



NORTH SYDNEY DISTRICT JUNIOR RUGBY LEAGUE
PARTNERSHIP OPPORTUNITIES



NORTHSYDNEYJUNIORLEAGUE.COM



[NORTH SYDNEY JUNIOR RUGBY LEAGUE](#)



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YOUR SUPPORT

PARTNER WITH US TO MAKE A REAL DIFFERENCE.

YOUR CONTRIBUTION WILL HELP REDUCE REGISTRATION COSTS,
MAKING JUNIOR SPORT AFFORDABLE FOR MORE FAMILIES ACROSS
OUR DISTRICT.



CONTENTS

- ABOUT US
- OUR CLUBS
- PLAYERS BY AGE GROUP
- MEDIA ENGAGEMENT
- SEASON CALENDAR
- DIGITAL PARTNERSHIP

- 1 TRAINING SHIRTS
- 2 U7 TACKLE READY GALA DAY
- 3 MINI GALA DAY
- 4 MOD GALA DAY
- 5 GRAND FINALS
- 6 END OF YEAR CELEBRATION





ABOUT US

THE NORTH SYDNEY DISTRICT JUNIOR RUGBY LEAGUE PROVIDES RUGBY LEAGUE COMPETITIONS FOR PLAYERS 4 YEARS OLD TO OPEN AGE ON THE NORTH SHORE OF SYDNEY.

THE DISTRICT'S AREA RANGES FROM BROOKLYN IN THE NORTH, THE HARBOUR BRIDGE IN THE SOUTH, THE SPIT BRIDGE IN THE EAST AND IN THE WEST COVERING DURAL, GALSTON AND THE HILLS AREA.

ESTABLISHED IN 1908 AS ONE OF THE ORIGINAL FOUNDING JUNIOR LEAGUES, THE COMPETITION HAS GROWN TO INCLUDE 8 CLUBS, MORE THAN 1,800+ PLAYERS, AND 114 TEAMS AS OF 2025.

PLAYERS

1,949

VOLUNTEERS

460

TEAMS

114

GENDER PROFILE



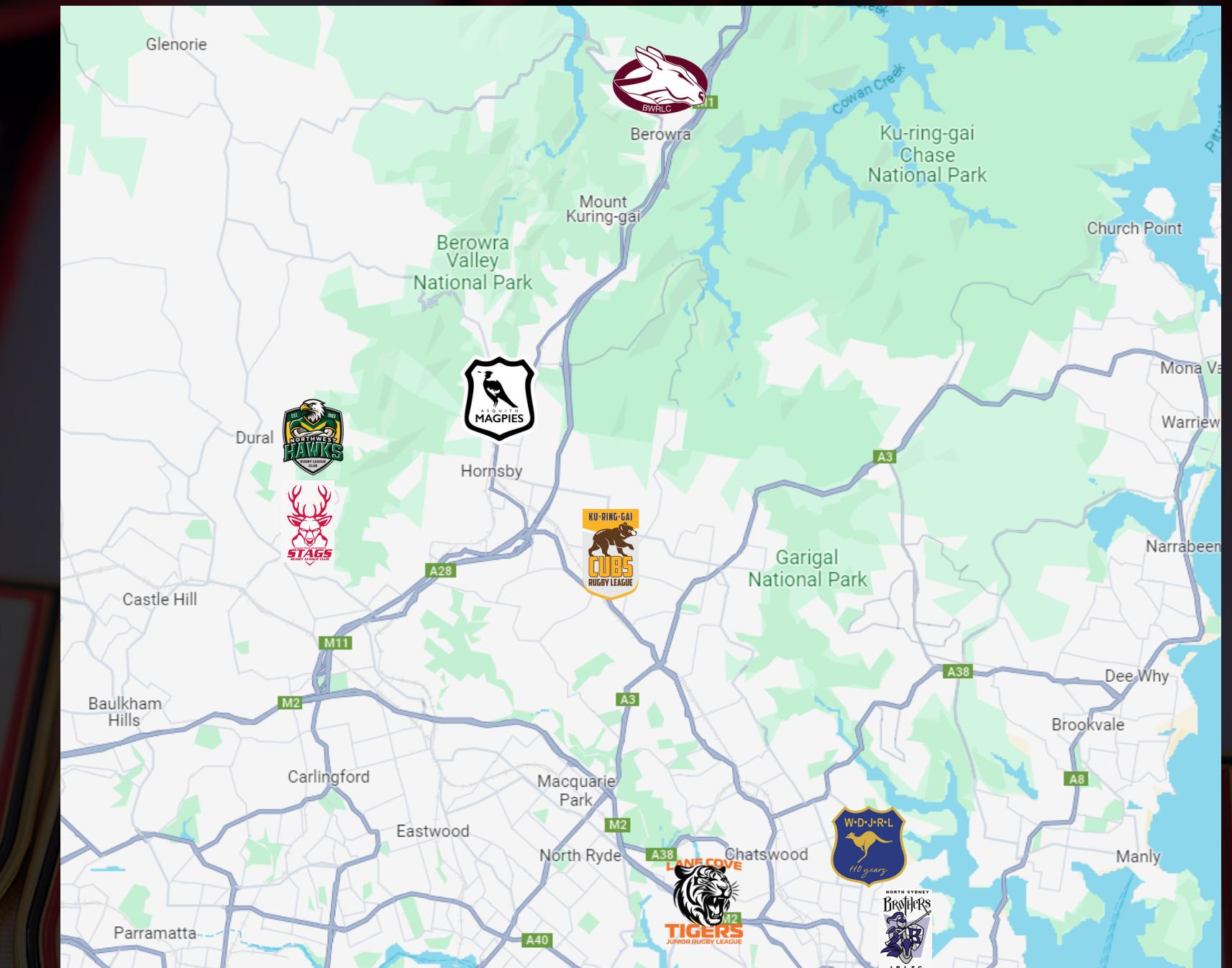
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38%

CLUBS

8



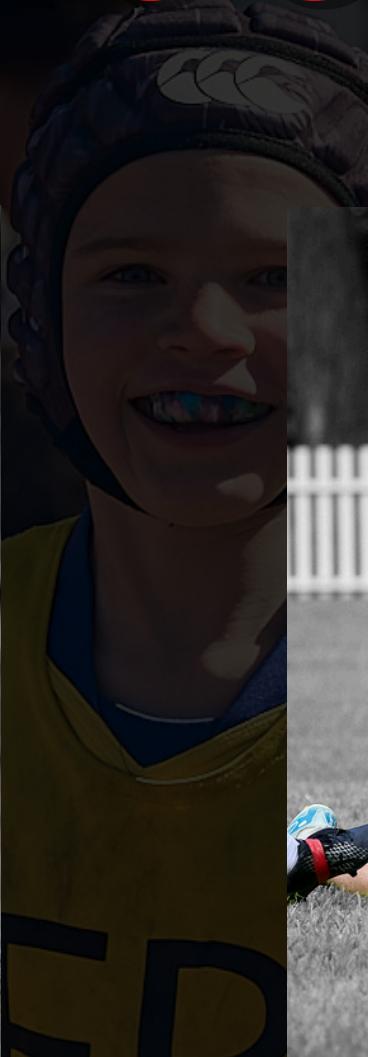


OUR CLUBS



ASQUITH MAGPIES
BEROWRA WALLABIES
KU-RING-GAI CUBS
LANE COVE TIGERS
NORTHWEST HAWKS
NORTH SYDNEY BROTHERS
PENNANT HILLS CHERRYBROOK STAGS
WILLOUGHBY ROOS

PLAYERS BY AGE GROUP



4-12 YEARS

732

13-15 YEARS

698

16+ YEARS

519



MEDIA ENGAGEMENT

THE NSDJRL HAS BUILT AND CONTINUES TO GROW A STRONG DIGITAL PRESENCE.

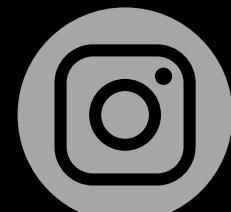
WITH NEARLY 5,000 FOLLOWERS ACROSS FACEBOOK AND INSTAGRAM, AND AN EMAIL DATABASE OF OVER 1,700 CONTACTS, OUR DIGITAL PLATFORMS PROVIDE AN INVALUABLE OPPORTUNITY TO CONNECT WITH THE NSDJRL COMMUNITY BEYOND THE SIDELINES – CAPTUING ALL THE NORTHERN REGIONS OF SYDNEY.

WE'RE PROUD TO OFFER A POWERFUL CHANNEL FOR ENGAGEMENT, PROMOTION, AND COMMUNITY INVOLVEMENT, BOTH ON AND OFF THE FIELD.



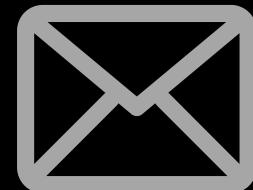
FACEBOOK

3.2K FOLLOWERS
300K VIEWS



INSTAGRAM

1.5K FOLLOWERS
144K VIEWS



EMAIL

1.7K CONTACTS
MONTHLY EDM



WEBSITE

11.2K PAGE VISITS
HOME | FIXTURES PAGES

*DATA RANGE 1/1 TO 1/9/25



SEASON CALENDAR

JANUARY

- PRE-SEASON BEGINS
- COME & TRY CLUB CLINICS

FEBRUARY

- PRE-SEASON CONTINUES
- COME & TRY CLUB CLINICS

MARCH

- PRE-SEASON TRIALS BEGIN
- CLUB INFORMATION NIGHT

APRIL

- DRAW RELEASE
- REGULAR SEASON BEGINS
- #RESPECT ROUND
- HOLIDAY CLINIC

AUGUST

- MINI GALA DAY
- MOD GALA DAY
- REGULAR SEASON ENDS
- FINAL SERIES
- GRAND FINALS

JULY

- DEVELOPMENT SQUADS END

JUNE

- UNDER 7 TACKLE READY GALA DAY
- DEVELOPMENT SQUADS BEGIN

MAY

- NORTH SYDNEY BEARS JUNIOR LEAGUE APPRECIATION ROUND

SEPTEMBER

- END OF YEAR CELEBRATION & VOLUNTEER OF THE YEAR AWARDS

OCTOBER

NOVEMBER

DECEMBER

- 2026 ONLINE REGISTRATIONS OPEN
- ANNUAL GENERAL MEETING

DIGITAL PARTNERSHIP

A STRONG DIGITAL PRESENCE IS INCREASINGLY IMPORTANT FOR MANY BUSINESSES AND THE NSDJRL IS COMMITTED TO SUPPORTING THIS.

IN 2026, WE PLAN TO LAUNCH NEW INITIATIVES AIMED AT BOOSTING DIGITAL ENGAGEMENT ACROSS OUR COMMUNITY. THIS INCLUDES INTRODUCING A "TRY, TEAM, OR PLAYER OF THE MONTH" TO HIGHLIGHT STANDOUT MOMENTS AND CELEBRATE THE ACHIEVEMENTS WITHIN OUR LEAGUE.

WE WILL ALSO CONTINUE THE MONTHLY DISTRIBUTION OF OUR EDM (ELECTRONIC DIRECT MAIL), DELIVERING KEY UPDATES AND OPPORTUNITIES TO PARTICIPANTS, AS WELL AS MAINTAINING OUR WEEKLY RELEASE OF FIXTURE DRAWS.

ASSET	VALUE
DRAW RELEASE NAMING RIGHTS PARTNER	\$5,000 + GST
BRAND THE MONTHLY TRY/TEAM/PLAYER OF MONTH	\$2,000 + GST
FEATURE IN MONTHLY EDM	\$750 + GST
FEATURE LOGO ON WEBSITE	\$500 + GST





TRAINING SHIRTS

2026 - 2028 OPPORTUNITY

EACH TEAM IS REQUIRED TO HAVE A CERTAIN NUMBER OF OFFICIALS WHO ARE REPRESENTED IN COLOURED SHIRTS, DEPENDENT ON THEIR ROLE AS A COACH, MANAGER, GROUND MANAGER AND/OR TRAINERS.

ACROSS OUR COMPETITIONS, THERE WILL BE AN EXCESS OF 400+ SHIRTS DISTRIBUTED BY NORTH SYDNEY JUNIORS TO OUR CLUBS OVER THE 3 YEARS TO WEAR EVERY ROUND OF THE SEASON EACH YEAR. MATCHES CAN BE PLAYED ACROSS OTHER DISTRICTS, PREDOMINANTLY IN THE MANLY & PARRAMATTA AREAS.

THE SHIRTS CURRENTLY SERVE A 3 YEAR TERM & HOUSE A NUMBER OF COMMERCIAL OPPORTUNITIES FOR SPONSORS TO PROMOTE THEIR BRAND!

ASSET	VALUE
FRONT OF SHIRT PARTNER	\$10,000 + GST PER ANNUM
BACK OF SHIRT PARTNER	\$5,000 + GST PER ANNUM
SLEEVE OF SHIRT PARTNER (PER SLEEVE)	\$2,500 + GST PER ANNUM



UNDER 7 TACKLE READY GALA DAY

MARKING A KEY MILESTONE IN THE DEVELOPMENT OF JUNIOR PLAYERS, THE UNDER 7S TACKLE READY GALA DAY WELCOMES CLUBS FROM ACROSS THE REGION TO THE HOME OF THE NORTH SYDNEY BEARS, AS YOUNG PLAYERS MAKE THE EXCITING TRANSITION FROM TAG TO TACKLE FOOTBALL.

IN 2025, THE NSDJRL CELEBRATED THE OCCASION BY PROVIDING ALL UNDER 7S PLAYERS WITH EXCLUSIVE REVERSIBLE BEARS JERSEYS, CREATING A MEMORABLE START TO THEIR TACKLE FOOTY JOURNEY.

ASSET	VALUE
NAMING RIGHTS PARTNER (U7 GALA DAY BROUGHT TO YOU BY PARTNER; ACTIVATION)	\$3,000 + GST
FRONT OF JERSEY BRANDING (BRANDING, SIGNAGE & ACTIVATION OPPORTUNITY)	\$3,000 + GST
BACK OF JERSEY BRANDING (BRANDING, SIGNAGE & ACTIVATION OPPORTUNITY)	\$2,000 + GST
SLEEVE OF JERSEY BRANDING (BRANDING, SIGNAGE & ACTIVATION OPPORTUNITY)	\$1,000 + GST





MINI GALA DAY

THE MINI GALA DAY IS HELD IN AUGUST TO CELEBRATE THE END OF THE SEASON FOR ALL MINI AGE GROUPS. THIS INCLUDES ALL UNDER 6S TO UNDER 9S TEAMS ACROSS THE DISTRICT.

THE EVENT TYPICALLY TAKES PLACE AT NORTH SYDNEY OVAL, AHEAD OF THE KNOCK-ON EFFECT NSW CUP MATCH FEATURING THE NORTH SYDNEY BEARS.

THE GALA DAY ATTRACTS STRONG SPECTATOR INTEREST, AS IT OFFERS ALL PARTICIPANTS THE UNIQUE OPPORTUNITY TO RUN ONTO THE FIELD AND ENJOY THE EXCITEMENT OF PLAYING IN A STADIUM ATMOSPHERE - AN UNFORGETTABLE EXPERIENCE FOR BOTH PLAYERS AND THEIR FAMILIES.

ASSET	VALUE
NAMING RIGHTS PARTNER (MINI GALA DAY BROUGHT TO YOU BY PARTNER; ACTIVATION)	\$3,000 + GST
SIGNAGE/BRANDING	\$500 + GST





MOD GALA DAY

THE MOD GALA DAY IS HELD IN AUGUST TO CELEBRATE THE END OF THE SEASON FOR ALL MODIFIED AGE GROUPS. THIS INCLUDES ALL UNDER 10S TO UNDER 12S TEAMS ACROSS THE DISTRICT.

THE EVENT TYPICALLY TAKES PLACE AT NORTH SYDNEY OVAL, AHEAD OF THE KNOCK-ON EFFECT NSW CUP MATCH FEATURING THE NORTH SYDNEY BEARS.

THE GALA DAY ATTRACTS STRONG SPECTATOR INTEREST, AS IT OFFERS ALL PARTICIPANTS THE UNIQUE OPPORTUNITY TO RUN ONTO THE FIELD AND ENJOY THE EXCITEMENT OF PLAYING IN A STADIUM ATMOSPHERE - AN UNFORGETTABLE EXPERIENCE FOR BOTH PLAYERS AND THEIR FAMILIES.

ASSET	VALUE
NAMING RIGHTS PARTNER (MOD GALA DAY BROUGHT TO YOU BY PARTNER; ACTIVATION)	\$3,000 + GST
SIGNAGE/BRANDING	\$500 + GST





GRAND FINALS

GRAND FINALS ARE THE HIGHLIGHT OF THE SEASON – FOR PLAYERS, THEIR FAMILIES, AND THE WIDER COMMUNITY. AT NSDJRL, WE STRIVE TO CREATE A FAMILY-FRIENDLY ENVIRONMENT THAT CELEBRATES THE SPIRIT OF COMMUNITY SPORT.

OVER THE PAST TWO YEARS, MORE THAN 5,000 PEOPLE HAVE COME THROUGH THE GATES AT NORTH SYDNEY OVAL TO BE PART OF THE ACTION. WITH ACTIVATIONS AND ENTERTAINMENT AROUND THE GROUND TO BOOST ENGAGEMENT, OUR GRAND FINAL DAY HAS BECOME A MUCH-ANTICIPATED AND MEMORABLE EVENT ON OUR SEASON CALENDAR.

ASSET	VALUE
NAMING RIGHTS PARTNER (GRAND FINAL DAY BROUGHT TO YOU BY PARTNER; ACTIVATION, PREMIERS SOCIAL POSTS, LIVE STREAM POP-UP)	\$5,000 + GST
NAMING RIGHTS PARTNER FOR PLAYER OF MATCH (BRANDING, SIGNAGE & ACTIVATION OPPORTUNITY)	\$1,000 + GST
FEATURE IN GRAND FINAL PROGRAM (BRANDING)	\$500 + GST



END OF YEAR CELEBRATION

THE INAUGURAL END OF YEAR CELEBRATION WAS LAUNCHED IN 2025 AS A WAY TO REFLECT ON THE SEASON AND RECOGNISE THE INCREDIBLE EFFORTS OF ALL OUR CLUBS AND THEIR DEDICATED VOLUNTEERS. IT'S AN OPPORTUNITY TO COME TOGETHER, CELEBRATE GRAND FINAL PREMIER WINNERS, AND SHOW APPRECIATION FOR THE HARD WORK THAT POWERS THE NSDJRL COMMUNITY.

WE AIM TO CONTINUE BUILDING THIS EVENT YEAR ON YEAR, REACHING MORE OF OUR COMMUNITY AND CREATING A LASTING TRADITION THAT RECOGNISES THE HEART OF OUR LEAGUE: OUR VOLUNTEERS.

ASSET	VALUE
NAMING RIGHTS PARTNER (CELEBRATION BROUGHT TO YOU BY PARTNER)	\$2,000 + GST
SPONSOR VOLUNTEER OF THE YEAR AWARDS (AWARD BROUGHT TO YOU BY PARTNER)	\$1,000 + GST





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