



# **Townsville and District Rugby Union 1st 50 Partnerships 2024**

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

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# Welcome to the 2024 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 the opportunity to win major prizes and sponsorship activations for a \$1,000 (+ GST) investment.

Whilst we have endeavoured to keep the cost affordable for all business sizes, please do not hesitate to purchase more if it suits your business. The more partnership tickets you purchase, the more opportunities you have to win, and you are not restricted to winning just the one (1) prize.

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 20,000 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.

Ben McMahan  
Townsville and District Rugby Union President

2023 TDRU Senior Women's Competition 1<sup>st</sup> 50 prize winner Dialogue Crossfit logo on the jersey.



# 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 Rowes 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, North Ward Old Boys, Ross River Redskins, Western Suburbs, Burdekin, Charters Towers, Ingham.

## **Clubs Participating in the Juniors Grades**

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

# 2024 Prize list

## 1. TDRU 1st Grade Competition Prize

- Naming rights to the TDRU Men's 1st Grade Competition.
- Signage Opportunity\*

## 2. TDRU Senior Women's Competition Prize

- Naming rights to the TDRUs Senior Women's competition.
- Signage Opportunity\*

## 3. Senior Men's North Queensland Naming Rights

## 4. U19's Men's North Queensland Naming Rights

## 5. Women's North Queensland Naming Rights

- Each team's naming rights to the North Queensland teams i.e. "Your Name North Queensland" for the 2024 Queensland Country Championships, in Rockhampton June 28 - 30.
- Logo placement on the Senior North Queensland Training Gear, Playing Jersey and Media Polo.

## 6. Townsville Junior Under 13 Boys Brolgas Prize

## 7. Townsville Junior Under 14 Boys Brolgas Prize

## 8. Townsville Junior Under 14 Girls North Queensland Prize

## 9. Townsville Junior Under 16 Boys Brolgas Prize

## 10. Townsville Junior Under 16 Girls North Queensland Prize

## 11. Townsville Junior Under 18 Girls North Queensland Prize

- Naming rights to one of the above Townsville Junior Brolgas team or Junior North Queensland team for the 2024 Queensland Country Championships.
- Including Logo placement on the front of Junior Brolgas teams and or North Queensland teams Playing Jersey & Polo.

## 12. Townsville Junior Under 15 Girls Brolgas 7s Prize

## 13. Townsville Junior Under 17 Girls Brolgas 7s Prize

- Naming rights to one of the above Townsville Junior Girls Brolgas team for the 2024 QRU 7s State Championships Campaign.
- Including Logo placement on the front of Junior Brolgas teams Playing Jersey & Polo.

## 14. Field signage:

- One boundary fence signage to the value of \$2,500 per year.

## 15. Wallabies Match Day Experience – for two people

- For two people, Sydney, or Brisbane. flights, accommodation, and tickets to one game in 2024.

# **Townsville and Districts Rugby Union 1st 50 Benefits**

Invitations for 2 people to the following functions:

## **2024 Season Launch Function**

Friday 19 April 2024.

6.30pm

Upstairs Function Room at Mike Carney Toyota Park

Finger food and Drinks Package included.

## **TDRU Grand Final Day**

Saturday 7 September 2024

Upstairs Function Room at Mike Carney Toyota Park

Finger food and Drinks Package included.

## **VIP Festival of 7s Experience**

TBC October 2024

Upstairs Function Room at Mike Carney Toyota Park

Finger food and Drinks Package included.

## **ALSO INCLUDED:**

- 1<sup>st</sup> 50 members name/Logo to be on further select Junior and Senior Brolgas and or North Queensland apparel.
- 2 x spectators season pass to club rugby.
- Logo placement in 2024 TDRU annual report.
- Logo placement in 2024 TDRU weekly wrap ups.
- Logo placement on TDRU website, with link to your home page.
  
- All sponsors are invited to supply promotional material for distribution to TDRU members around Townsville, Charters Towers, Ingham, and Burdekin.

# BROLGAS 1st 50 MEMBERSHIP

\*All Signage prize opportunities are at sponsors cost to install, TDRU can provide discounted rate

## AGREEMENT 2024

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: [admin@tdru.com.au](mailto:admin@tdru.com.au)

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

