

# BECOME A CORPORATE PARTNER



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# IN LEAGUE WITH OUR COMMUNITY

THE MACKAY CUTTERS RUGBY LEAGUE FOOTBALL CLUB IS A DYNAMIC AND PROGRESSIVE CLUB THAT UNDERSTANDS THE NEED TO MAINTAIN AND CREATE STRONG CORPORATE AND COMMUNITY RELATIONSHIPS.

This attitude and determination to support our sponsors and community is vital to the success of a club that has been a pillar within the Mackay regional community since 2007. At the Mackay Cutters, we understand that corporate and business relationships must be mutually beneficial for partnerships to succeed.

Becoming a partner with the Mackay Cutters means becoming a partner with one of the largest affiliations/networks in rugby league. The Mackay Cutters are affiliated from the highest level in the NRL with the NQ Cowboys to the grassroots at local junior level.

Our semi-professional rugby league team reached the holy grail in 2013 when they were crowned the 2013 Intrust Super Cup Premiers and 2017 marked the Mackay Cutters 10 year anniversary.

I encourage you to read through this document in detail and dive into all the great initiatives our club delivers and look forward to discussing further your support for the 2024 season and beyond.

**Mitch Cook**  
**Chief Executive Officer**  
**QCCS Mackay Cutters**





# OUR CLUB

## VISION

Connecting and inspiring the Mackay Region by providing successful pathways in Rugby League

## PURPOSE

To provide an environment that supports our people to achieve their best Developing Pathways ~ Growing Communities



### COMPETE TO WIN

We come together to achieve success by ways of effort, Innovation and preserved.



### INTEGRITY

We are committed to the highest sense of Integrity, which will guide every aspect of our behaviors as members of the Mackay and District community.



### COMMUNITY INCLUSIVENESS

We welcome diverse groups of people where our people feel safe, respected and comfortable.





# OUR REACH

At the Mackay Cutters we believe that our ability to promote a business is one of our strengths as we strive to continually grow our networks and relationships with local businesses and the corporate world.

As our business partner you're not only supporting the Mackay Cutters, you are supporting over 3,700 junior & senior players and officials across the Mackay rugby league catchment area!

## SUPPORT ACROSS THE MACKAY CATHMENT



1,800 spectators on average to each home game.



A large catchment area:  
**South to Sarina**  
**West to Emerald**  
**North to Bowen**



Across the junior and senior Mackay District Rugby League community we have over 3,700 players and over 5,000 registered coaches and volunteers.



41 Corporate Partners and their associated networks



**INSTAGRAM**

**LOCATIONS**

- MACKAY
- BRISBANE
- SYDNEY

**FOLLOWERS 8.6K**

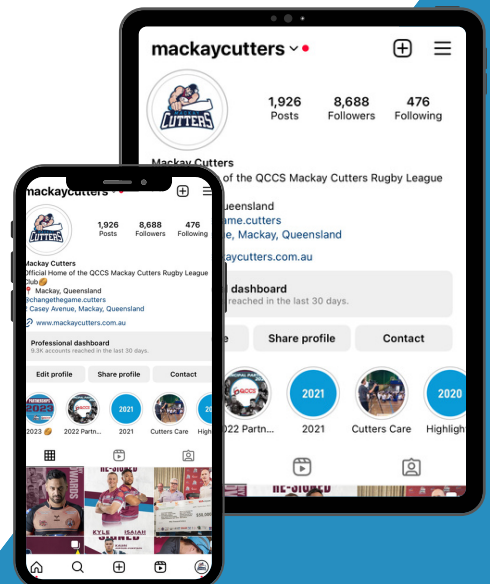


**FACEBOOK**

**LOCATIONS**

- MACKAY
- BRISBANE
- TOWNSVILLE

**FOLLOWERS 19K**



# COMMUNITY ENGAGEMENT

## IN LEAGUE WITH OUR COMMUNITY

*The QCCS Mackay Cutters works in partnership with our community to deliver programs and support fundraising efforts that play an important role in building a healthy and inclusive region. We are excited to have their very own community programs.*

Our Porters Mitre 10 Cutters Care initiative is aimed at helping young kids remain active, healthy, and happy as well as developing the skill sets that help build social relationships.

The DGH Cutters Corporate Care program is aimed at empowering the workforce with components to health, wellbeing & and performance. Rugby League has a fantastic ability to drive learning and break down social barriers and by becoming a Mackay Cutters partner your business plays a major part in making this possible.



A program aimed at empowering the workforce to live a healthy, balance life.



Involving our future players in Game Day celebrations through half time little league.



A program designed to promote healthy lifestyles in children and young adults.



Raising awareness about the issue of mental health & suicide prevention.

# BECOME A CORPORATE PARTNER

Our attitude and determination to support our sponsors and community is vital to the success of a club that has been a pillar within the Mackay regional community since 2007. At the Mackay Cutters, we understand that corporate and business relationships must be mutually beneficial for partnerships to succeed.

Becoming a partner with the Mackay Cutters means becoming a partner with one of the largest affiliations/networks in rugby league. Our semi-professional rugby league team reached the holy grail in 2013 when they were crowned the 2013 Intrust Super Cup Premiers and 2017 marked the Mackay Cutters 10 year anniversary.

## PARTNERSHIP BENEFITS

### TAILORMADE PACKAGES TO SUIT YOUR BUSINESS REQUIREMENTS

When you partner with the Mackay Cutters, you gain access to a world of benefits and opportunities. From player appearances at your business event, to B2B networking opportunities.

#### BRAND ASSOCIATION

Showcase your logo on our playing kit, training kit, staff uniforms and other marketing collateral.

#### TEAM MEMORABILIA & MERCHANDISE

Access our ever popular merch and team memorabilia to showcase your support each season.

#### B2B ENGAGEMENT

Network with other like minded business people at our games and other events throughout the season.

#### COMMUNITY ENGAGEMENT

Be seen through our award winning programs with a focus on schools to educate on healthy and wellbeing.



#### HOME GAMES

Engage with supporters through game day activations and corporate hospitality.



# CORPORATE HOSPITALITY

## ENJOY YOUR VERY OWN CORPORATE BOX AT OUR HOME GAMES

Entertain your clients, gather with staff, family and friends in one of our fully serviced corporate areas at all or any one of our home games this season.



### LEVEL 1 GRANDSTAND CORPORATE BOX

Enjoy the atmosphere of the crowd in a serviced Grandstand corporate box for 8 or 12 people.

### LEVEL 2 CORPORATE SUITE

All inclusive suites (10 seats), includes corporate catering, stocked private beverage fridge & air-conditioned comfort for three hours of football fun.

### A1 BATTERYPRO CORPORATE LOUNGE

Internal all-inclusive VIP lounge which provides the perfect networking opportunity, with corporate catering, bar & air-conditioned comfort. Available per head.

### PRIVATE EVENT

Located right on the field we can create your own private event with its very own bar, this area is a place to be when entertaining larger corporate group or staff party.





# MACKAY CUTTERS

## 2024 CORPORATE HOSPITALITY



**EXPERIENCE IT LIVE FROM THE BEST SEATS IN THE HOUSE**  
Entertain your clients or gather with family and friends

### CORPORATE FACILITY

#### A1 BATTERYPRO CORPORATE LOUNGE

10 SEATER OPEN PLAN CORPORATE BOX - LIMITED AVAILABILITY

#### 1 GAME

**\$2,100**

inc 3hr food & bev

#### 3 GAMES

**\$6,300**

inc 3hr food & bev

#### 9 GAMES

**\$18,900**

inc 3hr food & bev

#### A1 BATTERYPRO CORPORATE LOUNGE

INDIVIDUAL TICKETS - LIMITED AVAILABILITY

**\$210**

inc 3hr food & bev

**\$630**

inc 3hr food & bev

**\$1,890**

inc 3hr food & bev

#### INTERNAL INDIVIDUAL SUITES

10 SEATER PER SUITE

**\$2,100**

inc 3hr food & bev

**\$6,300**

inc 3hr food & bev

**\$18,900**

inc 3hr food & bev

#### MACKAY MAZDA OPEN AIR BOX

8 SEATER - LOCATED AT THE TOP OF THE GRANDSTAND

**\$880\***

**\$2,640\***

**\$7,920\***

#### MACKAY MAZDA OPEN AIR BOX

12 SEATER LOCATED AT THE TOP OF THE GRANDSTAND

**\$1,250\***

**\$3,750\***

**\$11,250\***

#### PRIVATE EVENT - LAWN SIDE WITH MARQUEE

Full or partial hire options. Suits groups of 12 to 100

PRIVATE BAR & FUNCTION AREA

**\$POA**

**\$POA**

**\$POA**

\*Includes starter pack - 2 drinks per person, 1 x Hot food platter, 1 x cold food platter per box. All prices are for regular season and do not include finals.

**BOOK NOW AS FACILITIES ARE SELLING FAST!**

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# STADIUM SIGNAGE

Games at Stadium Mackay attract in excess of 129,000 viewers locally and nationally in the lead up to and during 8 x home games and an average crowd of 1,800 per game.

Your signage will also be seen at other stadium events and news conferences with television and livestreaming coverage. This signage will give your business prime exposure to a broad demographic of viewers.

## SCOREBOARD ADVERTISING

Advertising on the scoreboard provides a first class branding opportunity. Your business can feature a 15sec TV commercial or social media video. Your message will be played a minimum of 6 times per game day.

## APPAREL TEAM SHOP

Opportunity to advertise your company on the side apparel team shop. This prime location is seen upon entry to the stadium.

## BMD DRESSING SHED

Expose your brand directly to participants. Not only are the dressing rooms used by the BMD & Womens teams, they also serve all away teams, concerts, and special events.

## EASTERN HILL | 6M X 1.5m (2 AVAILABLE)

Prime branding exposure, located in prime streaming coverage. This sign provides great exposure to bridge rd traffic or exposure to junior league patrons.

## EASTERN PERIMETER | 3m X 1m (2 AVAILABLE)

Facing the grandstand, this sign provides a great branding opportunity at the stadium, along with passing streaming coverage.

## NORTHERN & SOUTHERN PERIMETER | 2.4M X 1m (1 AVAILABLE)

Located on the fenceline behind deadball line at either end of the grounds, these signs provide businesses with stream coverage.

## WESTERN PERIMETER | 7.3M X 1M (1 AVAILABLE)

Facing the grandstand and spanning 7.3M long, this sign give a fantastic branding opportunity at the stadium to all passing and seated patrons.



# GOLD PARTNERSHIP

## PARTNERSHIP

Your business will be recognised as a Gold partner across all marketing and promotional activations.

## HOSPITALITY

Ten tickets to Level 2 Private Corporate Suite for Three regular home games at BB Print Stadium of choice. Includes buffet dinner / lunch and 3hr beverage package.

### OR

12 tickets to an open air Mackay Mazda Corporate Box for Five regular home games at BB Print Stadium inc 2 platters and 2 drinks per person.

## HPC & BMD PLAYER NUMBER SPONSOR

Your player will be introduced on the scoreboard and your business recognised by our ground and live stream announcers at the commencement of each home game and whenever your player is positively mentioned throughout the game for the duration of the season.

## SIGNAGE

Eastern Hill Sign | 6m x 1.5m - Prime branding exposure, located in prime streaming coverage. This sign provides great exposure to bridge rd traffic or exposure to junior league patrons. *Design & install included*

## MEMBERSHIP

Receive Four Cutters Crew 2024 Memberships, each includes entry to all home games \$40 voucher to the team apparel store and members only offers .

## EVENTS

Two invitations to attend Mackay Cutters 2024 Season Launch

Two invitations to attend the End of Season Presentation

Two invitations to attend the Mackay Cutters Sponsors and staff Christmas party

Invitation for all sponsors networking events.

## BRAND SUPPORT

Logo inclusion on Mackay Cutters website, letter head, rotational email signature, newsletters footer and game day programs.

Minimum four social media posts on the Mackay Cutters social pages

Ground Announcer mentions at every home game at BB Print Stadium

Score Board advertising at every Mackay Cutters home games at BB Print Stadium.



**SPONSORSHIP INVESTMENT \$15,000 + GST**  
*\$17,500 Value / Monthly payment options available*

# SILVER PARTNERSHIP

## PARTNERSHIP

Your business will be recognised as a Silver partner across all marketing and promotional activations.

## HOSPITALITY

Mackay Mazda Open Air Corporate Box | Twelve tickets to three home games of choice at BB Print Stadium. Includes 2 drink per person and 2 platters

## HPC PLAYER NUMBER SPONSOR

Your player will be introduced on the scoreboard and your business recognised by our ground and live stream announcers at the commencement of each home game and whenever your player is positively mentioned throughout the game for the duration of the season.

## SIGNAGE

Eastern or Western Perimeter Sign | 7.3m x 1m - Prime branding exposure, located in prime streaming coverage. This sign provides great exposure to bridge rd traffic or exposure to junior league patrons. *Design & Install included*

## MEMBERSHIP

Receive Two Cutters Crew 2024 Memberships, each includes entry to all home games \$40 voucher to the team apparel store and members only offers .

## EVENTS

Two invitations to attend Mackay Cutters 2024 Season Launch

Two invitations to attend the Mackay Cutters Sponsors and staff Christmas party

Invitation for all sponsors networking events.

## BRAND SUPPORT

Logo inclusion on Mackay Cutters website, letter head, rotational email signature, newsletters footer and game day programs.

Minimum three social media posts on the Mackay Cutters social pages

Ground Announcer mentions at every home game at BB Print Stadium

Score Board advertising at every Mackay Cutters home games at BB PPrint Stadium.



**SPONSORSHIP INVESTMENT \$10,000 + GST**  
*\$14,000 Value / Monthly payment options available*

# HOSTPLUS CUP PLAYER NUMBER SPONSORSHIP

## NAMING RIGHTS

Exclusive Sponsorship of one Hostplus Cup Jersey number (1- 17)

## BRAND SUPPORT

Your player will be introduced on the scoreboard and your business recognised by our ground and live stream announcers at the commencement of each home game and whenever your player is positively mentioned throughout the game for the duration of the season.

Ground Announcer mentions at every home game at BB Print Stadium

Logo inclusion on Mackay Cutters website

## HOSPITALITY

Eight seater Mackay Mazda Corporate Box - Level 1 to one home game of choice. Includes starter package, two drinks per person, and two platters.

## MEMBERSHIP

Receive Two Cutters Crew 2024 Memberships, includes entry to all home games \$40 voucher to the team apparel store and membership only offers .

## EVENTS

Two invitations to attend Mackay Cutters 2024 Season Launch

Two invitations to attend the Mackay Cutters Sponsors and staff Christmas party

Invitation for all sponsors networking events.



**SPONSORSHIP INVESTMENT**  
**\$3,000 + GST**

*Monthly payment options available*



# BMD WOMEN'S PLAYER NUMBER SPONSORSHIP

## NAMING RIGHTS

Exclusive Sponsorship of one BMD Jersey number. (1- 17)

## BRAND SUPPORT

Your player will be introduced on the scoreboard and your business recognised by our ground and live stream announcers at the commencement of each home game and whenever your player is positively mentioned throughout the game for the duration of the season.

Ground Announcer mentions at every home game at BB Print Stadium

Logo inclusion on Mackay Cutters website

## HOSPITALITY

Eight seater Mackay Mazda Corporate Box - Level 1 to one home game of choice. Includes a starter package, two drinks per person and two platters.

## MEMBERSHIP

Receive Two Cutters Crew 2024 Memberships, each include entry to all home games \$40 voucher to the team apparel store and members only offers .

## EVENTS

Two invitations to attend Mackay Cutters 2024 Season Launch

Two invitations to attend the Mackay Cutters Sponsors and staff Christmas party

Invitation for all sponsors networking events.



## SPONSORSHIP INVESTMENT

**\$2,000+ GST**

*Monthly payment options available*



# U19 MALE AND FEMALE PLAYER NUMBER SPONSORSHIP

## NAMING RIGHTS

Exclusive Sponsorship of a male and female U19 Jersey number (1- 17)

## BRAND SUPPORT

Your players will be introduced on the scoreboard and your business recognised by our ground and live stream announcers at the commencement of each home game and whenever your player is positively mentioned throughout the game for the duration of the season.

Ground Announcer mentions at home games which Junior team play at BB Print Stadium

Logo inclusion on Mackay Cutters website

## HOSPITALITY

Four tickets to the A1 Battery Pro Corporate Lounge to a home game of choice

## MEMBERSHIP

Receive Two Cutters Crew 2024 Memberships, each include entry to all home games \$40 voucher to the team apparel store and members only offers .

## EVENTS

Two invitations to attend Mackay Cutters 2024 Season Launch

Two invitations to attend the Mackay Cutters Sponsors and staff Christmas party

Invitation for all sponsors networking events.



**SPONSORSHIP INVESTMENT**  
**\$2,000 + GST**

*Monthly payment options available*





# 2024 CORPORATE PARTNERS

**CHANGE  
THE GAME**  
TACKLE MENTAL HEALTH  
HEAD ON

## PRINCIPLE PARTNER



## ELITE PARTNER



## MAJOR PARTNER



## GOLD PARTNER



## SILVER PARTNER

