



Townsville and District Rugby Union 1st 50 Partnerships

Townsville and District Rugby Union Inc (trading as Townsville
and District Rugby Union)

ABN: 14 606 528 142

PO Box 1699

Townsville Q 4810

Email:

Administration@tdru.com.au

Ph: 47 289 099

Fax 47 289 411

Web: www.tdru.com.au

Welcome to the 2019 TDRU Season

This is your personal invitation to join some of Townsville's leading businesses as a partner of the Townsville and District Rugby Union.

The Brolgas 1st 50 will again be offered with the opportunity to win major prizes and sponsorship activations for a \$1,000 investment.

The organisation's structure and proven successful sporting business model is attributed to its hard-working clubs, committee members, volunteers, staff and loyal sponsors. This structure and model has been replicated by many sports and businesses across Queensland in many different fields.

The TDRU has more staff than any other community sport organisation in Townsville with its development team visiting over 14,000 school students each year, between Ingham, Charters Towers, the Burdekin and Townsville, contributing to a growing Junior competition.

The TDRU understands the current financial climate places significant pressure on the sponsorship dollar but sees the importance of value for money and the forming of a business partnership that offers your business a great opportunity and the TDRU financial support.

I invite you to consider the 1st 50 Partnerships to ensure your business benefits from a relationship with Rugby Union.

If you have any questions or would like to discuss the partnership opportunities in greater detail please contact the TDRU office to arrange a meeting with one of our committee members.

Peter Cavallo
Townsville and District Rugby Union President



Our Heritage

The first recorded football matches in Townsville were in 1868 when an attempt was made to form a club. Only 12 or 13 members joined, but they gathered occasionally on the flats at Ross Island "for the purpose of enjoying this manly amusement". A second club formed in 1883 and these clubs played two games. By 1886, the Townsville Football Association was formed and inter-city games were played against Charters Towers. It is difficult to determine whether these games were actually Rugby Union or Victorian Rules (now Australian Rules) for the records only indicate that football was played.

The 1911 season saw inter-city games between Mackay, Cairns and Charters Towers and the standard of Townsville Rugby Union had improved so much by 1913 that two Townsville players, Fraser and Hanley were selected in the Queensland team.

Rugby Union disappeared from the sporting scene for many years, and finally reappeared in 1967 when a small band of enthusiasts came together to reform rugby in Townsville. There were four clubs, City, Army, University and All Schools. The following year All Schools changed its name to Brothers.

Also in that year, plans were developed and applications were made for the establishment of a permanent Rugby Union Headquarters. One application was to the Lands Department for an area in Rows Bay, the other to Townsville City Council for land on Hugh Street. The Hugh Street site finally won out and is the current site of Townsville & District Rugby Union.

Fund raising commenced in the early 1970's and by 1972 total funds stood at \$16,000. In a great display of bold confidence, the committee of Townsville & District Rugby Union proceeded to expend in excess of \$400,000 on the Hugh Street complex. The grounds were officially opened by the then President of the Australian Rugby Football Union, Mr. Bill McLaughlin, on March 11, 1979. Seventeen inches of rain fell that day turning the field into a lake and making the much-advertised inaugural match unplayable.

Since that day many improvements have taken place and many teams have come and gone. Over the past twenty years there have been twenty-three clubs in existence at different times.

Today the Townsville & District Rugby Union consists of following clubs:

Clubs Participating in the Senior Grades

Brothers, Teachers West, University, North Ward Old Boys, Ross River Redskins, Burdekin, Charters Towers, Ingham and Western Suburbs

Clubs Participating in the Juniors Grades

Brothers, Teachers West, Ross River Redskins, Townsville Grammar School, Burdekin, Charters Towers, North Ward, University, Western Suburbs

2019 Prize list

1. TDRU 1st Grade Competition Prize

- Naming rights to the TDRU Men's 1st Grade Competition.
- Fence Signage on the Main field

2. TDRU Friday Night Juniors Sponsor

- Naming rights to the TDRUs incredibly popular Friday Night Juniors.
- Premium road front Signage on the front of the Rugby Club at Mike Carney Toyota Park

3. Senior Men's Townsville Brolgas Naming Rights

4. U19's Men's Townsville Brolgas Naming Rights

5. Women's Townsville Brolgas Naming Rights

- Each team's naming rights to the Townsville Brolgas teams i.e. "Your Name Townsville Brolgas" for the 2019 Qld Country Champs Campaign.
- Logo placement on the Senior Brolgas Training Gear, Playing Jersey and Media Polo.

6. Townsville Junior Under 12 Boys Brolgas Prize

7. Townsville Junior Under 13 Boys Brolgas Prize

8. Townsville Junior Under 14 Boys Brolgas Prize

9. Townsville Junior Under 16 Boys Brolgas Prize

- Naming rights to one of the above Townsville Junior Brolgas team for the 2019 QRU State Championships Campaign.
- Including Logo placement **ALL** on Junior Brolgas Training Gear, Playing Jersey & Polo.

10. Townsville Junior Under 16 Girls Brolgas Prize

11. Townsville Junior Under 18 Girls Brolgas Prize

- Naming rights to one of the above Townsville Junior Girls Brolgas team for the 2019 QRU State Championships Campaign.
- Including Logo placement **ALL** on Junior Brolgas Training Gear, Playing Jersey & Polo.

12. Pre and Post Season Academy Naming rights

- Naming rights and Logo placement on training gear and promotional material

13. TDRU QLD Reds Match Day Experience

- Flights, Accommodation and tickets to see the St George QLD Reds in a Super Rugby fixture at the iconic Suncorp Stadium.

Townsville and Districts Rugby Union 1st 50 Benefits

Invitations for 2 people to the following functions:

2019 Season Launch Breakfast

Wednesday the 6th March 2019
Mercure Townsville Function Room
Breakfast, Coffee & Tea

Townsville Senior Brolgas

Match Day of the North Queensland Champs
September 2019 (date tba)
Mike Carney Toyota Park Upstairs Function room
Drinks and Canapé's incl

TDRU Grand Final Day

Saturday the 17th August 2019
Mike Carney Toyota Park Upstairs Function room
Drinks and Canapé's incl

Townsville Senior Brolgas

Remembrance Day Charity Match Vs North
QLD Army
November 2017
Mike Carney Toyota Park Upstairs Function room
Drinks and Canapé's incl

ALSO INCLUDED:

- 1st 50 members name/Logo to be on all Junior State Championship training shirts
- 2 x Spectators Season Pass to club rugby
- Sponsors Cap
- Logo Placement in 2019 TDRU Annual Report
- Logo Placement in all 2019 TDRU Weekly Brolga Bulletins
- Logo Placement on TDRU Website, with link to your home page
- Spotlight on a sponsor advertising on TDRU Social Media
- All sponsors invited to supply promotional material for distribution to TDRU members around Townsville, Charters Towers, Ingham and Burdekin.

BROLGAS 1st 50 MEMBERSHIP

AGREEMENT 2019

Between: Townsville & District Rugby Union and _____

Number of memberships being purchasing _____

PRICE PER MEMBERSHIP - \$1,000 + GST

Signed

Signed

REPRESENTATIVE _____

NAME _____

POSITION _____

POSITION _____

Townsville & District Rugby Union

BUSINESS _____

Date

Date

PLEASE FILL OUT AND SEND TO: administration@tdru.com.au

A copy of this document will be sent back to you signed by a TDRU Rep along with an invoice attached.