

**THE FOLLOWING PARTNERSHIP
OPPORTUNITIES ARE AVAILABLE**

MAJOR CLUB PARTNER
PREMIER GRADE TEAM PARTNER
SENIOR GRADE PARTNER
JUNIOR GRADE PARTNER
YOUTH ACADEMY PARTNER
GENERAL PARTNER
CLUB SUPPORTER



JOONDALUP BROTHERS
**PARTNERSHIP
OPPORTUNITIES**

My **CLUB** *Your* **CLUB**
#brothersforlife



TABLE OF CONTENTS

3	Welcome
4	Club History
5	Brothers Values
6	Partnership Opportunities
7	Testimonies
8	Major Club Partnership
9	Premier Grade Partnership
10	Seniors Partnership
11	Colts Partnership
12	Juniors Partnership
13	Academy Partnership
14	General Partnership & Club Supporters
15	Contacts



My **CLUB** *Your* **CLUB**
#brothersforlife

Dear Prospective Partner

It gives us great pleasure to provide you with details of our latest partnering opportunities for the 2023 season.

We have set out in the following pages, the details of the various packages we have available for partnering with Joondalup Brothers RUFC for 2023 and beyond.

Additionally, we have other options for bespoke packages that can be specifically tailored to meet your business needs and ensure that we optimise the fantastic opportunities that exist for shared mutual outcomes. We understand that in business - as in rugby - it's not "one-size fits all" and therefore we welcome organisations, big or small that share our values and support our goals of continuing to foster an inclusive, professional and successful northern suburbs rugby franchise that we can all be proud of.

We are celebrating our 25th year in 2023 so the opportunities to promote and market your business are greater than ever as we will be heavily engaged with social and commemorative functions to mark this auspicious milestone in our amazing history.

2023 also sees the relaunch of our Ladies and Girl's teams and we are thrilled to not only be developing our community's best young men but also our best young ladies as we move back into this boom area of our game.

With grassroots rugby in Western Australia now being broadcast via Stan Sports & live streamed on the internet, exposure for your business could reach national and international audiences.

I invite and encourage you to consider the opportunities for joining the Brothers family and aside from leveraging our vast membership to progress and grow your business, knowing you are supporting your, and our, community.

For more information about our club, please visit our [website](#).

To discuss partnering opportunities, please don't hesitate to contact me on 0425 425 351 or partnership@joondalupbrothers.com

Yours Sincerely

Liam Smyth
Partnership Coordinator





CLUB HISTORY

Joondalup Brothers was formed in 1998 by players from nearby clubs who were keen to expand the game of rugby in the State generally and in particular in the burgeoning Northern corridor of Joondalup. Brothers is part of the Brother's Old Boys (inc) of Albion, Brisbane, Queensland and its affiliated Brothers rugby fraternity which includes leading clubs in Australia, New Zealand and other countries.

From our humble beginnings, the club has made incredible progress both in terms of on field rugby achievements but also, more importantly, with vital off-field administrative growth. In our very short history, we have grown our club from being a one team club of adults in 1998 to, in 2022, one of the biggest in the country, boasting over 500 players, including over 390 junior players, playing in 28 junior and senior teams, by any assessment, a phenomenal achievement.

In recognition of that and consistent with the club's strategic plan, in 2015, the State governing rugby body, Rugby WA (RWA) allowed Brothers' elevation to the Premier Grade (PG) of State rugby, the highest level of club rugby in the country outside of the professional franchises within Australia. That elevation, the first time a club had entered the PG for over a quarter of a century, took place at the start of 2015 and since then we have gone from strength to strength.

Our vast junior section is seen as a leading group within the junior RWA competition with our teams featuring in competition finals in multiple age groups, annually and providing large numbers of players across junior representative teams. The picture at the bottom of Page 2 shows the eight young Brothers who represented the State 18s team this year in Canberra (including the captain and VC) together with our recently inducted Life Member, Dave Wells.

A key focus for us remains the “conveyor belt” as we transition many of our junior players into our senior teams which we see as a vital component to not only be competitive on the field but to build even further our “Brothers for Life” mantra. If you look at the above photograph, taken prior to our first ever game in 1998, to the back left you will see a very young Kyle Barker who played in all of our senior grades in 2022.

A true Brother for Life!

We are now about to embark on our 25th year as club. Much has been achieved in that time but there is much more left to be done as we continue to build our great club. Since our inception, our club values were and remain to serve our community through fostering and promoting rugby across the State and also, achieving our long-term aspiration, to be the foremost community rugby club in Australia.

Part of that vision is the building of longevity, sustainability and the creation of a truly great community rugby club for all ages and abilities and to be able offer pathways to all players whether that is to play community rugby or pursue elite ambitions.

At Brothers, our aims include producing “young men and women of substance and with character”, the key attributes that both a team sport brings and that rugby is renowned for producing.

Bold | Joondalup Brothers is less than 25 years old and in that time, have transitioned from just one team of adults to a club consisting of 27 teams with players aged from five years to sixty-five. This amazing growth has been possible only through adopting a bold, innovative and strategic approach and understanding that long term sustainability will always trump short term, on-field success.

Innovation | Joondalup Brothers has faced many challenges since inception, many of them are unprecedented and prevent a level playing field and specifically the operating costs at the Arena which no other rugby club in WA has to face. Brothers hasn't allowed these challenges to stop our journey towards to sustainability (growth) and hence why we are always focused on been one step ahead and constantly; examining our operations to identify efficiencies, adapt; accordingly, and continue to work with partners (including the COJ) for shared community benefits.

Ambition | Joondalup Brothers's vision from inception was and remains to be the foremost rugby club in Australia. In the shorter term, through building sustainability, we are focused on becoming the State's foremost rugby club, built on a strong community player base with high integrity and aligned values.

Enterprise | Joondalup Brothers already is significantly engaged with local businesses through large membership and current partners who see the high value of engaging with a leading community sports group.

Compassion | Joondalup Brothers is focused on ensuring continued community growth through sustainability and to give the community a club they value and want to be part of. Brothers has no interest in quick fixes, on or off the field. We are here for the long haul: Brothers for Life!!!

PARTNERSHIP OPPORTUNITIES

Prospective partners will have access to our entire membership base, which consists of players, non-playing members, families and supporters in both junior and senior divisions. Combined membership is over 700, and an indirect community network of supporters is estimated to be over 3,000 - and growing. This presents opportunity for local businesses to directly market to the Brothers fraternity both during and after the official season.

The following partnership opportunities are available:

MAJOR CLUB SPONSOR
PREMIER GRADE TEAM
SPONSOR
SENIOR GRADE SPONSOR

JUNIOR GRADE SPONSOR
YOUTH ACADEMY SPONSOR
GENERAL SPONSOR
CLUB SUPPORTER



TESTIMONIALS

"As part of my role, I worked extensively with all clubs and their leading coach staff including Brothers, I therefore am qualified to comment on their standards and quality relative both their club peers within the State but also more broadly across Australia and internationally.

It was clear from the outset that Brothers's club philosophy including their approach to their delivery of coaching is perfectly aligned to accepted best practice and everything that a governing body would want to see demonstrated across all clubs. They have a clear and stated belief that the development of their own, both players and coaches, is paramount and that any success they achieve will not be gauged, exclusively through on-filed results.

Part of that vision is the building of longevity and the creation of a truly community rugby club for all ages and abilities and to be able offer pathways to all players whether that is to play community rugby or pursue elite ambitions. This is Rolls Royce model and that takes courage."



*Steve Anderson
Director of Rugby, RugbyWA 2021, current DOR, International Rugby Association of Australia and 30 year career as elite professional rugby player and coach.*

As a long-term partner of the Brothers, I see this as the perfect opportunity for those of us in business to contribute to our wonderful club, so join me in becoming a club partner and let's raise the bar for rugby clubs and undertake the kind of support that's never been seen before in Western Australia

*Simon French-Bluhm
Sponsor and long-term clubman and coach*





MAJOR CLUB PARTNERSHIP PACKAGE

As a Brothers Major Partner, you will enjoy the following benefits...

1. Exclusive right to be known as "Major Club Partner", as listed on the club's website
2. Logo on the back of all playing jerseys
3. Complimentary tickets (2) to the seniors presentation dinner
4. Complimentary tickets (2) to our major fundraising event
5. Field side signage at all home game (2 Tear Drop signs)
6. Open invitation to all post game functions after home games
7. Identified in all official club correspondence:
 - Emails
 - Social Media
8. Identified on all Major Club events:
 - Golf Days
 - Luncheons
 - Formal Dinners
 - Club Presentations & Registrations
 - Fundraising Events
 - Home Games (incl. potential Stan Sport coverage providing the possibility of national brand exposure)

Partners Investment \$40,000 over 3 years.

Minimum partnership term is **3 years:**

Year 1 Payment - \$20,000

Year 2 Payment - \$10,000

Year 3 Payment - \$10,000

As the Brothers Premier Grade Partner, you will enjoy the following benefits...

9

1. Exclusive right to be known as "Premier Grade Partner", as listed on the club's website
2. A framed replica playing jersey
3. A personalised replica training jersey (unframed)
4. Listed on the front of all Premier Grade team playing & training jerseys
5. Complimentary tickets (2) to the seniors presentation dinner
6. Complimentary tickets (2) to our major fundraising event
7. Field side signage at all home game (2 Tear Drop signs)
8. Identified on all official club merchandise during partnership term
9. Open invitation to all post game functions after home games
10. Identified in all official club correspondence:
 - Emails
 - Social Media
11. Identified at all Major Club events:
 - Golf Days
 - Luncheons
 - Formal Dinners
 - Club Presentations & Registrations
 - Fundraising Events
 - Home Games (incl. potential Stan Sport coverage providing the possibility of national brand exposure)

Partners Investment \$75,000 over 3 years.

Minimum partnership term is **3 years:**

Year 1 Payment - \$35,000

Year 2 Payment - \$20,000

Year 3 Payment - \$20,000



**PREMIER GRADE
PARTNERSHIP PACKAGE**

As the Brothers Senior Division Partner, you will enjoy the following benefits...

1. Exclusive right to be known as "Senior Division Partner", as listed on the club's website
2. Listed on the front of all senior team playing jerseys (excluding Premier Grade)
3. Complimentary tickets (2) to the seniors presentation dinner
4. Complimentary tickets (2) to our major fundraising event
5. Field side signage at all home game (2 Tear Drop signs)
6. Identified on all official club merchandise during partnership term
7. Company name printed on four corner posts for use at home games
8. Open invitation to all post game functions after home games
9. Identified in all official club correspondence:
 - Emails
 - Social Media
- 10.. Identified at all Major Club events:
 - Golf Days
 - Luncheons
 - Formal Dinners
 - Club Presentations & Registrations
 - Fundraising Events
 - Home Games (incl. potential Stan Sport coverage providing the possibility of national brand exposure)

Sponsors Investment \$45,000 over 3 years.

Minimum partnership term is **3 years:**

Year 1 Payment - \$20,000

Year 2 Payment - \$12,500

Year 3 Payment - \$12,500



SENIORS PARTNERSHIP PACKAGE



COLTS PARTNERSHIP PACKAGE

As a Brothers Colts Partner, you will enjoy the following benefits...

1. Exclusive right to be known as "Colts Partner", as listed on the club's website
2. Listed on the front of all Colts team playing jerseys
3. Complimentary tickets (2) to the seniors presentation dinner
4. Complimentary tickets (2) to our major fundraising event
5. Field side signage at all home game (2 Tear Drop signs)
6. Identified on all official club merchandise during partnership term
7. Open invitation to all post game functions after home games
8. Identified in all official club correspondence:
 - Emails
 - Social Media
9. Identified at all Major Club events:
 - Golf Days
 - Luncheons
 - Formal Dinners
 - Club Presentations & Registrations
 - Fundraising Events
 - Home Games (incl. potential Stan Sport coverage providing the possibility of national brand exposure)

Partners Investment \$30,000 over 3 years.

Minimum partnership term is **3 years:**

Year 1 Payment - \$10,000

Year 2 Payment - \$10,000

Year 3 Payment - \$10,000

As the Brothers Junior Division Partner, you will enjoy the following benefits...

1. Exclusive right to be known as "Junior Division Partner", as listed on the club's website
2. Complimentary (2) Club Polo shirt's
3. Complimentary tickets (2) to our major fundraising event
4. Open invitation and acknowledgement at the junior presentation day
5. Field side signage at all home game (2 Tear Drop signs)
6. Sponsors logo printed on all junior coaches & team managers match-day shirts
7. Identified on all official club merchandise during partnership term
8. Identified in all official club correspondence:
 - Emails
 - Social Media
- 9.. Identified at all Major Club events:
 - Golf Days
 - Luncheons
 - Formal Dinners
 - Quiz Nights
 - Club Presentations & Registrations
 - Fundraising Events
 - Home Games (incl. potential Stan Sport coverage providing the possibility of national brand exposure)

From U6's to U18's, our juniors are the envy of every club.

Our hard work ensures consistent, steady growth year after year, making us one of the largest junior rugby divisions in WA"

JUNIORS PARTNERSHIP PACKAGE

Partners Investment \$45,000 over 3 years.

Minimum partnership term is **3 years:**

Year 1 Payment - \$20,000

Year 2 Payment - \$12,500

Year 3 Payment - \$12,500



ACADEMY PARTNERSHIP PACKAGE

It is the singular aim of the youth academy to facilitate the development of all youth and junior rugby players within the Joondalup Brothers Rugby Club. To our desired outcomes the academy will be working in two distinct areas;

- The overall physical and mental development of a number of players selected from within the clubs youth ranks (12 to 18) both on and off the rugby field.
- The development of club coaches through a club and academy mentoring program to encourage club coaches to strive for and achieve a higher standard of skills both on and off the field for all players and provide them with the tools to facilitate that growth

The Academy will run for the period of the off season each year and will include sessions on

- Skills Development to include individual skills , unit and team skills
- Tactical awareness
- Strength and Speed development
- Life development skills
- The Laws and ethics of the game
- Team dynamics and understanding of team dynamics
- Elements of diet, Nutrition, Sports Psychology

1. Right to be known as a "Youth Academy Partner", as listed on the clubs website
2. Complimentary Club Polo shirt
3. Identified in all club correspondence;
 - Emails
 - Social Media
4. Identified at all Major Club events:
 - Golf Days
 - Luncheons
 - Formal Dinners
 - Club Presentations & Registrations
 - Fundraising Events
 - Home Games (incl. potential Stan Sport coverage providing the possibility of national brand exposure)

Partners Investment \$18,000 over 3 years.

Minimum partnership term is **3 years:**

Year 1 Payment - \$6,000

Year 2 Payment - \$6,000

Year 3 Payment - \$6,000

General Partnership Package

As a general partner of the club you will enjoy the following benefits:

1. Right to be known as a "General Sponsor", as listed on the clubs website
2. Complimentary Club Polo shirt
3. Identified in all club correspondence;
 - Emails
 - Social Media
4. Identified at all Major Club events:
 - Golf Days
 - Luncheons
 - Formal Dinners
 - Club Presentations & Registrations
 - Fundraising Events
 - Home Games (incl. potential Stan Sport coverage providing the possibility of national brand exposure)



Club Supporter Package

As a supporter of the club, you will enjoy the following benefits:

1. Right to be known as a "Club Supporter", as listed on the clubs website
2. Complimentary Club Polo skirt
3. Identified in all club correspondence;
 - Emails
 - Social Media
4. Identified at all Major Club events:
 - Golf Days
 - Luncheons
 - Formal Dinners
 - Club Presentations & Registrations
 - Fundraising Events
 - Home Games (incl. potential Stan Sport coverage providing the possibility of national brand exposure)

Partners Investment \$5,500 per year



Partners Investment \$2,500 per year

CONTACTS

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