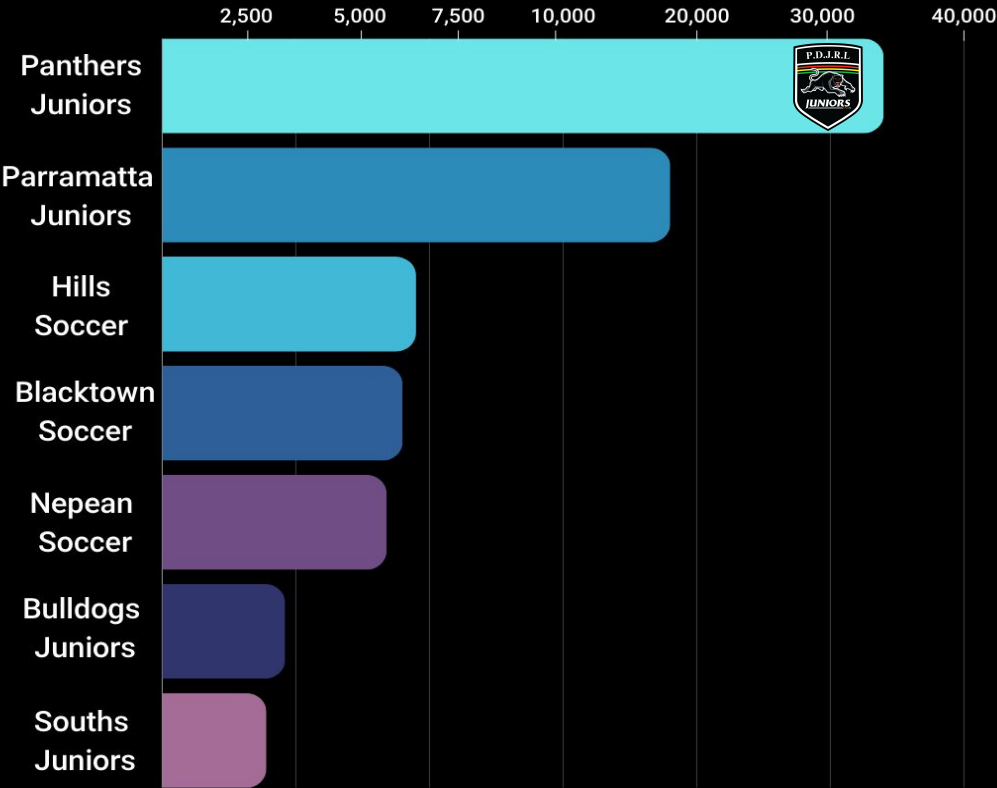
11%



PANTHERS JUNIORS AUDIENCE SEGMENTS



Social Media Followers of Rival
Sporting Districts



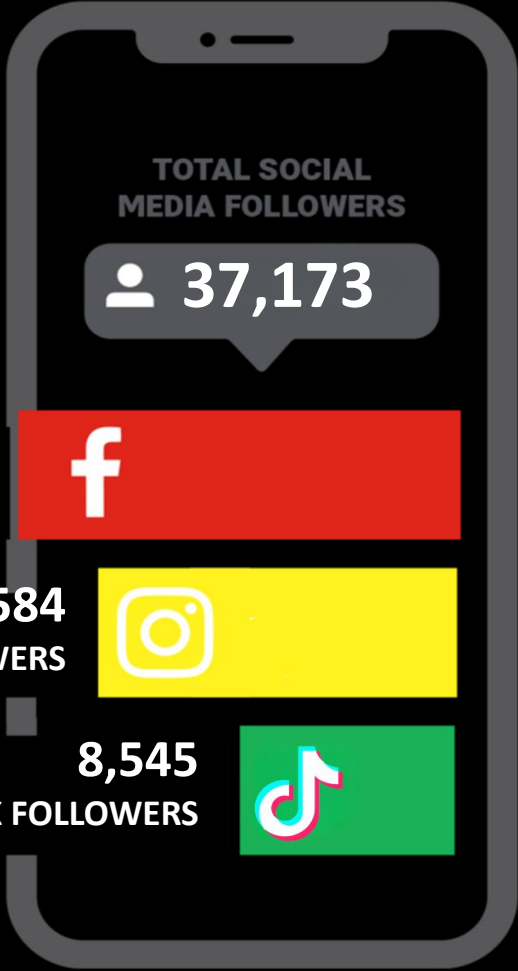
24,044
FACEBOOK FOLLOWERS



4,584
INSTAGRAM FOLLOWERS



8,545
TIKTOK FOLLOWERS



BAR TV LIVE STREAMING

2024 SEASON STATS

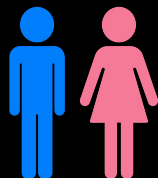
Stats show Bar TV viewership from January 1 to October 31 2024



29,653+ users



- Commentated matches
- Commentator reads



- 4 Womens competitions
- 9 Male competitions
- 35+ games per weekend



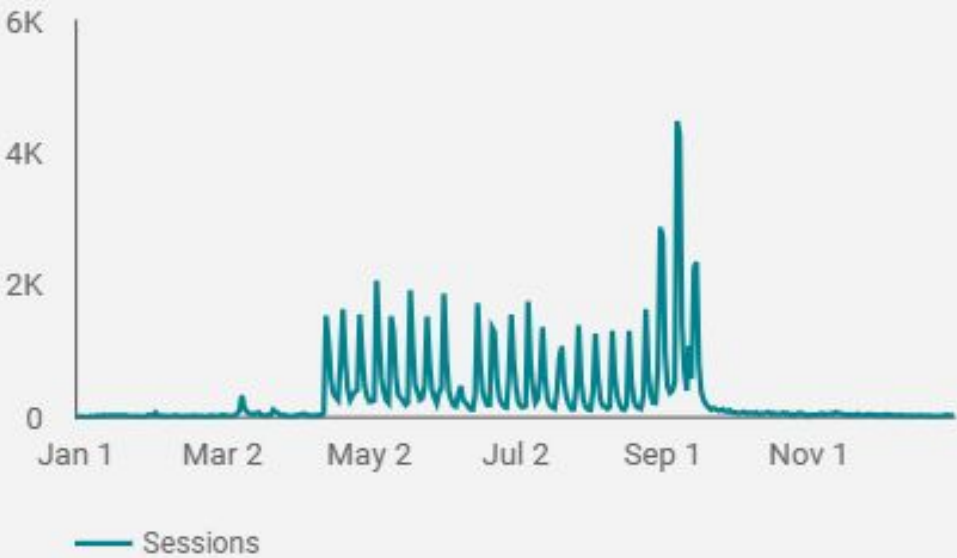
BAR TV LIVE STREAMING



2024 SEASON STATS

Stats show Bar TV viewership from January 1 to December 31 2024 and peeks throughout the year

How are site sessions trending?



BAR TV LIVE STREAMING

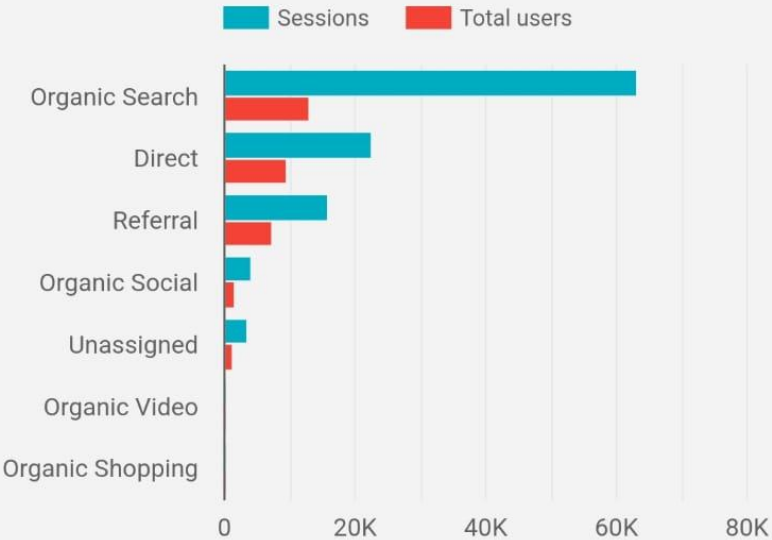


2024 SEASON STATS

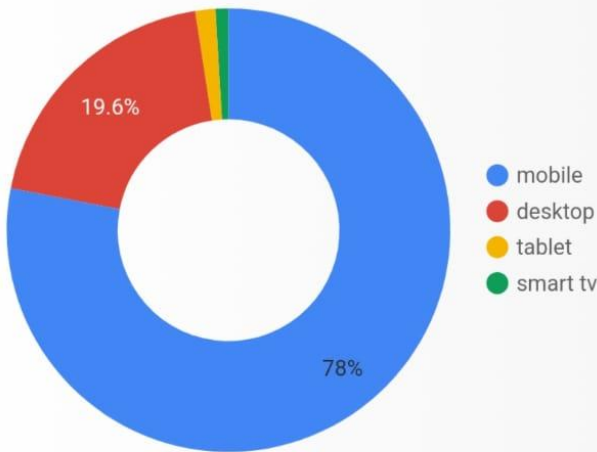
Stats show Bar TV viewership from January 1 to October 31 2024
108,000 user sessions (times logged into Bar TV) in the 2024 season

Which channels are driving engagement?

Goal: Engaged Users



Device Categories Used



	Device category	Total users ▾	Session...
1.	mobile	23,525	3.81
2.	desktop	5,897	2.89
3.	tablet	442	1.62
4.	smart tv	284	2.82

PANTHERS JUNIORS CALENDAR 2025



JANUARY



FEBRUARY



- Junior Reps Round 1-4

MARCH



- Trial Matches Commence
- Junior Reps Round 5-8
- Opn Mens Pre-Season Comp
- Coaches Culture Conference (500+ attendees)

APRIL



- Draw release
- Junior League Season Begins
- Anzac Round
- 1st week of 4-Peat Gala Days
- Junior Rep Finals Begin

AUGUST



- Regular Season Concludes
- Finals Series Begins (20,000+ attendees)
- 3rd & 4th week of 4-Peat Gala Days

JULY



- Magic Round (4,000+ attendees)
- 2nd week of 4-Peat Gala Days

JUNE



- Saturday Night Lights (2,000+ attendees)
- Luke Lewis Cup

MAY



- Indigenous Round
- Women's Round
- Junior Reps Season Ends
- Friday & Saturday Night Lights (2,000+ attendees)
- U5/6 Superhero Round
- U7 Gala Day

SEPTEMBER



- Finals Series Concludes (20,000+ attendees)
- Battle of the West
- Clubs Conference

OCTOBER



- PDJRL Presentation Night (350+ attendees)

NOVEMBER



DECEMBER



PANTHERS JUNIORS EVENTS SUMMARY

OPEN MEN PRE-SEASON COMP

The inaugural Open Men's Pre-Season Comp on Saturday, offers an exciting knockout-style competition with a \$6,000 cash prize for the winner and \$1,000 for the runner-up. Teams from across New South Wales can register for the event, which will feature intense, fast-paced action. This promises to be an unforgettable celebration of rugby league talent and community spirit and taste for the year to come.



MAGIC ROUND

Panthers Juniors hosted their inaugural Magic Round in 2024 and it is back bigger and better in 2025! With plenty of Open Mens and U19 teams in action it is a fun filled afternoon with plenty of footy festivities, take advantage of the opportunity with the chance for you to engage with over 4,000 footy fans!



FRIDAY/SATURDAY NIGHT LIGHTS

Friday/Saturday Night Lights provides a platform to showcase different age groups each night. Some Friday and Saturday night include pathways age groups playing which boast many Penrith selectors attending those nights. Each Friday a different age group will play with some Saturday night football for the Senior age groups.



U5 & U6 SUPERHERO ROUND

A highlight on the Panthers Junior calendar, our U5/6 Superhero Gala Day is back! Over 4,000 players, family & friends grace the field in a day where heroes are born. Our Superhero Gala Day offers a tremendous opportunity to engage with the younger families that form part of Panthers Juniors!



PANTHERS JUNIORS EVENTS SUMMARY

LUKE LEWIS CUP

The Luke Lewis Cup sees the best of Panthers Juniors take on the best of Cronulla Junior Rugby League in the Open Men's divisions. Featuring the most talented footballers in the district, the Penrith side welcome the shire folk in 2025 in a one-off exhibition match. The Open Men's Challenge provides a great commercial opportunity to engage with the wider Sydney Metropolitan community!



U7 GALA NIGHT

Arguably one of the biggest events at Panthers Juniors over the years, the U7s Gala night is back in what will be a night to remember! Over 700 Under 7s teams will take the field and receive their very own Penrith Panthers Reversible Jersey signed by Nathan Cleary! With mums, dads, siblings, grandparents & friends all coming out for the Gala Night, this event provides a fantastic platform to showcase your brand to over 4,000 attendees!



4-PEAT GALA DAY

4-Peat Gala Days will provide the opportunity for the best U8, U9, U10, & U11 year olds in the district to show their rugby league talents. Played over 4 weeks with the final Saturday including plenty of rides, food trucks and activities, these few weeks have been introduced to compensate for the U8-U11 age group for losing their finals series due to the NRL Laws of the Game changes that came into effect as of 2024.



FINALS SERIES

Undoubtedly the pinnacle of our annual calendar, the Panthers Juniors Finals Series. With over 20,000 attendees across our district over the 5 week series, the Panthers Juniors Finals Series provides the platform for us to crown the best of the best in all competitive age groups across Panthers Juniors!



OPEN MEN PRE-SEASON COMP



This event marks an exciting step forward in fostering the growth of rugby league within the district with it being an inaugural event on our calendar in 2025.

The competition will feature a high-stakes shootout format, where teams must win to stay in the running. With a \$6,000 cash prize up for grabs, the stakes are higher than ever, promising intense, fast-paced action for both players and spectators.

Teams from across New South Wales are encouraged to secure their spot in this thrilling contest by registering and paying the team registration fee.

The event promises to be a celebration of rugby league talent and community spirit, with teams from all corners of NSW battling it out in a test of endurance, strategy, and teamwork. Federation Forest, a premier venue for rugby league in the area, will set the stage for this electrifying pre-season competition.



Asset	Value
Naming Rights Partner	\$5,000 + GST
Presenting Partner (Presentation/Product Sampling & Distribution opportunity)	\$500 + GST

MAGIC ROUND



2024 saw Panthers Juniors host their inaugural Magic Round! It returns bigger and better in 2025!

Including Open Mens and U19 Age Groups Magic Round offers a sizeable range of different demographics and members in attendance.

Magic Round provides tremendous commercial opportunities for partner activations & engagement to the 4,000+ strong patrons in attendance.

Commercial opportunities for the Open Men’s Magic Round include naming rights, signage, product sampling/distribution & activation opportunities!

Asset	Value
Naming Rights Partner (Open Men’s Magic Round Brought to you by Partner; Activation)	\$5,000 + GST
Presenting Partner (Activation/Product Sampling & Distribution opportunity)	\$500 + GST
Signage Partner	\$500 + GST
Beverage and Alcoholic Partner	TBA



FRIDAY/SATURDAY NIGHT LIGHTS



Friday/Saturday Night Lights provides a platform to showcase different age groups each night. Some Friday and Saturday night include pathways age groups playing which boast many Penrith selectors attending those nights.

Each Friday a different age group will play with some Saturday night football for the Senior age groups.

Expect nothing short of thrilling action as these players showcase their skills and athleticism with pride and bragging rights on the line.

Commercial opportunities for Friday/Saturday Night Lights include naming rights, signage, product sampling/distribution & activation opportunities!



Asset	Value
Naming Rights Partner (Friday/Saturday Night Lights Brought to you by Partner; Activation)	\$5,000 + GST
Presenting Partner (Activation/Product Sampling & Distribution opportunity)	\$500 + GST
Signage Partner	\$500 + GST



UNDER 5/6S SUPERHERO GALA DAY



Our U5 & U6 Superhero Round is back! Over 4,000 players, family & friends grace the field in a day where heroes are born. With free showbags, as well as, face painting, photos, stalls and rides our Superhero Gala Day offers a fantastic opportunity to engage with the younger families that form part of Panthers Juniors.

Our U5/6 Superhero Gala Day instills a positive perception of Rugby League among children by encouraging them to participate in the sport while embodying their favorite superheroes.

Commercial opportunities for the U5/6 Superhero Gala Day include naming rights, apparel branding, signage, product sampling/distribution & activation opportunities!

Asset	Value
Naming Rights Partner (U6 Superhero Gala Day Brought to you by Partner; Activation)	\$10,000 + GST
Front of Merchandise Branding (Branding, Signage & Activation opportunity)	\$5,000 + GST
Back of Merchandise Branding (Branding, Signage & Activation opportunity)	\$3,000 + GST
Sleeve of Merchandise Branding (Branding, Signage & Activation opportunity)	\$2,000 + GST
Presenting Partner (Activation opportunity)	\$1,500 + GST



LUKE LEWIS CUP



The Luke Lewis Cup sees the best of Panthers Juniors take on the best of Cronulla Junior Rugby League in the Open Men’s divisions. Featuring the most talented footballers in the district, the Penrith side will welcome the shire folk to take on Cronulla in a one-off exhibition match.

Panthers Juniors claimed the inaugural cup in 2024 and provides a great commercial opportunity to engage with the wider Sydney Metropolitan community!

The Luke Lewis Cup promises an exhilarating display of Rugby League prowess once again as these top athletes battle it out on the field.

Commercial opportunities for the Open Men’s Challenge include branding opportunities!



Asset	Value
Front of Jersey Branding	SOLD OUT
Back of Jersey Branding	\$3,000 + GST
Sternum of Jersey Branding	\$2,500 + GST
Sleeve of Jersey Branding	\$2,000 + GST



UNDER 7S GALA NIGHT



The U7 Gala Night is back in 2025 where over 700 kids take the field as they begin their quest to becoming Panthers. With the whole family all coming out for the Gala Night, this event provides a fantastic platform to showcase your brand to over 4,000+ attendees!

Each player receives their very own Panthers Reversible Jersey signed by Nathan Cleary, which your business and brand can be printed on!

The U7 Gala Night demonstrates the widespread excitement and engagement within the community & serves as a testament to the enduring appeal and impact of Rugby League.



Asset	Value
Naming Rights Partner (U7 Gala Night Brought to you by Partner; Activation)	\$15,000 + GST
Back of Jersey Branding (Branding, Signage & Activation opportunity)	\$12,000 + GST
Sternum of Jersey Branding (Branding, Signage & Activation opportunity)	\$10,000 + GST
Sleeve of Jersey Branding (Branding, Signage & Activation opportunity)	\$7,500 + GST
Presenting Partner (Activation and signage opportunity)	\$1,500 + GST





4-PEAT GALA DAYS

Panthers Juniors inaugural 3-Peat Gala Days in 2024 were a raging success!

In 2025 they are back but as 4-Peat Gala Days! The Gala Days will provide the opportunity for the best U8, U9, U10 & U11 year olds in the district to show their rugby league talents.

Played over 4 weeks (once at the beginning of the year and three consecutive at the end of the season) some days will include rides, food trucks and activities. Additionally all players will receive medals and shields distributed to the team that demonstrates excellence both on and off the field in numerous categories.

Pulling in a staggering 10,000+ attendees in 2024, our 4-Peat Gala Days are a new and exciting initiative to be a part of.

Commercial opportunities for 3 Peat Gala Days include naming rights, signage, product sampling/distribution & activation opportunities!

Asset	Value
Naming Rights Partner (Panthers Juniors Finals Series Brought to you by Partner; Activation)	\$10,000 + GST
Presenting Partner (Activation/Product Sampling & Distribution opportunity)	\$2,500 + GST
Signage Partner	\$1,000 + GST



FINALS SERIES



Undoubtedly the pinnacle of our annual calendar, get ready for the ultimate showcase of Rugby League talent and excitement as the Panthers Juniors Finals Series roars into action!

With over 20,000 passionate fans converging over a six-week period, we crown our best of the best during our finals series culminating with multiple Grand Final Days at Windsor Stadium

From hard-hitting tackles to sensational tries, every match is a thrilling display of skill and determination as the best teams go head-to-head in pursuit of championship glory.

Commercial opportunities for Panthers Juniors Finals Series include naming rights, signage, product sampling/distribution & activation opportunities!



Asset	Value
Naming Rights Partner (Panthers Juniors Finals Series Brought to you by Partner; Activation)	\$15,000 + GST
Presenting Partner (Activation/Product Sampling & Distribution opportunity)	\$5,000 + GST
Signage Partner	\$2,000 + GST





TRAINING SHIRTS - 2025 - 2027 OPPORTUNITY!

Panthers Juniors broke an all time registration record in 2024 reaching 9,500 players, with an increase of over 50 teams totalling 626 teams across the district.

Each team is required to have a certain number of officials who are represented in coloured shirts, dependent on their role as a trainer & what age they are involved in.

Across our competitions, there is in excess of 4,000 shirts distributed by Panthers Juniors to our clubs over the 3 years to wear every round of the PDJRL season each year. The shirts currently serve a 3 year term & house a number of commercial opportunities for sponsors to promote their brand!

Asset	Value
Front of Shirt Partner	\$15,000 + GST Per annum
Back of Shirt Partner	\$10,000 + GST Per annum
Sternum of Shirt Partner	\$7,500 + GST Per annum
Sleeve of Shirt Partner (Per Sleeve)	\$5,000 + GST Per annum



DIGITAL PARTNERSHIP



With the forever evolving space of social media, Panthers Juniors boasts a number of digital opportunities.

In an action packed social media schedule including team lists, late mail, announcements & score updates, the Juniors platforms have seen 94% growth over the last year exceeding over 30,000 followers across all platforms surpassing rival codes in the Penrith & surrounding districts!

Our Junior Reps posts gain significant traction promoting our 4 grads (Lisa Fiaola, Tarsha Gale, Harold Matts and SG Ball)

Asset	Value
Junior Elite Partner (Late Mail, Teamlists, Half Time & Full time Score per grade)	\$5,000 + GST
EDM(s) and Social Media (Late Mail, Teamlists, Half Time & Full time Score per grade)	From \$1500 + GST



FEMALE COMPETITIONS



Panthers Juniors boasts the largest female participation rate in the country for Rugby League with over 1,600 female participants.

Panthers Juniors is the first Junior League District to move to an On-Age Female competition. This will see female competitions from Under 10s through to U17s with U19s and Open Women competitions as well.

The initiation of the on-age competition has seen a staggering 33% increase in female participation since 2023

Commercial opportunities for Female Competitions include apparel branding, signage, product sampling/distribution & activation opportunities!



Asset	Value
Principal Partner (Apparel Branding, Naming Rights, Signage, Digital Opportunities etc)	\$40,000 + GST

NEXT GEN PARTNER



A new opportunity in 2025, Panthers Juniors is now offering the chance to showcase your brand across the different competitions of Panthers Juniors.

With over 9,500 participants across the district, branding opportunities are now available for sponsors of our competitions.

The branding partnership includes branding on the 2 trap positions of all jerseys in the designated age groups.

Commercial opportunities for Jersey Branding include apparel branding, signage, product sampling/distribution & activation opportunities!

Asset	Value
Minis Partner (Under 5-9s - 2,748 participants in 2024) (Apparel Branding, Naming Rights, Signage, Digital Opportunities etc)	\$60,000 + GST
Mod Partner (Under 10-12s - 2,190 participants in 2024) (Apparel Branding, Naming Rights, Signage, Digital Opportunities etc)	\$40,000 + GST
Junior Intl Partner (Under 13-17s - 2,590 participants in 2024) (Apparel Branding, Naming Rights, Signage, Digital Opportunities etc)	\$50,000 + GST
Senior Intl Partner (Under 19+ - 992 participants in 2024) (Apparel Branding, Naming Rights, Signage, Digital Opportunities etc)	\$30,000 + GST



PRINCIPAL PARTNERSHIP



Panthers Juniors is the largest Junior Rugby League competition in the world.

Boasting 23 clubs with over 9,500 participants (an all time record in 2024), the opportunity exists for a Principal Partner of the Panthers Juniors for the 2025 season & beyond.

Ranging from ages 4 through to Open Age across both Male & Female, gain unprecedented exposure across the district with your logo prominently on all jerseys that make up Panthers Juniors!

Commercial opportunities for our Principal Partner include apparel branding, product branding, signage, product sampling/distribution & activation opportunities!

Asset	Value
Principal Partner (Apparel Branding, Naming Rights, Signage, Digital Opportunities etc)	\$125,000 + GST





FOR FURTHER INFORMATION, CONTACT OUR PARTNERSHIPS TEAM

E: PARTNERSHIPS.PANTHERSJUNIORS@OUTLOOK.COM

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