



# SPONSORSHIP & DIGITAL MARKETING OVERVIEW



CRONULLA SUTHERLAND D.R.F.L.  
REFEREES ASSOCIATION

[WWW.CRONULLAREFEREES.COM.AU](http://WWW.CRONULLAREFEREES.COM.AU)



# ABOUT US

Cronulla Junior Rugby League (JRL) is made up of 14 clubs from Under 6 to Open age groups. The 2nd largest Junior Rugby League Association in NSW, with 5500 participants, and 396 teams. Cronulla JRL competitions are held from April through to September each year and offer a range of Rugby League competitions including the traditional tackle version and non-contact versions.

CSRLRA is responsible for the appointment, administration, coaching, and recruitment of the referees to Rugby League and League Tag fixtures in the Sutherland Shire.

CSRLRA has a proud history of developing successful officials that have officiated from Cronulla JRL 1st Grade Grand Finals to NSWRL Competitions and NRL. CSRLRA has had 31 members inducted to the NSW Rugby League Referees Association with a number going on to officiate in the NRL.



# WHY SPONSOR US

Reach an engaged audience of over 20,000 Potential Customers  
throughout the Sutherland Shire each weekend

A range of partnership options available

Committed to developing high-quality referees and good people

Promotes health and fitness

Officiating in the fastest-growing sport in Australia  
WOMENS RUGBY LEAGUE & LEAGUE TAG

Demonstrated success in developing confidence, fitness, and self-awareness in  
referees of All ages and genders

Ongoing commitment to Cronulla Junior Rugby League and NSWRL – without Referees  
there is no game.

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# BRANDING POTENTIAL

The Cronulla Sutherland Referees can provide an extensive range of Apparel, Social and cross-platform digital advertising solutions for sponsors, partners & advertisers throughout the year.

This year, the Cronulla Sutherland Referees will have access to more exclusive news content, video updates, as well as a comprehensive social media network

The Cronulla Sutherland Referees are offering an even greater advertising opportunity, with customised packages now available. The digital properties offer huge opportunities for advertisers to enhance their relationship with the association and fans

PACKAGES CAN BE CUSTOMISED ACROSS

THE CRONULLA REFEREES :

ON-FIELD APPAREL

OFF-FIELD APPAREL

WEBSITE

MOBILE SITE

SOCIAL MEDIA

EMAIL DATABASE

SPONSOR PRESENTATIONS

MAJOR EVENT PARTNERSHIPS (SEASON LAUNCH, AWARDS NIGHT)

INTEGRATED VIDEO CONTENT

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# CURRENT PARTNERS

  
**Tradies**

**GOTCHA  
4LIFE**

**KRGS**

ROLLER GRILLES  
AND SHUTTERS

**ZED N ZED  
JEWELLERS**