

# PARTNERSHIP OVERVIEW 2026

Building the Future of Gold Coast Rugby



# WHO WE ARE

## Gold Coast's Home of Community Rugby

Gold Coast District Rugby Union (GCDRU) is the governing body for community rugby across the Gold Coast region.

We support clubs, players, coaches, referees, and volunteers across junior and senior competitions, while acting as the link between grassroots participation and representative rugby pathways.

## VISION

Rugby Union will be the leading team sport on the Gold Coast, recognised for excellence in competition, strong development pathways, and a culture of inclusiveness and community.

## PURPOSE

Rugby Union will be the leading team sport on the Gold Coast, recognised for excellence in competition, strong development pathways, and a culture of inclusiveness and community.

## VALUES



### Integrity

Our moral obligation to support the game.



### Respect

Of all involved in the game.



### Passion

Strong connection to the game.



### Discipline

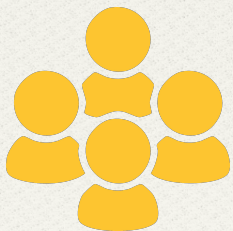
Stay focused on Pillars and Values.



### Solidarity

We work together to achieve.

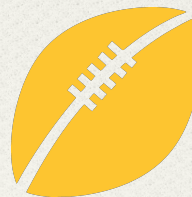
# BY THE NUMBERS



**2,650+ Registered  
Participants**



**400+ Female  
Players**



**17 Community  
Clubs**



**6,000+ Followers**



**23 Partner Schools**

**Geographic Reach: From Beaudesert to Coolangatta – the entire Gold Coast Region.**

**Our role in the sport creates year-round engagement rather than single-event or solely seasonal exposure.**

# WOMEN & GIRLS GROWTH

## +7.1% female participation growth 2024–25

- 400+ women and girls now playing
- Girls 7s competitions expanding rapidly
- Women's XVs teams at multiple clubs
- Pathway to Queensland Reds Women, Wallaroos & Australia 7s

## Why is this great for partners?

- 70% of consumers feel more positively toward women's sport sponsors
- 68% more likely to purchase from women's sport sponsors
- Authentic ESG alignment for corporate reporting



# THE GOLDEN ERA FOR RUGBY

A Once-in-a-Generation Moment for Rugby Union in Australia, not only the Gold Coast.

Rugby union is set for unprecedented growth and exposure over the next 5-7 years. The momentum began with last year's Lions Tour and will continue with a global spotlight on the sport.



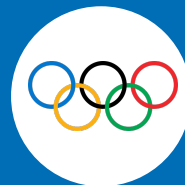
**2027 Rugby World Cup**

Oct. 1 – Nov. 13, 2027  
Peak global rugby interest



**2029 Women's Rugby World Cup**

Continued momentum for women's sport



**2032 Brisbane Olympics**

Gold Coast as a key venue city. Rugby Sevens showcased globally

# WHY PARTNER WITH GCDRU?

What Sets Community Rugby Apart



**Embedded in  
community  
fabric**



**Deep local  
connection**



**Measurable  
community  
impact**



**Accessible  
investment**



**Direct  
relationships**

**Our demographic**

**Higher household income | Professional occupations | Family-oriented | Extensive private & public school connections**

# A NEW APPROACH TO PARTNERSHIP

## The 6-Platform Partnership Architecture

We've moved beyond traditional Bronze/Silver/Gold tiers.

**Our platform model connects your brand to specific outcomes you care about.**

- Participation Growth
- Women & Girls
- Schools & Community
- Pathway & High Performance
- Officiating & Coaching Development
- Volunteer & Workforce

Each platform offers four partnership levels:



### Principal Partner

*Platform leadership position*



### Major Partner

*Significant platform presence*



### Official Partner

*Targeted alignment*



### Supporter Partner

*Entry-level connection*

*Choose the platform and partnership level that aligns with your brand values, business objectives and budget.*

# PARTICIPATION GROWTH PLATFORM

## The Opportunity

Expand access to rugby across every Gold Coast community

## Your Impact

- Fund junior development programs
- Support school engagement initiatives
- Enable family rugby experiences
- Drive new player registrations

## Key Assets

- Junior competition naming rights
- School program co-branding
- Come-and-try presenting rights
- Family event activations



# PARTICIPATION GROWTH PLATFORM

## The Opportunity

Expand access to rugby across every Gold Coast community

## Your Impact

- Fund junior development programs
- Support school engagement initiatives
- Enable family rugby experiences
- Drive new player registrations

## Key Assets

- Junior competition naming rights
- School program co-branding
- Come-and-try presenting rights
- Family event activations





# WOMEN & GIRLS RUGBY PLATFORM

## The Opportunity:

Align with the Gold Coast's fastest growing segment in rugby

## Your Impact

- Support 400+ female participants
- Fund pathway development
- Enable competition growth
- Build sustainable women's sport

## Key Assets

- Women's Cyclones naming rights
- Representative jersey branding
- Women's Rugby Round presenting
- "She Plays Rugby" content series
- ESG impact reporting package

# SCHOOLS & COMMUNITY PLATFORM

## The Opportunity:

Authentic grassroots connection across the Gold Coast

## Your Impact:

- Reach 23 partner schools (5,000+ students)
- Connect with 17 club communities
- Support volunteer workforce
- Enable community events

## Key Assets:

- Schools program naming rights
- Club network B2B access
- Community event presenting
- Local hero recognition program
- Boardroom access (Crowne Plaza)



# PATHWAYS & HIGH PERFORMANCE PLATFORM



## The Opportunity

Associate with excellence and aspiration

## Your Impact

- Support Gold Coast Cyclones representative teams
- Fund Bond University high-performance partnership
- Enable athlete pathway development
- Connect to World Cup & Olympic narratives

## Key Assets

- Cyclones team naming rights
- Representative apparel & equipment branding
- "Road to 2027/2029" positioning
- Coach Masterclass series
- Elite athlete access for events

# OFFICIATING & COACHING DEVELOPMENT

## The Opportunity

Support the leaders at the heart of every match and every team

## Your Impact

- Fund referee recruitment and development
- Support coaching accreditation pathways
- Recognise and retain match officials
- Develop the next generation of rugby leaders

## Key Assets

- Referee uniform branding (visible at every match)
- Coaching program naming rights
- Match official recognition awards
- “Behind the Whistle” content series



# VOLUNTEER WORKFORCE PLATFORM



## The Opportunity

Support the people who make rugby possible.

## Your Impact

- Fund volunteer recognition program
- Support club administration
- Enable appreciation events
- Reduce volunteer burnout

## Key Assets

- Volunteer program naming rights
- Appreciation event presenting
- “Grassroots Heroes” content series
- B2B access 400+ committed volunteers

# CROSS-PLATFORM PRINCIPAL PARTNER

Whole-of-Organisation Leader Position

“Gold Coast Rugby, proudly supported by [Your Brand]”

## Exclusive Benefits:

- Category exclusivity across entire GCDRU
- Principal-level access to ALL 6 platforms
- Strategic partnership status
- Premium branding at all 17 clubs
- Logo on ALL representative uniforms
- VIP access to every major event
- Custom annual impact documentary
- Principal Partner recognition



# INVESTMENT GUIDE

Choose your level of engagement

Level	Investment Range	What You Get
Principal	\$25,000 – \$60,000	Platform Naming Rights, Category Exclusivity, Premium Branding, Content Series, Impact Reporting
Major	\$12,000 – \$30,000	Significant Branding, Event Sponsorship, Content Package, Athlete/Program Access
Official	\$5,000 – \$15,000	Official Partner Status, Event Presence, Content Integration, Recognition
Supporter	\$2,000 – \$8,000	Association, Logo Placement, Social Features, Event Access
Cross-Platform Principal	\$80,000 – \$120,000	Whole-of-Organisation

*We will structure a bespoke partnership package that delivers the exact rights & benefits you need, across one or more platforms.*

# KEY EVENTS & ACTIVATIONS

Your Brand Throughout the Season

Event	Timing
Women's Rugby Round	Season
Coach Masterclass Series	Year-round
Women in Rugby Celebration	August
Finals Series	September
GCDRU Race Day	October
Awards Night	October

*Premium hospitality infrastructure for all partner activations*

# LET'S TALK

## Next Steps

We'd love to explore how a partnership with GCDRU can deliver value for your business.

1. **Discovery conversation** — Understand your objectives
2. **Custom proposal** — Tailored to your brand and budget
3. **Partnership agreement** — Clear deliverables and measurement
4. **Activation planning** — Bring the partnership to life



## Gold Coast District Rugby Union

Jed Hogan  
Chair

[chair@gcdru.au](mailto:chair@gcdru.au)  
0434 540 973

Steven McIntyre  
Sponsorship

[sponsors@gcdru.com.au](mailto:sponsors@gcdru.com.au)  
0455 660 730

*"Partner with Purpose. Invest in Community."*

