



# PILIPINAS AUSTRALIAN RUGBY LEAGUE 2026 SPONSORSHIP





# ABOUT

**Pilipinas Australian Rugby League Incorporated (PARL)** is a not-for-profit, volunteer-driven organisation dedicated to **growing Rugby League within the Filipino community in Australia** while supporting the ongoing development of the game in the Philippines.

Working alongside the Philippine National Rugby League (PNRL), we create **opportunities for players, coaches, officials, families, and supporters to connect through rugby league, represent their heritage with pride**, and be part of a thriving international sporting community.



[pilipinasaustralianrl.com.au](http://pilipinasaustralianrl.com.au)



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# TODAY...

Filipino rugby league is experiencing unprecedented growth. From grassroots development to representative pathways and international competition, our players and national teams continue to make history both on and off the field.

By partnering with PARL, your organisation becomes part of this journey - supporting the growth of rugby league across Australia and the Philippines while connecting with a passionate, loyal, and rapidly growing community united by sport, culture, and pride.



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# MISSION

Our mission is to **promote, develop, and strengthen rugby league pathways for Filipinos, helping athletes reach their potential while fostering healthy, active lifestyles and stronger community connections.** Through grassroots participation, representative programs, and cultural engagement, we aim to build a lasting legacy for future generations.

We are proud to be connected to a rugby league movement that is recognised by the **Philippine Sports Commission (PSC)**, represented within the **Philippine Olympic Committee (POC)**, and affiliated with the **Asia-Pacific Rugby League Confederation (APRLC)**, with the Philippines also holding observer status with the **International Rugby League (IRL)**.



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VALUES

P

**Professionalism**  
Striving for  
excellence in  
everything we do.



N

**Nurture**  
Supporting and  
encouraging athletes  
and communities.

R

**Respect**  
Valuing all  
individuals and  
their contributions.

L

**Leadership**  
Inspiring others to  
dream, learn, and  
achieve more.



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# SOCIAL MEDIA REACH

|          |               |                                                                                                    |
|----------|---------------|----------------------------------------------------------------------------------------------------|
| FACEBOOK | Reach         | 9.9k                                                                                               |
|          | Men           | 70.0%<br>Top Age Group: 25-34                                                                      |
|          | Women         | 30.0%<br>Top Age Group: 35-44                                                                      |
|          | Top Cities    | Sydney NSW, Port Moresby PNG, Brisbane QLD, Gold Coast QLD, Quezon City PH, Manila PH, Auckland NZ |
|          | Top Countries | Australia 86.2%<br>Philippines 4.9%<br>United States 1.7%                                          |

|           |               |                                                                                         |
|-----------|---------------|-----------------------------------------------------------------------------------------|
| INSTAGRAM | Reach         | 952.7K                                                                                  |
|           | Men           | 72.5%<br>Top Age Group: 25-34                                                           |
|           | Women         | 27.5%<br>Top Age Group: Age 35-44                                                       |
|           | Top Cities    | Sydney NSW, Brisbane QLD, Gold Coast QLD, Quezon City PH, Melbourne VIC, Wollongong NSW |
|           | Top Countries | Australia 48.7%<br>Philippines 13.8%<br>United States 8.7%                              |

Sponsoring PARL means your brand is visible across our official and growing social media platforms — connecting with local and international communities passionate about Filipino Rugby League.



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## MORE THAN A SPONSORSHIP

When you partner with PARL, you're not simply placing your logo on a jersey. You're helping **build pathways for athletes, strengthening community connections, celebrating Filipino heritage**, and supporting a movement that is **creating lasting impact across Australia and the Philippines.**

Together, we can grow the game, inspire future generations, and create a legacy that extends far beyond the field.



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# YOUR SPONSORSHIP DIRECTLY SUPPORTS...



## TEAM OPERATIONS & ADMINISTRATION

Helping PARL build a strong foundation for future growth through essential operational costs, governance, insurance, registrations, and club administration.



## PLAYER & STAFF EQUIPMENT

Providing players, coaches, trainers, and volunteers with the equipment they need to perform at their best, including training gear, playing uniforms, medical supplies, and game-day resources.



## REDUCING PLAYER & STAFF COSTS

Making representative rugby league more accessible by reducing out-of-pocket expenses for players, coaches, and support staff participating in training camps, development programs, and representative fixtures.



## COMMUNITY PROGRAMS & EVENTS

Supporting activities that bring Filipino families and multicultural communities together through rugby league, cultural celebrations, and community engagement initiatives.



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# SPONSOR BENEFITS

**Primary logo** on our 2025 team jerseys

**Prominent branding** on marketing materials and social media

**Exclusive rights** at PARL events

**VIP access** to players and staff

**Branding** on training attire and event signage

**Featured** on PARL digital platforms and website

Access to **hospitality packages** for VIP events



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# CHOOSE FROM OUR SPONSORSHIP PACKAGES

|                                                   | MAJOR SPONSORSHIP | TEAM SPONSORSHIP | DEVELOPMENT SPONSORSHIP                     | EVENT SPONSORSHIP                                            |
|---------------------------------------------------|-------------------|------------------|---------------------------------------------|--------------------------------------------------------------|
| Availability                                      | 6 partners only   | 12 partners only | Open                                        | Bespoke packages for maximum impact at selected PARL events. |
| Top-Tier<br>12 months                             | \$4,000           | \$2,000          | \$1,000                                     |                                                              |
| Mid-Tier<br>6 months                              | \$2,000           | \$1,000          | \$500                                       |                                                              |
| Low-Tier<br>3 months                              | \$1,000           | \$500            | \$250                                       |                                                              |
| Benefits                                          |                   |                  |                                             |                                                              |
| Logo Placement                                    | Front of Jerseys  | Back of Jersey   | Training Gear only                          |                                                              |
| Branding on Marketing, Socials and Press Releases | ✓                 | ✓                |                                             | Inclusion in live coverage and media campaigns               |
| Exclusive promo rights at events                  | ✓                 |                  |                                             | On-site activations and engagement opportunities             |
| VIP access                                        | ✓                 |                  |                                             |                                                              |
| Branding on attire, banners and events            | ✓                 |                  |                                             | Exclusive branding at matches, festivals, and training camps |
| Features on PARL website and digital platforms    | ✓                 | ✓                | Recognition on website and partner listings |                                                              |
| Hospitality package for VIP events                | ✓                 |                  |                                             |                                                              |
| Direct support of junior and grassroots programs  |                   | ✓                | ✓                                           |                                                              |





# INTERESTED IN SPONSORSHIP? GET IN TOUCH WITH OUR TEAM



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