CRONULLA CARINGBAH SHARKS JRLFC | EST. 1932

2027 SPONSORSHIP OPPORTUNITIES



SUPPORTING OUR COMMUNITY.
PROMOTING YOUR BRAND.

JEM × S cronullacaringbah.com.au | @cronullacaringbahsharksjrlfc

THE CLUB | ESTABLISHED 1932

WHO WE ARE.

Cronulla Caringbah Sharks JRLFC has been part of the Shire since 1932. From three-year-old Tiny Fins to A Grade, we are a volunteer-run club where local kids play, belong and grow.

700
PLAYERS

45+
TEAMS

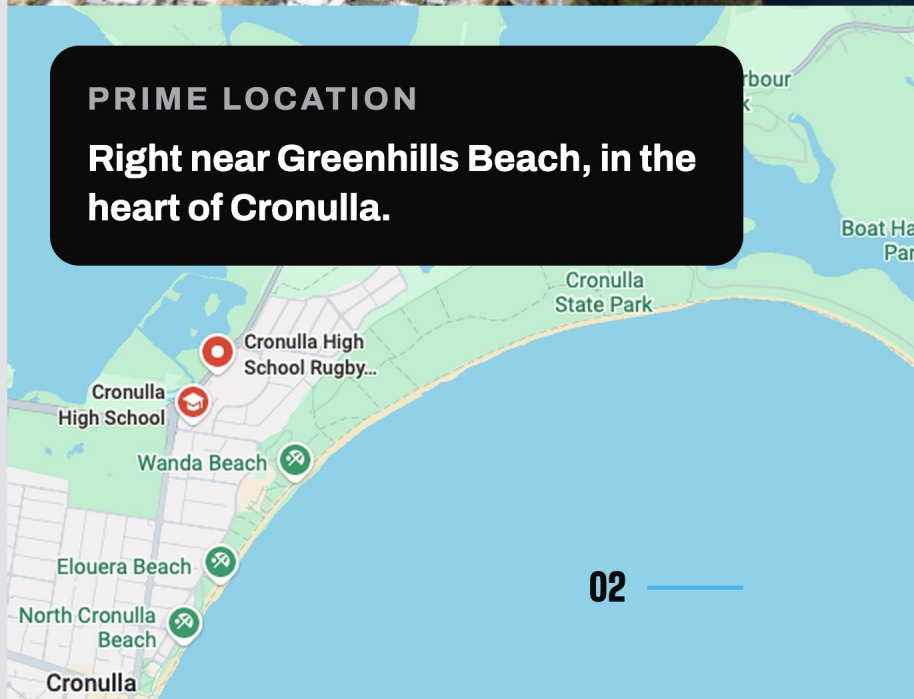
95
YEARS OLD, EST. 1932

7.5K
SOCIAL MEDIA FOLLOWERS

608
EMAIL SUBSCRIBERS

2
NEW TEAMS IN 2027: A GRADE AND OPEN WOMEN'S





WHO YOUR BUSINESS REACHES

OUR COMMUNITY.

700
Players, from Tiny Fins to A Grade

70+
Coaches, managers and volunteers

1,000
People at the ground or our games each week (approx.)

7.5K
Followers on Facebook and Instagram

608
Email subscribers

FAMILIES
Parents at the ground every week

SUPPORTERS
Past players, family and friends

LOCAL BUSINESS
Our sponsors and their networks

On the jersey, at the ground or at our events, your brand becomes part of the community.



FOUR REASONS LOCAL BUSINESSES BACK THE SHARKS

WHY SPONSOR US?

LOCAL REACH

Connect directly with local families and businesses.

BRAND VISIBILITY

Get your business seen across the club, grounds, teams and digital channels.

COMMUNITY CONNECTION

Support grassroots sport and the people who make it happen.

REAL RELATIONSHIPS

Build genuine connections with players, families, supporters and local business.

Get your business in front of local families, support grassroots footy and become part of the community.



IN THE SPOTLIGHT

ABILITY PROGRAM.

A PLACE FOR EVERYONE.

Our Ability Squad, as seen on A Current Affair.

Organised by Rachel and coached by Taylor, it creates opportunities, builds confidence and makes sure everyone has a place in our Sharks family.

Your business can make it happen.

SPONSOR THE ABILITY PROGRAM

Watch the story on Facebook





LOOKING FORWARD

2027: A NEW ERA.

2027 is the biggest step this club has taken in years. A Grade is back, and our women's pathway now runs all the way to Opens.

MEN'S A GRADE RETURNS

A Grade footy is back at the Sharks, giving our juniors a senior side to look up to. Signings to be announced.

OPEN WOMEN'S

Girls who start with us can now keep playing in the black and white as adults.

COACH: JOE LICHAA

Club Life Member and long-serving senior coach, including our Sydney Shield side.





The pathway is proven. Players from this club have gone on to the NRL, NRLW, NSW, Australia and New Zealand.

FROM OUR CLUB TO THE TOP

THEY PLAYED HERE.



WILL KENNEDY

Sharks, Indigenous All Stars



SCOTT SORENSEN

Sharks, Panthers, Perth Bears, New Zealand



QUINCY DODD

Sharks, Roosters, Dragons, NSW, Australia, Indigenous All Stars



BRAD TAKAIRANGI

Eels, Roosters, Titans, Hull, New Zealand, Maori



BRITON NIKORA

Sharks, Queensland, New Zealand, Maori

SIX PROGRAMS, ONE CLUB

SPONSORSHIP OPTIONS.

We offer varying levels of sponsorship across our six programs. Each offers unique touch points, strong community reach and meaningful brand alignment.

1 A GRADE

The pinnacle of senior rugby league at our club, with high-calibre players including some former NRL. A premium platform for your brand.

2 MALE PROGRAM

Approx. 30+ teams from Under 6s to Under 21s. Reach hundreds of players and families, from grassroots through to senior football.

3 OPEN WOMEN'S

New for 2027. Girls who start with us can now keep playing in the black and white as adults.

4 FEMALE PROGRAM

Under 16s to Under 18s, in Tackle and League Tag. An exciting area of growth, connecting with players and families.

5 TINY FINS

Our youngest players meet rugby league in a fun, safe and welcoming setting. An engaging way to connect with young families.

6 ABILITY PROGRAM

Rugby league for people with disability, and the belonging of team sport. Built on inclusion, community and social impact.

JERSEY POSITIONS BY PROGRAM

SPONSORSHIP FRAMEWORK.

Program	Front of jersey	Top back	Lower back	Sleeves	Shorts
A Grade	Available	Available	Available	Available	Available
Male Program Approx. 30+ teams, Under 6s to Under 21s	Available	Available	Available	Available	Available
Open Women's New for 2027, one group	Available	Available	Available	Available	Available
Female Program Under 16s to Under 18s, Tackle and League Tag	Available	Available	Available	Available	Available
Tiny Fins (whole program)	Available				
Ability Program (whole program)	Available				

Take a single position, or build a package across programs.

Pricing available on request. We tailor a package to suit.

WHAT OUR SPONSORS CAN EXPECT

SPONSOR BENEFITS.

Benefits are tailored to suit each sponsor's objectives and can include the following.

APPAREL

- Logo on playing kit: jersey or shorts
- Logo on the official club training shirt
- Logo on the on-field trainers' shirt (blue / yellow trainers)

SIGNAGE

- Field signage
- Club signage
- Scoreboard signage
- Goal post pads
- Corner post pads

DIGITAL

- Logo and link to your website on the club website
- Social media content promoting your company
- Direct contact with members via EDMs

PLAYER SPONSORSHIP

A GRADE ONLY

- Available for players 1 to 18 of A Grade

NETWORKING AND EVENTS

- Strategic introductions with other businesses or individuals
- Invitations to club events
- Branding and promotion at club events
- Activations at club game days and events through the year

ADD TO ANY PROGRAM, OR TAKE ONE ON ITS OWN

ADDITIONAL ASSET SPONSORSHIP OPTIONS.

TRAINERS' SHIRTS
(BLUE / YELLOW TRAINERS)

Front, back and other logo positions on the shirts our on-field trainers wear.

TRAINING SHIRTS

Front, back and other logo positions on the training shirts our players wear.

GOAL POST PADS

Your brand on the posts at every home game.

GROUND SIGNAGE

Signage around our home ground.

GRANDSTAND

Your name on our grandstand.

SCOREBOARD

Your name on the scoreboard all season.

CORNER POSTS

Your brand on all four corner posts.

A GRADE PLAYER SPONSOR

Ten players available, each with a photo and profile.

EVENT SPONSORSHIP

KEY EVENTS.

01 SEASON LAUNCH
One night to launch 2027 and introduce our returning A Grade side.

02 WOMEN IN LEAGUE EVENT
Celebrating the women and girls who play, coach and volunteer.

03 SPONSORS EVENT
Our sponsors in one room, with the committee, coaches and players.

04 CHARLIE BATES ROUND
A home round honouring our longest-serving club member.

05 END OF YEAR PRESENTATION
Our senior grades come together to celebrate the season.

06 COACH AND MANAGERS NIGHT
A night to thank the coaches and managers who run our teams.

07 ROUND 2: COEN DRYSDALE
An event at our home ground in memory of Coen, who wore the number 2.

08 LEGENDS AND OLD BOYS DAY
Past players and club legends back at our home ground for the day.

OUR MAJOR EVENT

ANNUAL SPORTS LUNCH

Our headline event off the field, with sponsors and their guests at the table.





Examples only. Guests are not yet confirmed.

NEW FOR 2027

COEN DRYSDALE SCHOLARSHIP PROGRAM.

A trial for our youngest players, starting with our Under 6s and Under 7s, with Under 8s and 9s being considered. It helps local kids start, and stay, in the black and white.

5 PLAYERS
In each age group

2 YEARS
Of support for every player

GEAR + REGO
Covered, and we follow their progress

If it works, we will take it to more age groups, and to girls footy in particular.

SPONSOR THE SCHOLARSHIP

ROUND 2, 2027

2

IN MEMORY OF COEN DRYSDALE

Coen wore the number 2. In Round 2 of the 2027 season we will hold an event at our home ground to remember him.

LET'S WORK TOGETHER

LET'S GET YOUR BUSINESS INVOLVED.

We'd love to create a sponsorship that works for your business and our club. Our options are a starting point, and we tailor a package to suit.



SPONSORSHIP

Rebecca Hughes and Jane Elkin

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