



BULLDOGS PARTNERSHIPS



LEAD THE PACK

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Major Partner

THE BULLDOGS HISTORY

Let us take you through a brief snapshot of the rich history of the Canterbury Bankstown Bulldogs.

1935 & 1938: THE FIRST YEAR AND THE FIRST PREMIERSHIP



At the end of the Clubs first season the blue-and-whites managed just two wins from 16 matches and finished eighth on the Premiership ladder.

Three years later, the Cantabs, as they were known booked a spot in the Grand Final in front of 20,287 fans at the Sydney Cricket Ground and won their first Premiership 19-6 against the Eastern Suburbs Roosters.



PREMIERS: 1980, 1984, 1985 & 1988

The 80's are considered to be the most successful era for the Bulldogs with the Blue & White bringing home the Premiership in 1980, the first for the Club in 38 years after defeating Eastern Suburbs 18-4.

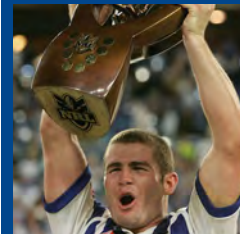
That was the first of 4 Premierships in the 80's with the Bulldogs claiming the title in 1984, after defeating Parramatta 6-4. They went back-to-back in 1985, defeating St George 7-6 and then again in 1988, defeating the Balmain Tigers 24-12.



1942: PREMIERS

Canterbury claimed a second title in 1942, a significant victory, for they became the first club to win a Premiership without a coach.

After finishing Minor Premiers with 12 wins from 17 starts, Canterbury came up against St George in the Grand Final, winning 11-9 in a thriller that kept the crowd in a fever of excitement until the final whistle.



PREMIERS: 1995 & 2004

In the 1995 Grand Final, Manly were favourites having only lost two games all season. The Bulldogs performance in the Grand Final was outstanding, winning 17-4 and delivering the Club a seventh Premiership.

The Bulldogs took on the Minor Premiers, the Sydney Roosters in the 2004 Grand Final. Having fallen at the hands of the tri-colours the previous year, the Bulldogs got revenge in a 16-13 nail biter.



1978: FROM BERRIES TO BULLDOGS

This was the year Canterbury became known as the Bulldogs. Gone were the 'Berries'.

The 'Berries' was a common name for Canterbury – along with the 'Cantabs', an abbreviation of Canterbury.

To determine the emblem, the club went to its supporters and undertook their own market test. The most popular name without question was 'The Bulldogs'.



A BRIGHT FUTURE

In 2012, after notching up 18 wins the Bulldogs were crowned Minor Premiers, under new Coach, Des Hasler, going down to the Melbourne Storm in the decider.

In 2014 the Bulldogs managed to qualify for their second Grand Final in three years. Unfortunately, Souths stormed home to take the premiership in the final 20 minutes.

Now under new head coach Dean Pay with an exciting & young Bulldogs squad, the future looks bright.



1938



1942



1980



1984



1985



1988



1995



2004

WELCOME FROM THE CEO

The Bulldogs aim to be the family club that unites and inspires.

We understand that the most important people in our club are the fans. Those fans are drawn together by a shared passion and embody the values of toughness, resilience and family.

The club also aims to bring families and community together, with 'inclusion for all' being our mantra.

As former Bulldogs legend Peter Moore put it: "A club is not about the four walls surrounding us. It's about the people the four walls surround."

To be part of this is something special and the Bulldogs Corporate Partnership gives you the opportunity to be involved on both a personal and professional level.

The Corporate team here at Belmore realise the importance of the personal touch and building relationships that are long-lasting. We have a variety of packages that cater for all requirements and if you need something different we are happy to sit down with you to see how we can make it work.

It is the perfect way to give your clients a great experience and build relationships across businesses.

Everyone here at the Bulldogs is excited about the season ahead and we hope that you lead the pack with us and become part of the family club.



Andrew Hill,
CEO, Canterbury-Bankstown Bulldogs






**TOP DOGS OR
UNDERDOGS
UNITED WE'LL STAND
#PROUDTOBEABULLDOG**



NEW
rebel
be victorious
Fangear.com
rebe
be passionate
We live in your world.
AZ
We live in your world.

TV AUDIENCES

2013-2017 STATS	TOTAL	AVERAGE PER YEAR
 Broncos	108,750,000	840,000
 Rabbitohs	94,210,000	744,000
 BULLDOGS	91,010,000	710,000
 Roosters	83,100,000	632,000
 Cowboys	77,200,000	572,000
 Eels	70,230,000	540,000
 Tigers	68,220,000	538,000
 Sea Eagles	66,040,000	534,000
 Storm	64,500,000	532,000
 Dragons	58,730,000	470,000
 Sharks	56,700,000	458,000
 Panthers	56,250,000	442,000
 Titans	43,880,000	362,000
 Knights	42,020,000	336,000
 Raiders	39,500,000	318,000
 Warriors	28,930,000	240,000











League rank

3rd





CROWD ATTENDANCE

2013-2017 STATS	TOTAL	AVERAGE PER YEAR
 Broncos	2,217,656	443,531
 Storm	1,305,634	261,127
 Roosters	1,180,002	236,000
 BULLDOGS	1,147,526	229,505
 Rabbitohs	1,126,424	225,285
 Cowboys	1,005,124	201,025
 Knights	961,265	192,253
 Eels	930,669	186,134
 Sea Eagles	885,574	177,115
 Sharks	882,741	176,548
 Warriors	882,740	176,548
 Dragons	829,123	165,825
 Titans	791,637	158,327
 Tigers	783,154	156,631
 Panthers	778,128	155,626
 Raiders	720,521	144,104

League rank

4th

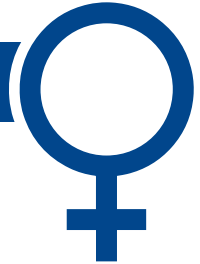




WHO ARE OUR FANS?

Female Friendly

44% of our fans are female, one of the highest in the league.

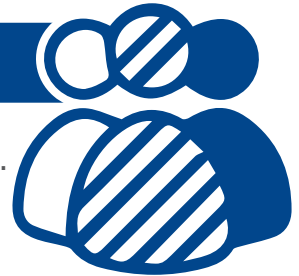


Responsive to Partners

With a high share of families, our fans are more likely to notice partner brands and more likely to engage with our partners.

Diverse Community

37% of our fans are multicultural and 29% were born overseas.
A quarter of our fans speak another language at home.



Young Fans

The Bulldogs have one of the youngest fan bases in the league, with half of our fans aged 18 - 44.

Highly Engaged Sport Fans

Our fans attend professional & grassroots sporting events, as well as watch sports on TV. More than half of our fans also participate in sport.



** Report provided by Nielsen*



BULLDOGS IN THE COMMUNITY



**1.1 MILLION
DONATED**

1,600

**HOURS SPENT IN THE
COMMUNITY EACH YEAR**

The KIA Bulldogs in the Community program continues its commitment to address social issues affecting our community across three main pillars:

**VIOLENCE
PREVENTION**



**HEALTH &
WELLNESS**



**SOCIAL
INCLUSION**



OUR FLAGSHIP PROGRAMS INCLUDE

Be All In

Winner of the NRL Community Club Program of the Year, 'Be All In' program gives students an opportunity to participate in multiple sports with an education component that covers topics like building social harmony, valuing self-esteem and diversity.

Active Breed

The Bulldogs are excited to launch a brand new program in partnership with Western Sydney University, aimed at improving the health of men across South-West Sydney.

**2017 NRL CLUB
PROGRAM OF THE YEAR**



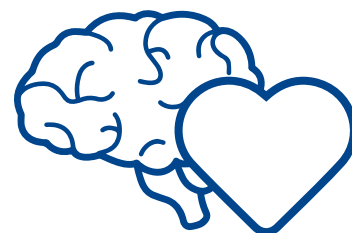
Bulldogs in the Community
Principal Partner

PROGRAM PARTNERS



WELFARE & EDUCATION

The Canterbury-Bankstown Bulldogs have a robust Welfare & Education program to assist our athletes to make the most of their opportunities and prepare them for life post football.



Key Focus Areas

Leadership Development

Educational Engagement

Vocational Awareness

Career Resilience

No Work, No Study, No Play

Career Transition

Mental Health Support

Retired Players Support





MEMBERSHIP

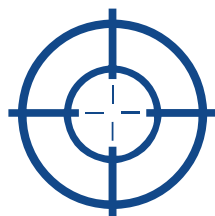
Our Pride. Our Pack.

Under our new positioning statement, the club will move forward with proud celebration of our rich heritage and admiration in the strength of our organisation as a whole.

With one of the strongest membership programs in the NRL, corporate partners have the opportunity to leverage their brand at events, on game day and through member exclusive communications online to build affinity with the most passionate fan base in the league.

By providing exclusive benefits to our members, you have the opportunity to drive new engaged audiences to interact with your company.

**The Bulldogs are #1
in fanbase avidity
across the NRL**



20,000

2018 MEMBERSHIP TARGET

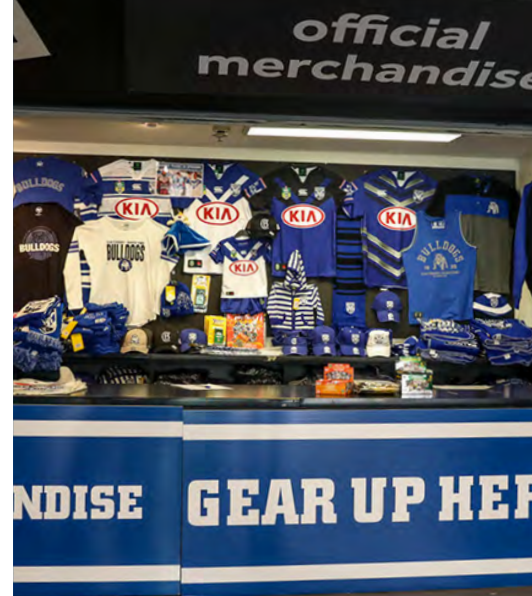
65% Membership growth since 2013



Harnessing the power of CSR

500 Family Memberships donated to underprivileged fans in the local area thanks to Brydens Lawyers.

Nominee, Zest Local Community Awards 🌿



brydens
lawyers

Membership Partner



PATHWAYS AND DEVELOPMENT

At the end of 2016 a Pathways Performance Manager was appointed to oversee and give direction for our junior programs, creating a controlled and directed approach to junior development.

Core goals of the pathways program



Ensure our coaching and recruitment staff are receive up to date information about junior talent



Provide a formal program for 13's through to NYC, as well as a professional mentoring program for our junior coaches



Professional player Support, Assessment and Identification for Accelerated Pathways for those juniors identified to have high levels of talent.

2018 will see the first time our Junior Representative Players have their own ground with access to equipment to aid a High-Performance Program. With the long-term vision of a complete training centre for junior reps this step forward is only the first of many.



EXPERIENCES & TEAM BUILDING

Enjoy one of our most exclusive inner sanctum experiences and take your next team building session to the next level by bringing it to our Centre of Excellence at Belmore Sports Ground.

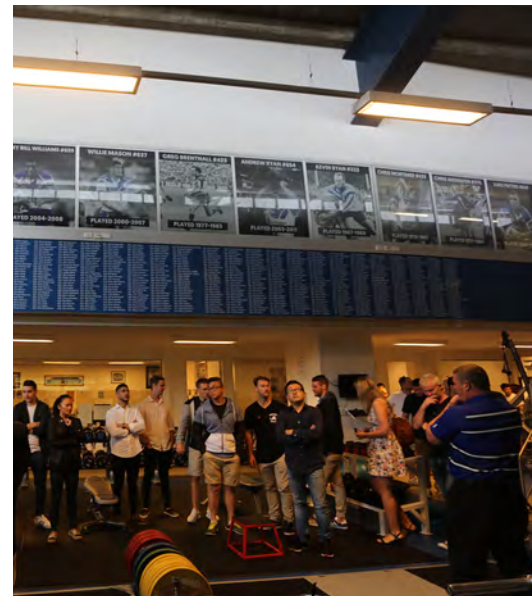
Make our High Performance Unit yours for the day as you utilise the cutting edge technology to further develop your team and hear from our industry leading High Performance Unit coaches to give you new perspective and talk to you about strategies you and your team can take away from our High Performance Unit.

Make sure your business is leading the pack with the assistance of the innovative tactics and strategies you receive from spending a day in our Centre of Excellence with our High Performance Unit coaches and industry leading experts.

TESTIMONIAL

"AT MPA we were always about high performance and doing a great job. Our field is a construction site and to bring the philosophy of how the coaches run the team is how I would like to see our site managers run our team"

- Ed Singleton, MPA Director





CENTRE OF EXCELLENCE

The Canterbury-Bankstown Bulldogs are incredibly proud of their industry leading athletics High Performance Unit (HPU) located at the Centre of Excellence within Belmore Sports Ground.

The HPU brings cutting edge technology and tactics to aid in player development and recruitment.

Taking the financial investment, we receive from our commercial partners to allow us to continue running a world class HPU and pursuing top level results.

Lifting the Provan Summons Trophy in October is a long and demanding journey that is made easier thanks to the continuing support we receive from our commercial partners, allowing our athletes to be both physiologically and mentally ready to take this journey head on.





WHAT DOES OUR CORPORATE PARTNERSHIP OFFER YOU?

A corporate partnership with the Bulldogs will offer your organisation a platform to accelerate growth in your business.

The Bulldogs Corporate Partnership packages have developed considerably over the past decade; however the following key offerings remain essential to the program's success:

Match Day Hospitality

Corporate Events & Networking

Digital Content & Advertising

What can we offer your business?

With over 120 corporate partners, our corporate partnership program has grown to be one of the most successful in Australian sport. Prior to agreeing to a partnership package, your Bulldogs Corporate Partnership Executive will ensure that your business will be provided with a package that suits your business and generate a return on investment.

Strengthening current business relationships

Networking with like-minded businesses

Securing potential new business

Improve the retention and rewarding for your staff

Increase brand awareness and engagement amongst our supporters

We are certain the Bulldogs' high-performance focus can make a big impact on your business.

Where we can help

Invites

Itineraries

Catering to dietary requirements

Ticketing



BULLDOGS DIGITAL

41,789 Average Engaged Social Audience

During Games in 2017 – Nielsen Social Data

Digital Channels Overview

725,000 Page views/month

110,000 Unique browsers/month

Average session time of 4 minutes

Social Media Overview

285,000



99,000



86,000



Highest App Page Views

NRL Network (On Average from 2013-2017)

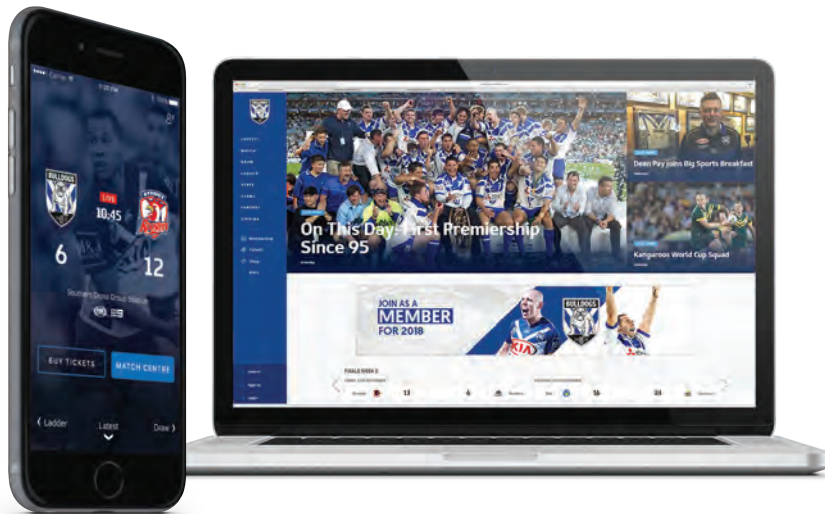


Expanding Into Live Broadcasting

The Bulldogs broadcast their Trial Match against the Melbourne storm to an engaged audience of almost 40,000 people.

OUR DIGITAL EXPERIENCE IS CHANGING

The Bulldogs are excited to announce the relaunch of our digital properties, aiming to provide fans and advertisers with a “cleaner, premium” product including a new look Bulldogs.com.au and suite of mobile apps.



Harnessing the Power of the NRL Network

The National Rugby League are in a strong position to follow the successful blueprint of big media networks by offering an amplified digital experience that exists across over 30 different digital properties amongst the NRL Clubs, States and flagship sites and apps.

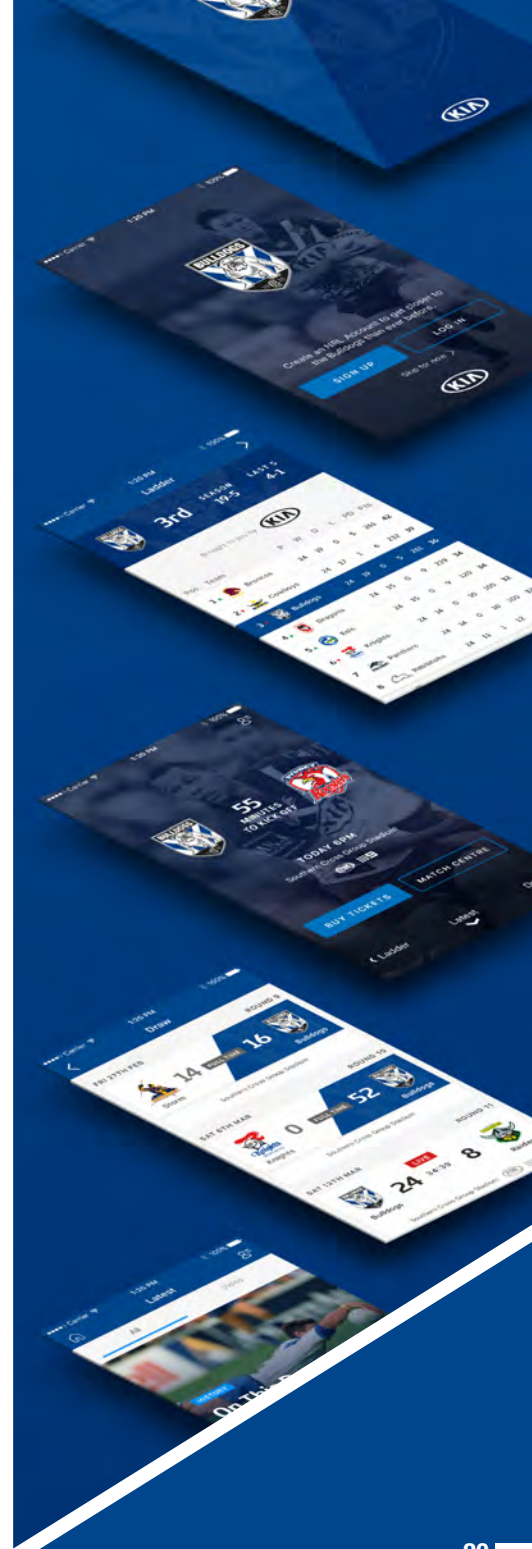
By harnessing the power of the network, bound together by Fan ID technology, the Bulldogs will see increased on-network referral traffic and better search engine visibility providing more value to sponsors and partners of the club.

Enhancing the Advertiser Experience

The new advertising kit available to our digital partners will feature a far richer experience with the introduction of video banners, image sliders with a heavy focus on in-article experiences.

Mobile First Designs made for consumption

Our new suite of websites and apps were specifically designed as mobile first experiences, based off rich consultation with fans from around the country providing a more robust experience.



HOSPITALITY

Legends Club

Listen to Bulldogs Legends Baa & fellow past players recount the 'glory' days of the Blue & White while watching the new generation of Bulldogs players make their mark on the field from our glass fronted 'Legends Club' room with uninterrupted views.

Champions Club

It doesn't get better than this. The Champions club is the most prestigious setting for you & your clients to enjoy Bulldogs game days.

You will be treated to a seated 3 course meal; fine wines & ales as well as interviews from special guests providing club insights and in-depth previews of the upcoming game.

Captains Club

This unique facility is the perfect location and blend of football, entertainment and family.

Whether you are bringing the family or entertaining clients, everyone will enjoy cocktail food and drinks from a private terrace overlooking the field.



HOSPITALITY

50m Line Club

Don't miss a minute of the football action from this location with panoramic views of ANZ Stadium

Outdoor Boxes

Take in the atmosphere on match day & enjoy premium seating, hospitality and networking opportunities from your fully catered private outdoor box.

Entertain in an informal setting with your own personal waiter to look after the needs of you and your guests.

Private Suites

Looking for something a little more formal and private to entertain your guests on game day?

Private suites are your best option, and are sold fully catered for the season or for specific games throughout the year. You will have your own host to look after up to 20 guests whilst you watch the game with uninterrupted views from indoor & outdoor undercover seating.



NETWORKING EVENTS

Golf Day

Enjoy a round of 18 holes in a motorised cart, with the opportunity to rub shoulders with past and present Bulldogs legends with loads of prizes up for grabs.

With one tee off on offer throughout the day you have the opportunity to tee off and enjoy an early morning or afternoon round, both with a sit down lunch at Bankstown Golf Club.

Night with the Coaches

Our most exclusive event will give you the opportunity to experience the true inner sanctum of our Centre of Excellence and High Performance Unit, as you learn from the elite Bulldogs coaches and senior players how athletes are prepared for the rigours of the NRL.

This is one of the Bulldogs longest standing and most engaging networking events.

Sportsmans Lunch

Join us as the Bulldogs host our inaugural Sportsman's Lunch, as we celebrate all things Australian Sport. Hear from past and present sporting names, as they impart their words of wisdom and a bit of humor, in an relaxed environment.

Current and former Bulldogs players will be present for the lunch, which includes a 4 hour beverage package.





CLUB EVENTS

Season Launch

Kick off the 2018 season in style as we celebrate the new NRL season.

Hear from our Chairman, CEO and Head Coach as we officially unveil our 2018 Playing Group, whilst also receiving an exclusive look at the season ahead.

Back to Belmore

Enjoy the full Belmore experience with an exclusive pre-game function held at Canterbury Leagues Club.

Hear from Bulldogs legends and enjoy the festivities before heading down to our spiritual home Belmore Sports Ground to enjoy the game and soak up the atmosphere.



Awards Night

This is the Bulldogs night of nights. Enjoy the glitz and glamour of the blue carpet as our prestigious awards are announced.

This is your exclusive look at how the season unfolded whilst hearing from our Chairman, CEO and Head Coach all whilst enjoying a three-course meal and entertainment.

SOCIAL EVENTS

State of Origin

Immerse yourself in the intensity that is Origin at our pre-game function.

You will be treated to a three-course meal and hear from Origin greats just steps away from the Origin Arena as the anticipation builds throughout the night in the lead up to kick off.

Race Day

Join us for a thrilling day out at the Australian Turf Club where you will enjoy an exclusive trackside experience whilst hearing from racing legends, receiving insider knowledge and expert tips to give you the full racing experience.

All tickets are inclusive of a complete catering package.

Grand Final

Watch the 2018 NRL Telstra Premiership Grand Final in style with the Bulldogs exclusive pre-match function.

Enjoy a three-course meal as you hear stories from Premiership greats just steps away from ANZ Stadium before watching the biggest game on the rugby league calendar.





MATCH DAY

Signage

Be seen by the largest Sydney TV audience of any club in the NRL** with rich LED advertising & bowl signage.

Match Day Activations

Bring the excitement to match day with exclusive on-ground activations and the opportunity to broadcast live to the Bulldogs audience.

Match Day Sponsorship

Position your brand with the Bulldogs for all things match day including on-ground branding and a powerful digital campaign.

Product Sampling

With over 200,000 engaged fans coming through the gates each season*, match day gives you a unique opportunity to sample your product with the NRL's most avid fan base.

Big Screen Content

Harness the power of a network of entertainment screens throughout ANZ Stadium including two giant video screens and over 700 TV monitors throughout the venue.



**Average based on 2012-2017

*TV figures based on FTA viewing number average from 2012-2017

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OUR PRIDE. OUR PACK.