

# SHOWCASE YOUR BRAND THROUGH THE RAIDERS



## BOTTOM BACK JERSEY BRANDING

Secure your place on the Canberra Raiders playing and training apparel in 2025 and beyond. This opportunity is rarely available, and your brand could gain valuable exposure through Australia's number one sporting audience, the National Rugby League.



In 2025, the Raiders are heading to Las Vegas for international exposure, with the Raiders v Warriors match in March scheduled on Fox free-to-air television in the US for the first time in the game's history.

### Package benefits include:

- \$7.3 Million worth of QI Media Value\*
- Over 3000 jerseys sold nationally across retailers including Rebel Sport, NRL Shop, Raiders Shop and more in 2024
- Access to over 251,000\* Raiders members and fans via digital marketing packages and activations
- Customised hospitality, ticketing, and networking opportunities
- Partnership with Canberra's biggest sporting brand

**FOR A BESPOKE PACKAGE PROPOSAL OR FURTHER INFORMATION PLEASE CONTACT  
CORPORATE@RAIDERS.COM.AU OR CALL 02 6253 3515**

\*Figures reported by Nielsen Sports Media for period 01/11/22-31/10/23. Based on Palmerbet branding placement back of jersey below number for Canberra Raiders NRL.

