



WHEELCHAIR RUGBY LEAGUE AUSTRALIA LIMITED

RUGBY LEAGUE WORLD CUP
NOVEMBER 2022

PARTNERSHIP OPPORTUNITIES



WHEELCHAIR
RUGBY LEAGUE

We aim to provide value to our partners, helping them:

- ▲ Attract, motivate and develop their employees
- ▲ Build their brand to engage key target audiences
- ▲ Boost customer retention
- ▲ Demonstrate organisational resilience
- ▲ Strengthen their brand by personifying cultural and community goals to a local and global audience
- ▲ Show community responsibility and corporate social awareness
- ▲ Highlight that their brand supports inclusion, resilience and wellbeing
- ▲ Proudly associate with a major sporting event



ABOUT WHEELCHAIR RUGBY LEAGUE

Wheelchair Rugby League is a global sport that was founded as a not-for-profit organisation in Australia in 2010 as Wheelchair Rugby League Australia (WRLA).

It is a skilled and truly inclusive sport that is growing rapidly in popularity. Many Wheelchair Rugby League players join competitions straight from rehabilitation after life-changing accidents. At the same time many young people are attracted to the sport because of its social and inclusive nature.

The sport is closely aligned with the running game of Rugby League. Wheelchair Rugby League allows players to experience a team environment when they need it most and transition from being a 'wheelchair user' to a 'wheelchair athlete', who can follow defined player pathways that culminate in representative level opportunities.

Our organisation is committed to developing the fantastic sport of Wheelchair Rugby League further – but we need partners to help us achieve this goal.

It is our ultimate aim to have Wheelchair Rugby League sit alongside men's and women's rugby league in its own right.

We hope you'll join us in this mission.



10 KEY FACTS ABOUT WHEELCHAIR RUGBY LEAGUE



The game was developed in France in 2004 by Robert Fassollette and Wally Salvan



Size 4 ball used



Men's Australian representative team are the called 'Wheelaros'



10 players on a team with 5 players on the court at any time



2 non-disabled players participating in the game at any particular time



Rules closely mirror 'the running game'



A single sports chair costs more than \$6,000



1st time wheelchair sits alongside Men's and Women's game



Men's competitions are played across NSW, Queensland and NT



Women's competition was introduced in 2018



OUR VISION

To be recognised as an inclusive sport for all communities; provide pathways for participants to represent their respective states and to contribute to making it a global sport.

To bring people together from all backgrounds, to fulfill and enrich their lives.



OUR MISSION



OUR STRATEGIC ANCHORS

COMMUNITY

Supported, Engaged, Connected

Community engagement is critical to our future. We must provide recreational opportunities to participate as players, volunteers and competition officials. Our competitions and support functions must reflect the expectations of families and recreational organisations that support wheelchair rugby league and the broader community.

CAPABILITY

People Partnerships & Funds

Our organisation must be self-sustaining in the long-term. Our leadership team must have the knowledge and skills for the strategic plan to succeed. Fostering ethical and sustainable business sponsorship relationships is critical. Building our funds to invest in the growth of our competitions.



OUR STRATEGIC ANCHORS

COMPETITION

Sustainability, Expansion and Inclusiveness

We exist to promote, expand and host wheelchair rugby league competitions domestically and internationally. We must ensure the competitions are available to people with and without a disability.

LEADERSHIP

Governance and Accountability

The management and direction setting of our organisation must be on robust NSOD principles. Our leadership team must be accountable for its decisions and must leverage its expertise to provide value to the organisation.

THE RUGBY LEAGUE WORLD CUP – NOVEMBER 2022

The Rugby League World Cup 2021 was postponed due to the global pandemic. The event will now be played in England across the months of October and November 2022.

For the first time ever, the wheelchair competition will be part of the Rugby League World Cup main event. It will be a key component of the same brand, with the same profile and reach.

Wheelchair Rugby League is a truly inclusive sport. Not solely a disability sport, non-disabled people are welcome to compete too, and men and women of different ages can play in the same team.

The Wheelaroos will open the tournament with a much-anticipated clash against arch rivals England on Thursday 3rd November 2022.

The Finals will be held Friday 18th November in Manchester.

Fans can watch every match on the BBC platform, and more than half of the 61 matches will be broadcast live on BBCTV. New Zealand has announced that Spark TV has won the exclusive broadcast rights and Australian broadcasting rights are expected to be announced soon.

While Wheelchair Rugby League is affiliated with the National Rugby League, the organisation is required to cover costs associated with getting the Wheelaroos to the World Cup.

Sponsorship of the Wheelaroos team will assist players to attend this event and support costs associated with developing and training a world class team, travelling throughout the United Kingdom, long-haul overnight stopover costs, specialised accommodation and internal travel, player care and insurances.



WHEELCHAIR RUGBY LEAGUE AFFILIATES

The strength and success of the organisation is supported by relationships with key stakeholders and affiliates that bring on-the-ground knowledge and experience.

Wheelchair Rugby League Australia

National Rugby League
NSW Rugby League
QLD Rugby League
NRL NT, NRL SA, NRL TAS,
NRL VIC, NRL WA
Grassroots Rugby League Clubs

National and State Sporting Organisations for people with disability

Federal, State & Local Government

Non-government organisations

Wheelchair Rugby League Partners



AMBASSADORS



JAMES TAMOU

“I’ve come to the realisation that with the image I have I can hopefully help others into the game of Wheelchair Rugby League and grow the game.”

A NSW and Australia representative, James Tamou is currently co-captain of Wests Tigers.

James has established himself as one of the competition’s leading front-rowers since debuting for the North Queensland Cowboys in 2009. He won the 2015 premiership with the Cowboys and has played more than 250 games at the top level.

In addition to his footballing commitments, James is extremely passionate about helping others and wants to give back to the Rugby League community through his role as a Wheelchair Rugby League Ambassador.

He has a personal connection to the sport – his brother suffered a serious neck injury which doctors initially feared would leave him permanently wheelchair-bound. Although he walked from hospital, the recovery process is ongoing.

James hopes to “pay it forward” to others who may be struggling as a result of an accident or unfortunate circumstances by promoting the game of Wheelchair Rugby League as an outlet for mateship, a declaration of self-worth and demonstration of skilled competition.



BRETT KIMMORLEY

“I think everyone should be given an opportunity to pursue a dream or continue living and have some happiness.”

A 307-game NRL legend, Brett Kimmorley made a name for himself as a champion halfback during prominent stints at the Knights, Storm, Sharks and Bulldogs over a decorated 16-year career. The man nicknamed ‘Noddy’ also represented NSW and Australia.

Still actively involved in NRL circles, Brett currently works on the Sharks’ coaching staff and holds various media roles.

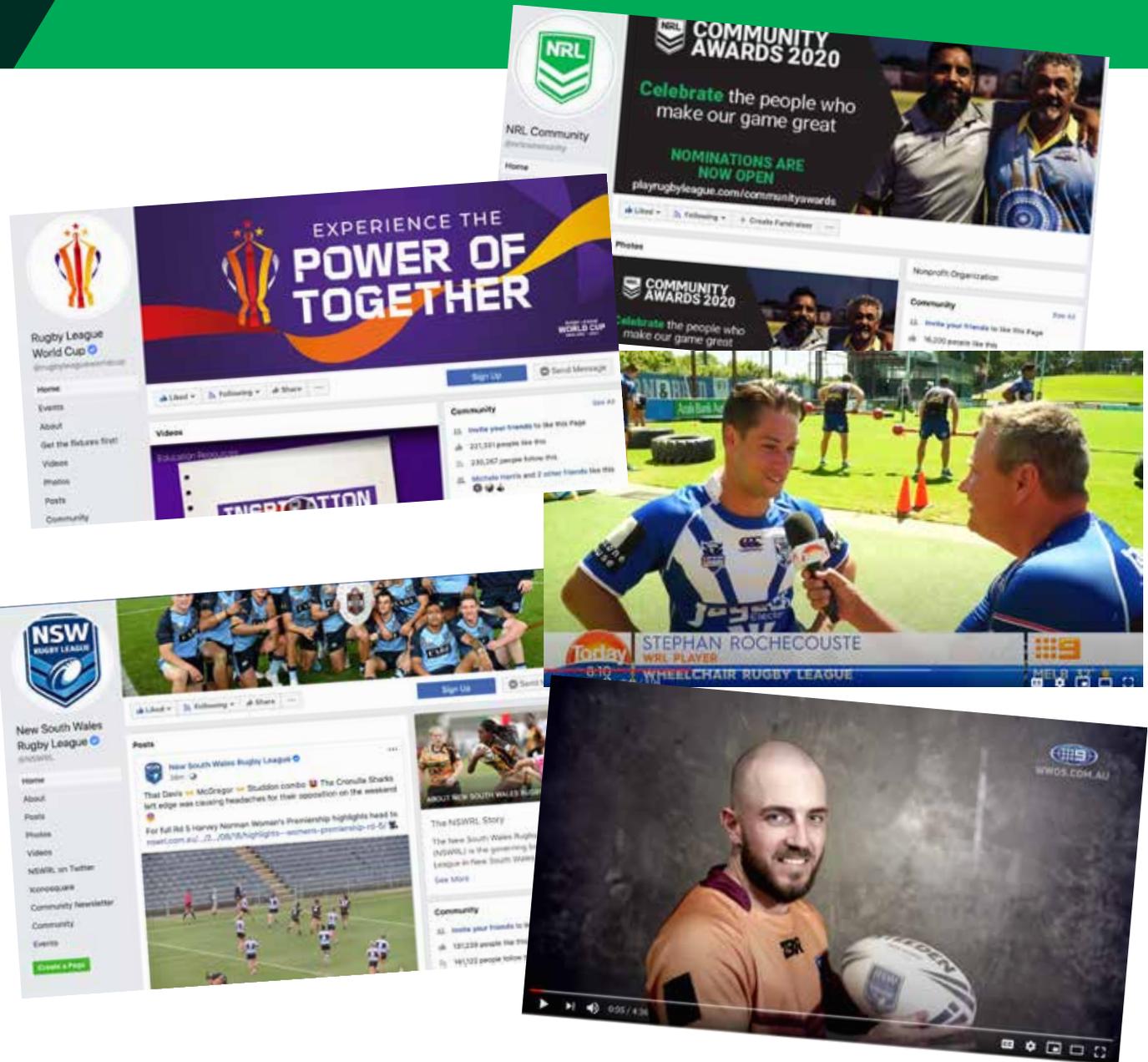
Brett understands the struggle many wheelchair athletes face in the aftermath of life-changing events, having lost his wife Sharnie to brain cancer in 2017.

Throughout this tough period, he learnt that tragic circumstances don’t have to mean your life is over; they signal a new challenge is beginning. In this way, he relates to the many Wheelchair Rugby League athletes who take up the sport following tragic circumstances.

Brett is also grateful for the support and encouragement the Rugby League community gave him when he needed it. Now, he hopes to help Wheelchair Rugby League players come through their struggles and realise their potential as serious athletes.

KEY FACTS ABOUT OUR REACH

- News about Wheelchair Rugby League has been featured on mainstream media including the Today Show and Wide World of Sports
- Our affiliation with the National Rugby League Commission and NSW Rugby League social media channels reaches hundreds of thousands of sport fans
- We have strong links with National Rugby League teams across NSW, ACT and Queensland
- Our well-developed and trusted social media presence is active across Facebook, You Tube, Twitter and LinkedIn
- The Rugby League World Cup is expected to reach an audience in excess of 150 million people.





SPONSORSHIP OPPORTUNITIES

The following packages have been designed to achieve maximum value and impact for our partners. We welcome further discussion about elements proposed in the sponsorship packages and we offer partners the opportunity to work with us to develop the right package for them with a variety of components outside the scope of our proposals.



WHEELCHAIR RUGBY LEAGUE WORLD CUP TEAM PLATINUM PARTNER

As a major partner of Wheelchair Rugby League, you will receive the following comprehensive package of benefits:

- ▲ Naming rights for the Australian Wheelaroos team
- ▲ Partner name included as part of Wheelaroos logo
- ▲ Your company's logo and acknowledgement of support featured prominently on all WRLA and NRL marketing materials
- ▲ Logo prominently displayed on jerseys
- ▲ Media releases about partnership
- ▲ A detailed digital marketing strategy to promote your brand's involvement with the Wheelaroos
- ▲ Access to representative players to speak with your employees about resilience
- ▲ Your brand on global TV reaching more than 150 million viewers



INVESTMENT:

\$150,000

WHEELCHAIR RUGBY LEAGUE WORLD CUP TEAM GOLD PARTNER

As a valued partner of Wheelchair Rugby League, you will receive the following comprehensive package of benefits:

- ▲ Your logo on the sleeve of the Wheelaroos Jersey
- ▲ Your company's logo featured prominently on our website and social media pages with a link to your company's page
- ▲ Your company's logo and acknowledgment of all support featured on marketing materials
- ▲ Media release about partnership
- ▲ Your brand on global TV reaching more than 150 million viewer

INVESTMENT:

\$15,000



SUPPORT AN INDIVIDUAL PLAYER TO GET TO THE WORLD CUP

Support an individual player on their World Cup journey.

This category is designed for organisations who wish to show their support for an individual Wheelaroos player who may reside in their local area or have a special link with their company. Benefits include:

- ▲ Acknowledgement of support through our digital and social media channels
- ▲ The individual player will be available to your organisation for promotional opportunities
- ▲ A media release distributed to local media, sharing the news of the support
- ▲ Your logo featured prominently on our website and social media pages with a link to your company's page.

INVESTMENT:

\$10,000 PER PLAYER



ANNUAL PARTNERSHIP

We have a variety of annual opportunities and as a valued local partner of Wheelchair Rugby League, you can choose from the following comprehensive package of benefits:

\$5,000	\$10,000	\$25,000
Your company's logo featured prominently on our website and social media pages and link to your company's page	Your company's logo featured prominently on our website and social media pages and link to your company's page	Your company's logo featured prominently on our website and social media pages and link to your company's page
Your company's logo and acknowledgement of support featured on marketing materials	Your company's logo and acknowledgement of support featured on marketing materials	Your company's logo and acknowledgement of support featured on marketing materials
Sponsorship banner displayed at games	Sponsorship banner displayed at games	Media Release on partnership and company involvement for you to distribute to media and clients.
	Acknowledgement of sponsorship at events	Partner banner displayed at games
		Acknowledgement of sponsorship at events
		Meet and Greet with WRLA representative players and/or Ambassadors



Any offer of support that sits outside of these available packages is very welcome and we will work with you to maximise the benefit to your organisation as a partner of Wheelchair Rugby League Australia.

Wheelchair Rugby League Australia is a registered Charity and all donations are tax deductible.





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