

2024 SPONSORSHIP PACKAGE

JOIN OUR NETWORK

Align your business with the PNRL and celebrate in our success



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About the PNRL

Pambansang Ragbi Liga NG Pilipinas (PNRL) is the governing body of Rugby League Football in the Philippines. The PNRL is non-profit volunteer organization and a recognised member of the Philippine Olympic Committee and the Philippine Sports Commission. The PNRL focus is the promotion, development, and efficient administration of Rugby League in the Philippines, and to build a global following of our brand.

The Philippines is a member of the Asia-Pacific Rugby League Confederation (APRLC) and an observer member of the International Rugby League (IRL).

The Philippines (Tamaraw's) Men's National team are currently #27 in the IRL world ranking, and the Philippine (Sampaguitas) Womens National team currently at #15, both teams are the highest ranked Asian nation and is the best of any pinoy sports organisation.

Our Mission

To enable all Filipinos to have a healthy lifestyle through their participation in Rugby League Football and to be competitive amongst the Asian Rugby League playing nations.

Our Values

PROFESSIONALISM - striving for excellence in everything we do

NURTURE – to support and encourage

RESPECT - we respect all individuals and value their contributions

LEADERSHIP - inspire others to dream more, learn more, do more and become more



PROFESSIONALISM

1. SPONSORSHIP OPTIONS

The PNRL offer two types of sponsorship opportunities to cater for your business goals, they are a YEARLY or PER EVENT sponsorship pack. Our package benefits offer opportunity for exposure on various areas of our national team kits. We also offer value add benefits for your business during our events and game day.

Display and promotion at PNRL events: The PNRL often conducts events such as the annual social event, training clinics and presentation days at the end of the season. Sponsors have an opportunity to have their own display table, banners, and merchandise on display at these events at the sponsors cost and with preapproval by the PNRL committee.

NOTE: All sponsorship pricing are INC GST.

1.2 Sponsorship Package – YEARLY

YEARLY Team sponsors pack:

- This sponsorship package is based on per national team (Mens, Womens, Juniors)
- Exclusive sponsorship for 12 months
- Reap the tiering benefits for a 12-month period
- Exposure to each calendar event (section 2.)

Benefits	Tier 3 Cost - \$2,000	Tier 2 Cost - \$4,000	Tier1 Cost - \$4,800
Logo on National Jersey – Front			X
Logo on National Jersey – Rear		X	
Logo on National Shorts – Rear	X		
Logo displayed during livestream of the event		X	X
Opportunity to setup a stall (3x3m) on game day to promote brand, provide value add offers		X	X
Logo displayed on event promotional posts and posters	X	X	X
Banner at the playing field on game days	X	X	X
Tear Drop banners at the park on training and game days	X	X	X
Sponsors promoted for 12 months on PNRL digital channels (social media, press release, web etc), and sold on merchandise for retail sales.	X	X	X

1.3 Sponsorship Package – PER EVENT

PER EVENT Team sponsors' pack:

- This sponsorship is based on per national team (Mens, Womens, Juniors)
- Sponsor receives exclusive sponsorship to their chosen event (section 2.)
- Cost effective option allowing flexibility to select chosen events, team, and tiering
- Sponsorship of 2+ events will obtain a discounted saving of 15%

Benefits	Tier 3 Cost - \$1,000	Tier 2 Cost - \$2,000	Tier1 Cost - \$2,500
Logo on National Jersey – Front			X
Logo on National Jersey – Rear		X	
Logo on National Shorts – Rear	X		
Logo displayed during livestream of the event		X	X
Opportunity to setup a stall (3x3m) on game day to promote brand, provide value add offers		X	X
Logo displayed on event promotional posts and posters	X	X	X
Banner at the playing field on game days	X	X	X
Tear Drop banners at the park on training and game days	X	X	X
Sponsors promoted for 12 months on PNRL digital channels (social media, press release, web etc)	X	X	X

1.4 Sponsor a Player

The PNRL provide opportunities for player sponsorship per event. This is a cost-effective option for businesses and individuals allowing them to sponsor their favourite PNRL player or players. Sponsors brand will be displayed on the back of the player(s) jersey(s) between the shoulder blades to gain maximum exposure for this sponsorship type.

Cost per player sponsorship = \$250.00

1.5 Sponsorship Lay Out and Sponsorship Allocation

Tier 1 - Major Sponsor



Rear Jersey Sponsor



Tier 3 - Shorts Sponsor



Sponsorship Allocation

Our association is a 100% non-profit run by dedicated and passionate volunteers giving their best to provide opportunities for rugby league players of filipino heritage the chance to represent and play for their country against other nations who are carrying out the same objectives.

Its important that our sponsors know what their financial support covers, here are some of the expenses we need to cover on a yearly basis:

- Insurance premiums to cover all representative teams (Mens, Womens, Juniors and Development squads)
- Accomodation for training camp per event
- Game day expenses such as; doctors, venue hire, live stream, strapping, physio
- National team kits, training gear
- Match Officials per game



NURTURE

2. CALANDER ACTIVITES

Event	Description	Date	Location
1	Multi-Internationals (5x Games)	Sept 28, 2024	Lidcombe Oval
	Philippine Mens v Nth Macedonia		
	Philippine Womens v FIRLA (ITALY)		
	Philippine U19's Mens v FIRLA (ITALY)		
	Philippine U17's Girls v FIRLA (ITALY)		
	Philippine U17's Boys v FIRLA (ITALY)		
2	Asian Footy Festival	Oct 12, 2024	Brisbane, QLD
	Philippine Mens v India Jungle Cats		
3	Harmony 9's RL Festival (4x Games)	Oct 19-20, 2024	Croom Regional Sporting Complex, Albion Park, NSW
	Philippine Mens		
	Philippine Womens		
	Philippine U18s Girls		
	Philippine U18s Boy		
4	Friendship Cup – Philippines v Malta (6x Games)	Oct 26, 2024	New Era Stadium, Cabramatta NSW
	Philippine Mens vs Malta		
	Philippine Womens vs Malta		
	Philippine Admirals vs Malta		
	Philippine U19s vs Malta		
	Philippine U17s Boys vs Malta		
	Philippine U19s Girls vs Malta		

3. EVENT INFORMATION

Event	Summary
Multi-Internationals	<p>Philippines will be hosted by Italy-Australia at Lidcombe Oval with our sides playing multiple games across our Womens, U19's and U17s age groups. Our Philippine men's team will play North Macedonia to close off the day. This will be a big day of rugby league with a festival style feel and a very family friendly environment. We anticipate a crowd of at least 1000+ throughout the whole day providing wide exposure for sponsors.</p>
Asian Footy Festival	<p>What is the Asian Footy Fest?</p> <p>This exciting event is both a display of cultural heritage & emerging nations International Rugby League. In partnership with the Queensland Rugby League (QRL), this sporting spectacular will bring communities together & create potential pathways to a higher level of rugby league for talent identified through this carnival. It will also connect a network between sport, business's, to help promote the game at grass roots in their respective area of origin. Crowd numbers are expected to be between 800-1000 people, giving these spectators an exclusive chance to view our great game & supporting companies associated with it.</p>
Harmony 9 RL Festival	<p>To celebrate the rich and diverse cultures across the community Rugby League, NSWRL, Heritage RL NSW and the State Government are proud to showcase our Harmony 9s - Festival of Rugby League. The event will feature Heritage RL team's female and male (Seniors and Juniors), representing various international diaspora and community groups, and are excited to showcase the Physical Disability Rugby League All-Stars game. It will celebrate culture and diversity through Rugby League, while focusing on development, as well as providing a fun festival atmosphere for all participants, their families, and communities.</p> <p>The Philippines will enter their men's, women's, U18's boys and girls to compete.</p> <p>In 2023, the event experienced record growth with 24 affiliated community clubs and 1400 registered players participate in a cross-cultural competition structure that saw 21 matches in six age grades staged over two days.</p>
Philippines vs Malta (Friendship Cup)	<p>This Friendship Cup event between Philippines and Malta will consist of a day packed with Footy and culture between two nations. Last years events brought in 1000+ spectators across the day, we expect to see this number or more for this year's event.</p> <p>Games:</p> <ul style="list-style-type: none">• Two senior games (Men's and Women's) will be played as IRL sanctioned international matches.• Under 23's/Development teams• Under 19's Mens• Under 17's Boys• Under 17's Girls <p>As the senior games are IRL sanctioned matches, these games will go towards both teams IRL world ranking points.</p>



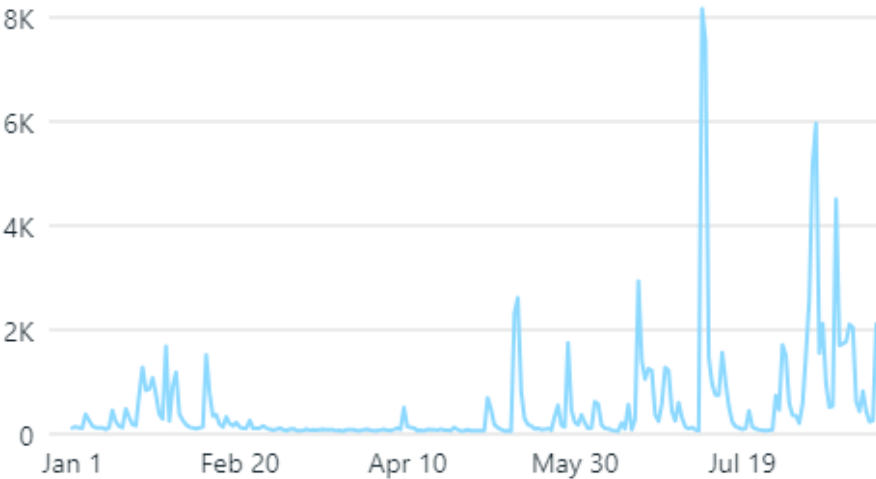
RESPECT

4. DIGITAL CHANEL STATISTICS

4.1 social media – Facebook & Instagram stats 2024

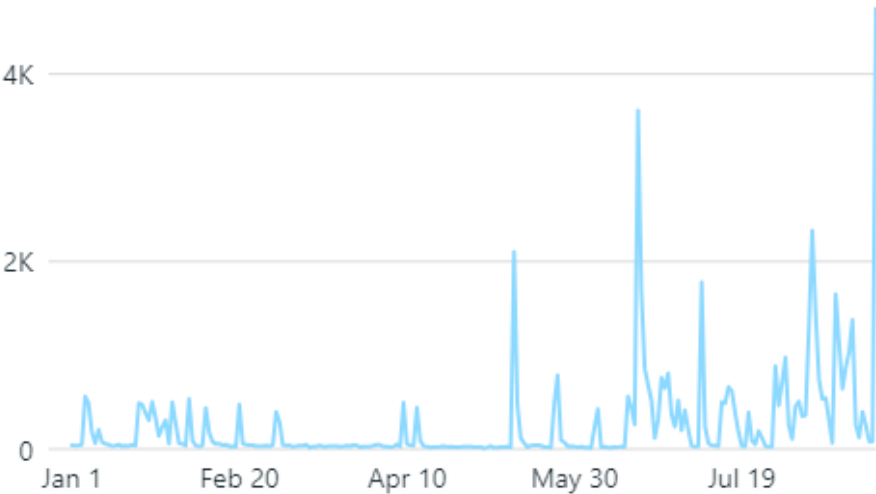
Facebook reach ⓘ

71.3K ↓ 79.1%



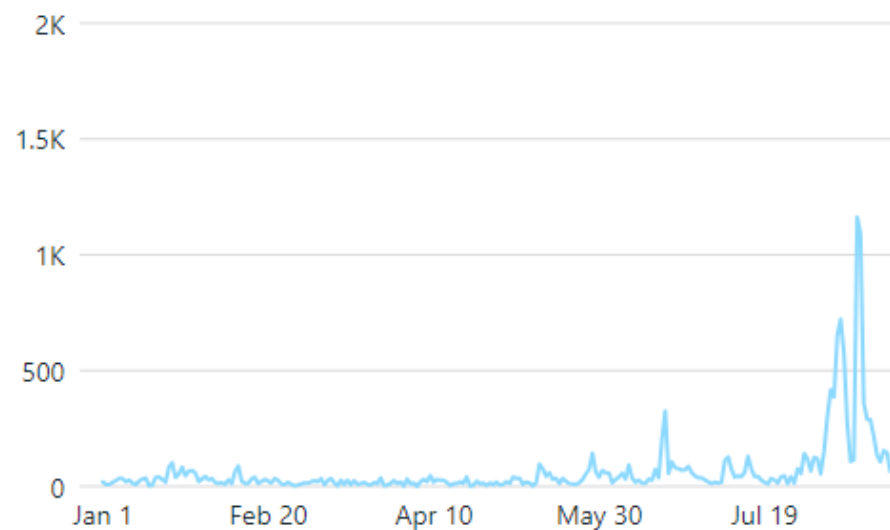
Instagram reach ⓘ

23.2K ↓ 1.5%



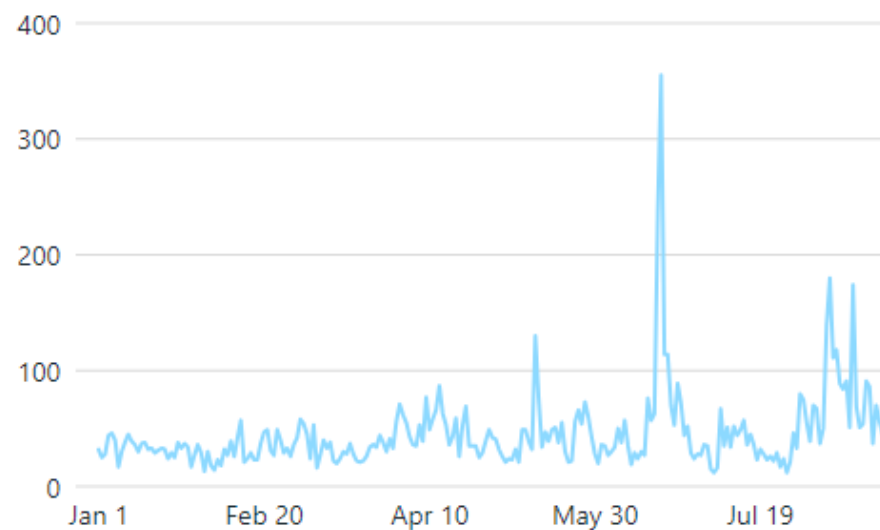
Facebook visits ⓘ

15.8K ↓ 63.9%



Instagram profile visits ⓘ

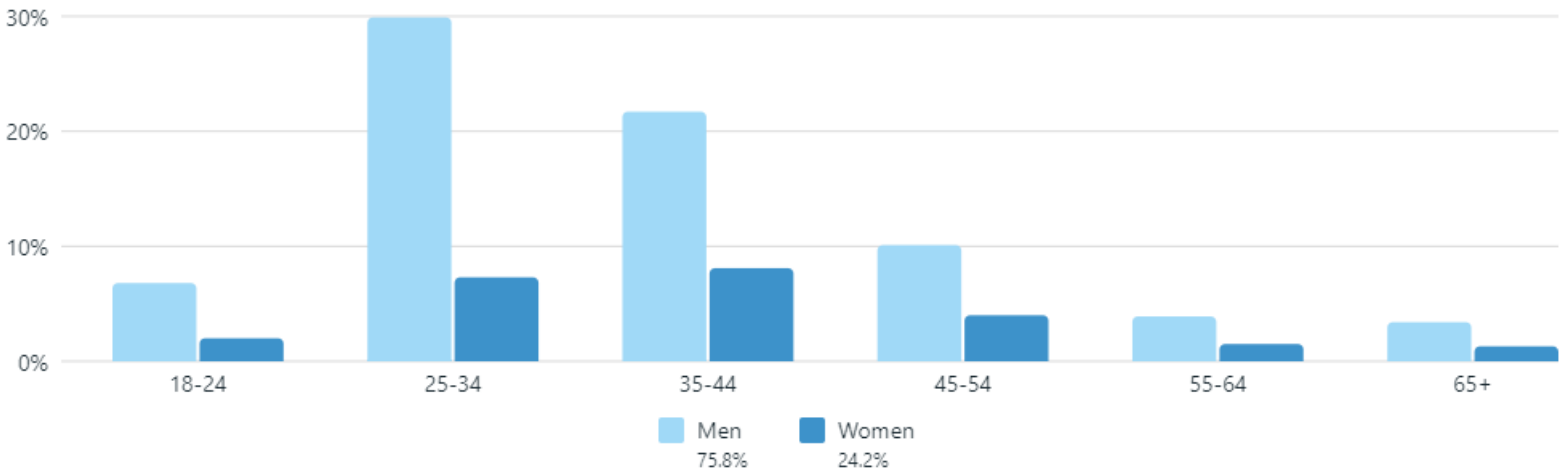
11K ↓ 61.3%



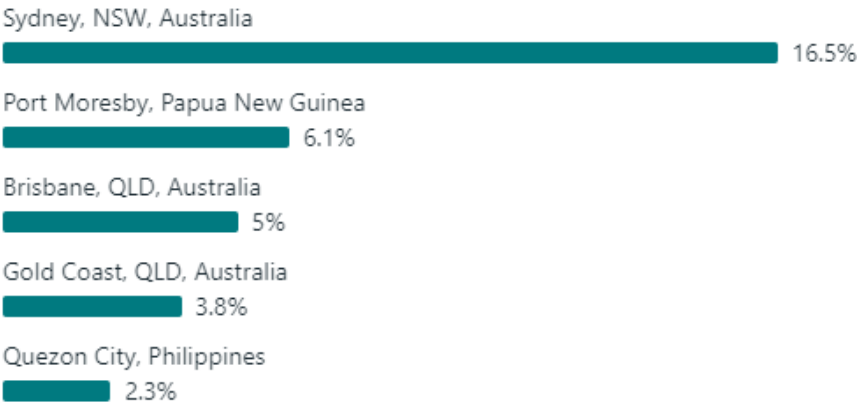
4.1.2 Facebook Demographics

9,793

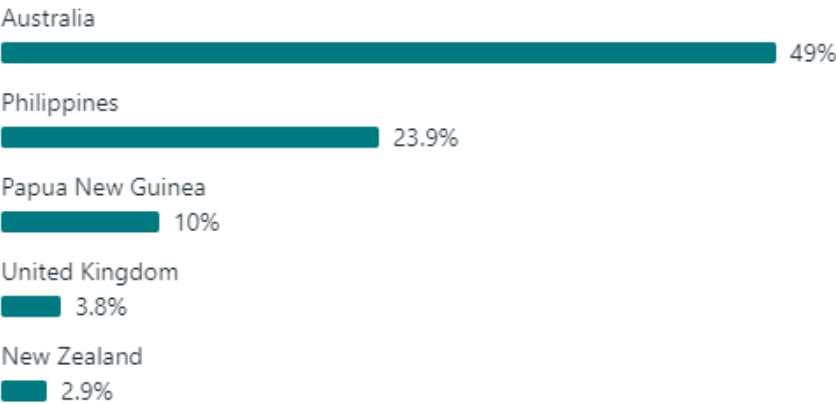
Age & gender ⓘ



Top cities



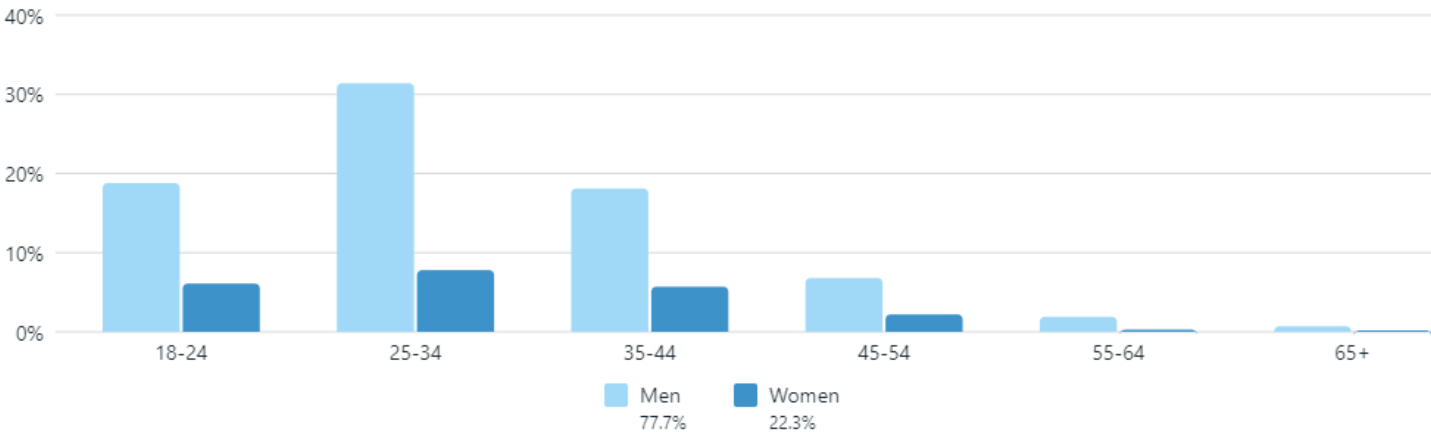
Top countries



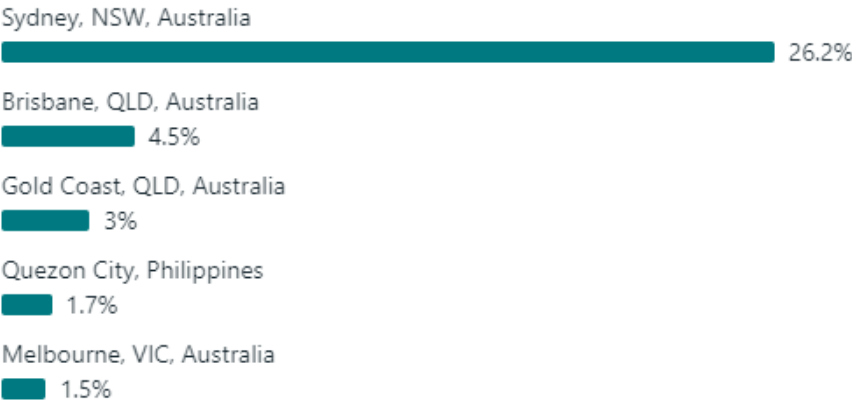
4.1.3 Instagram Demographics

2,269

Age & gender ⓘ



Top cities



Top countries





LEADERSHIP

5. PRESS PUBLICATIONS

The PNRL publishes our press release in collaboration with the following online publications.

Your sponsorship brand will be called out as part of our gratitude, and your contribution and support of the event.

Company	Web
ABS-CBN News	abs-cbn.com
APRLC	https://asiapacificrl.com/
Bar TV	bartv.com.au
IRL	https://intrl.sport/
Chasing Roo's	https://www.chasingroos.com/blogs/news
Rugby League Weekly	http://rugbyleagueview.com/
Love Rugby League	https://www.loverugbyleague.com/
Rugby League Planet	https://www.rugbyleagueplanet.com/
Everything Rugby League	https://everythingrugbyleague.com/

6. SPONSORS COMMITMENT

- Sponsor can take advantage of displaying 2 x vinyl banners (max size 2x3) and 4 x teardrop banners during the calendar activities. All banners are to be supplied by the sponsor, and approved by the PNRL committee
- Company logos to be supplied as a high-res logo with fonts outlined
- Sponsorship fees to be paid within 30 days of invoice date

7. PAST AND PRESENT SPONSORS/PARTNERS



8. CONTACTS

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THANK YOU

