BOWEN
SEAGULLS
RUGBY LEAGUE



BOWEN SEAGULLS RUGBY LEAGUE

SPONSORSHIP PROSPECTUS

2027/2028

Building Champions.
Strengthening Community.
Creating Opportunities.

Supporting grassroots rugby league from Under 6's through to Seniors.

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OUR STORY

More than a football club

For more than a century, rugby league has brought the Bowen community together. Since the first recorded competition in 1918, generations of players, volunteers and supporters have proudly represented our town, creating a legacy that continues today.

Established in 2004, Bowen Seagulls Rugby League Club has grown into one of North Queensland's leading community sporting organisations, providing opportunities for players from Under 6's through to Senior Rugby League in an environment built on respect, inclusion and community spirit.

Everything we do is driven by volunteers who share one goal—to give every player the opportunity to learn the game, enjoy the game and build friendships and life skills that extend far beyond the football field.

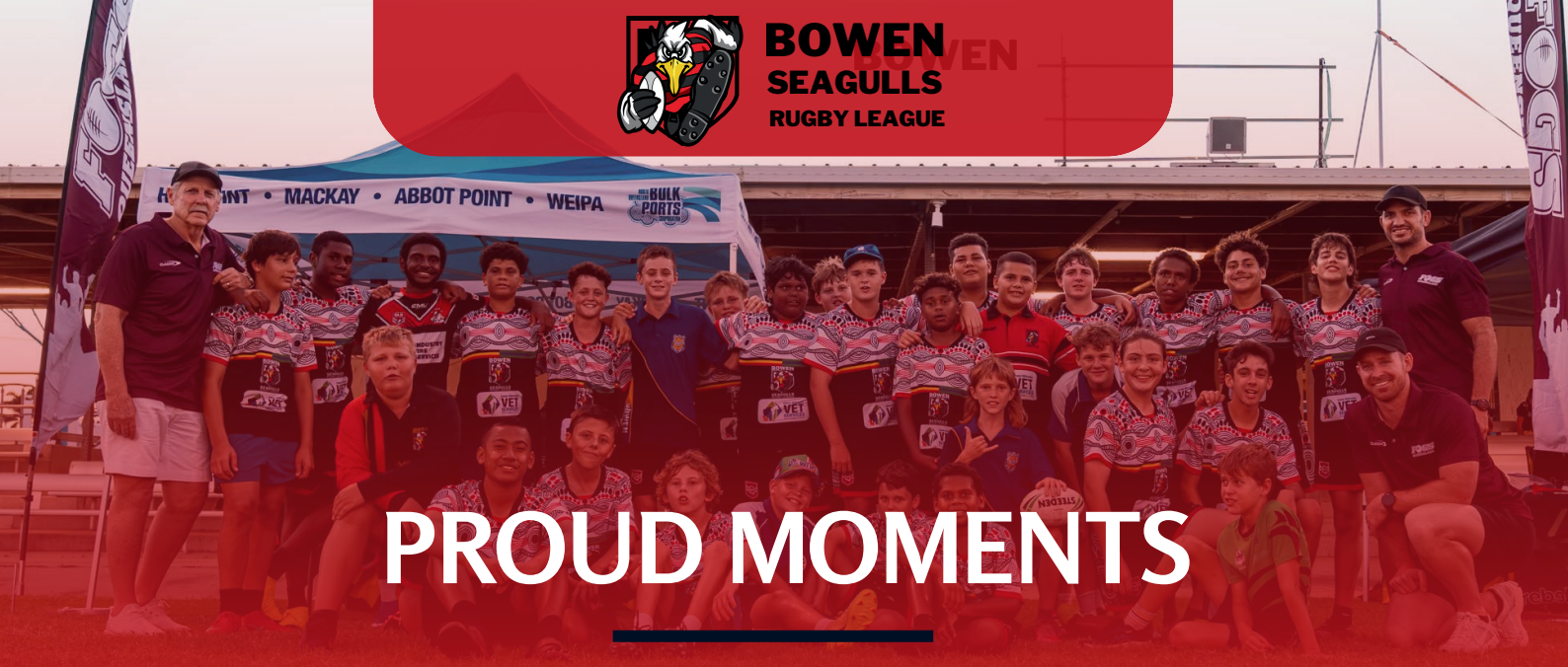
Whether it's introducing a child to rugby league for the very first time, supporting the development of future representative players, or bringing our community together through major events, Bowen Seagulls is committed to creating opportunities that strengthen both our club and our town.

We don't simply build footballers.
We build confident young people, stronger communities and lifelong memories.

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PROUD MOMENTS

Over the past seasons, Bowen Seagulls has continued to create opportunities for players, volunteers and our wider community. These milestones reflect our commitment to growing rugby league in Bowen while delivering experiences that extend far beyond the football field.

NRL Community Club of the Year

Recognised as Queensland's leading community rugby league club for our commitment to players, volunteers and our community.

Broncos Premiership Trophy Tour

Welcomed the Brisbane Broncos and the NRL Premiership Trophy to Bowen, giving local players, families and supporters the opportunity to celebrate rugby league's biggest prize in our own community.

Former Origin Greats Regional Tour

Hosted just the second-ever Former Origin Greats Regional Tour, bringing State of Origin legends to Bowen for coaching clinics, school visits and community engagement.

Official Opening of Our New Clubhouse

Celebrated the opening of our new clubhouse with a community event that honoured our proud history while showcasing the exciting future of rugby league in Bowen.

Major Rugby League Events

Each year, Bowen Seagulls proudly hosts the Bowen Summer 10's and the Corey Jensen Under 7's Carnival, attracting teams and families from across Queensland while showcasing Bowen as a premier destination for community rugby league.

Bowen Legacy Series – 2026

Created in 2026, the Bowen Legacy Series revived the iconic Pirates and Tigers rivalry, celebrating Bowen's rich rugby league history while ensuring senior rugby league continued to thrive in our community.

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WHY PARTNER WITH US

Bowen Seagulls Rugby League Club is more than a sporting organisation—we're a place where lifelong friendships are formed, future leaders are developed, and communities come together.

When you partner with Bowen Seagulls, your business becomes part of something much bigger than game day. Your support helps provide safe, inclusive and enjoyable opportunities for hundreds of local children, players and families while strengthening one of North Queensland's most respected community sporting organisations.

In return, we are committed to creating genuine value for our partners through meaningful brand exposure, community engagement and lasting relationships. Whether you're a small local business or a larger organisation, we'll work with you to ensure your partnership delivers real benefits while making a lasting impact on our club and our community.

Why Businesses Choose Bowen Seagulls

✓ Align your business with one of North Queensland's leading community sporting organisations.
✓ Reach thousands of players, families, supporters and visitors throughout the year.
✓ Increase your brand exposure through events, digital media, uniforms, signage and club facilities.
✓ Demonstrate your commitment to supporting local families, volunteers and grassroots sport.
✓ Build long-term relationships with a trusted organisation that values genuine partnerships.

Together, we're creating opportunities, strengthening our community and inspiring the next generation of rugby league players.

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OUR IMPACT

The Numbers Behind The Club

Behind every game, every training session and every community event is a club making a real difference throughout Bowen and the Whitsundays.

From grassroots participation to major regional events, Bowen Seagulls continues to grow its reach and create opportunities for players, volunteers, families and local businesses.

BY THE NUMBERS

🏉 100+ Years of rugby league history in Bowen

👦 420+ Registered Players across junior and senior competitions

🤝 80+ Volunteers & Coaches supporting our players

🏆 2 Major Annual Carnivals attracting teams from across Queensland

💰 Over $20,000 raised for local charities through community carnivals

📱 3000+ Social Media Followers across Facebook and Instagram

🎉 Thousands of Visitors attending games, carnivals and community events each year

🏟️ Home of Rugby League in Bowen at Denison Park

❤️ One Shared Goal: Growing rugby league while creating opportunities for every player, every family and our entire community.







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PREMIER CLUB PARTNER

2 EXCLUSIVE PARTNERSHIPS AVAILABLE

$5000/YEAR

2 YEAR PARTNERSHIP

As a Principal Club Partner, your business will enjoy the highest level of exposure across Bowen Seagulls Rugby League Club. This exclusive partnership aligns your brand with one of North Queensland's leading community sporting organisations while supporting the development of junior rugby league in Bowen.

Your Partnership Includes

- Exclusive logo placement on the front of all official Bowen Seagulls club polo shirts and back of all team jerseys
- Logo placement on the back of all official Team Staff shirts (Sports Trainers & First Aid).
- Large individual fence signage at Denison Park.
- Premium logo placement on the Bowen Seagulls website.
- Recognition across Bowen Seagulls social media platforms throughout the partnership.
- Recognition in club publications and promotional material.
- Game day announcements across season 27/28
- Invitation to major club functions and Presentation Day.
- First right of renewal at the conclusion of the partnership.

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MAJOR PARTNER

4 EXCLUSIVE PARTNERSHIPS AVAILABLE

$3000/YEAR

2 YEAR PARTNERSHIP

Major Partners play an important role in supporting grassroots rugby league while receiving premium exposure across the club throughout the season.

Your Partnership Includes

- Exclusive large logo placement on the back of all official Bowen Seagulls club polo shirts and sleeves of all playing jerseys
- Logo placement on the back of all official Team Staff shirts (Sports Trainers & First Aid).
- Large individual fence signage at Denison Park.
- Logo placement on the Bowen Seagulls website.
- Recognition across Bowen Seagulls social media platforms.
- Recognition in club publications and promotional material.
- Invitation to major club functions and Presentation Day.
- First right of renewal at conclusion of partnership

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AGE GROUP PARTNER

10 -13 PARTNERSHIPS AVAILABLE

$2000/YEAR

2 YEAR PARTNERSHIP

Become the exclusive partner of one of our junior age groups and play an important role in supporting the next generation of Bowen Seagulls players. As an Age Group Partner, your business will travel with your team throughout the season, proudly displayed wherever they represent the club.

Your Partnership Includes

- Exclusive front-of-jersey logo placement on your nominated age group's official playing jerseys and logo on back of Club Polo
- Exclusive partnership of your nominated age group for the full two-year term.
- Brand exposure at all weekly fixtures throughout the season.
- Brand exposure at regional carnivals and competitions as your team represents Bowen Seagulls across North Queensland.
- Logo displayed on the back of all official Bowen Seagulls club polo shirts.
- Grouped age group partner fence signage at Denison Park.
- Logo placement on the Bowen Seagulls website.
- Dedicated Age Group Partner announcement across Bowen Seagulls social media.
- Professional team photograph presented at the conclusion of each season.
- Invitation to Presentation Day.

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SPORTS TRAINER & FIRST AID PARTNER

2 EXCLUSIVE PARTNERSHIPS AVAILABLE

$2500/YEAR

2 YEAR PARTNERSHIP

Support the volunteers who keep our players safe every week by becoming the exclusive Sports Trainer & First Aid Partner.

Your Partnership Includes

- Exclusive front logo placement on all official Green and Yellow Sports Trainer and Blue and Orange First Aid shirts and logo on back of club polo
- Worn by accredited Trainers at every junior home game, away game, regional carnival and club event.
- Large branded fence signage at Denison Park.
- Logo placement on the Bowen Seagulls website.
- Recognition across Bowen Seagulls social media platforms.
- Recognition in club publications and promotional material.
- Invitation to major club functions and Presentation Day.

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FIELD PARTNER

3 EXCLUSIVE PARTNERSHIPS AVAILABLE

$2500/YEAR

2 YEAR PARTNERSHIP

Become the exclusive partner of one of Bowen Seagulls' three playing fields and enjoy highly visible branding seen by thousands of players, families and visitors each season.

Your Partnership Includes

- Exclusive branding of your allocated playing field includinglogo on 4 x goal post pads.
- Large permanent field signage.
- Recognition on the Bowen Seagulls website.
- Recognition across Bowen Seagulls social media platforms.
- Recognition in club publications and promotional material.
- Invitation to major club functions and Presentation Day.

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WEBSITE PARTNER

1 EXCLUSIVE PARTNERSHIPS AVAILABLE

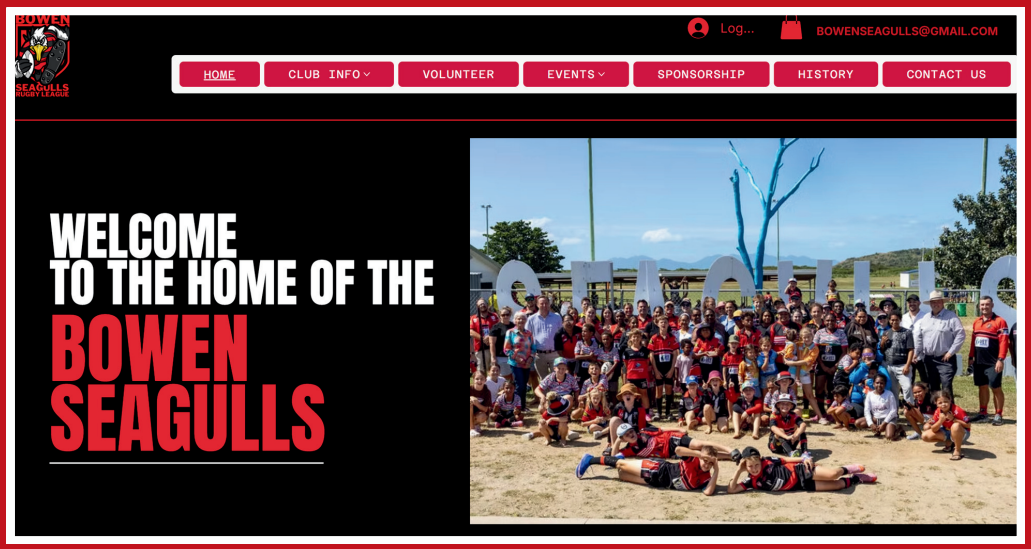
$1500/YEAR

2 YEAR PARTNERSHIP

Become the exclusive Website Partner of Bowen Seagulls Rugby League Club and align your business with our online presence.

Your Partnership Includes

- Exclusive premium logo placement on the Bowen Seagulls website.
- Direct hyperlink to your business website.
- Recognition across Bowen Seagulls social media platforms.
- Recognition in club publications and promotional material.
- Invitation to major club functions and Presentation Day.



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BOWEN SEAGULLS RUGBY LEAGUE

PARTNERSHIP HIERARCHY

PARTNERSHIP LEVEL	INVESTMENT PER ANNUM	AVAILABLE	KEY BRANDING & EXPOSURE
1. PREMIER CLUB PARTNER HIGHEST LEVEL OF EXPOSURE	$5,000 + GST p.a.	2 AVAILABLE	• Front of all Club Polos • Back of all Club Playing Jerseys • Back of Team Staff shirts (Trainers & First Aid) • Large individual fence signage at Denison Park • Premium website recognition • Recognition across social media, publications, promotional material & club events • Invitation to major club functions & Presentation Day • First right of renewal at the conclusion of partnership
2. MAJOR PARTNER PREMIUM CLUB-WIDE EXPOSURE	$3,000 + GST p.a.	4 AVAILABLE	• Large logo on back of all Club Polos • Sleeves of all Club Playing Jerseys • Back of Team Staff shirts (Trainers & First Aid) • Large individual fence signage at Denison Park • Website recognition • Recognition across social media, publications, promotional material & club events • Invitation to major club functions & Presentation Day
3. AGE GROUP PARTNER SUPPORT OUR NEXT GENERATION	$2,000 + GST p.a.	10–13 AVAILABLE	• Front of nominated Age Group Playing Jerseys • Logo on back of all Club Polos • Exposure at home, away games & regional carnivals • Large individual fence signage at Denison Park • Website recognition • Recognition across social media • Team photo presented at the end of each season • Invitation to Presentation Day
4. TEAM STAFF PARTNER KEEPING OUR PLAYERS SAFE	$2,500 + GST p.a.	2 AVAILABLE (Sports Trainer or First Aid)	• Front of Sports Trainer OR First Aid shirts • Logo on back of all Club Polos • Worn by accredited staff at all games & carnivals • Large individual fence signage at Denison Park • Website recognition • Recognition across social media, publications, promotional material & club events • Invitation to major club functions & Presentation Day
5. FIELD PARTNER HIGH VISIBILITY. ALL SEASON.	$2,500 + GST p.a.	3 AVAILABLE	• Exclusive branding of one playing field • Large permanent field signage • Website & digital recognition • Recognition across social media, publications, promotional material & club events • Invitation to major club functions & Presentation Day
6. WEBSITE PARTNER DIGITAL PRESENCE. LASTING IMPACT.	$1,500 + GST p.a.	1 AVAILABLE	• Exclusive Website Partnership • Premium logo placement on website • Direct link to business website • Recognition across social media, publications, promotional material & club events • Invitation to major club functions & Presentation Day

APPAREL BRANDING AT A GLANCE

1. PREMIER CLUB PARTNERS	2. MAJOR PARTNERS	3. AGE GROUP PARTNERS	4. TEAM STAFF PARTNERS
Front of Club Polos + Back of ALL Club Playing Jerseys	Large Back of Club Polos + Sleeves of ALL Club Playing Jerseys	Front of nominated Age Group Playing Jerseys + Back of Club Polos	Front of Sports Trainer OR First Aid Shirts + Back of Club Polos

ALL PARTNERSHIPS INCLUDE

Two-year partnership | Website recognition | Social media recognition | Club acknowledgement

Additional inclusions apply according to partnership level.

All partnership investments are quoted per annum and are exclusive of GST. GST will be applied at the time of invoicing.
Partnerships are secured under a two-year agreement and invoiced in full at the start of 2027

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LETS BUILD THE FUTURE TOGETHER!

Every partnership with Bowen Seagulls Rugby League Club is an investment in our players, our volunteers and our community.

Your support helps create opportunities for local children to participate in rugby league, provides a positive environment for families to connect, and ensures our club can continue to grow for generations to come.

Whether you're partnering with an age group, supporting our volunteers or becoming one of our principal club partners, your business will become part of a proud club with a rich history and an exciting future.

Together, we're developing players, strengthening our community and building the future of rugby league in Bowen.

If you'd like to discuss a partnership opportunity or create a tailored package for your business, we'd love to hear from you.

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