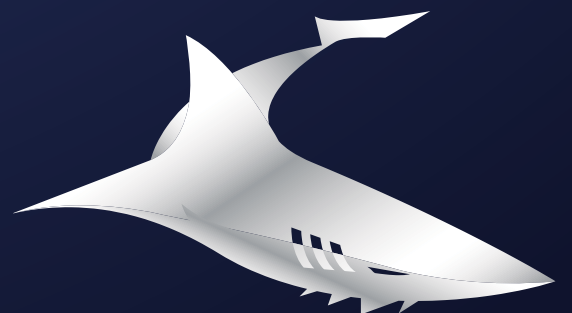


THE FUTURE BEGINS NOW...



Nobody knows what the Club will look like ten years from now. Only those who become part of our Club today, will determine the shape of tomorrow's future.



➤ INTRODUCTION

It is with great pleasure that I welcome you to the 2010 season and introduce the Sharks corporate packages.

The 2010 Season heralds an exciting new beginning for the Cronulla Sharks. Throughout the proud history of our great club challenging times have been met with resilience, positivity and unity, and those qualities are evident in our loyal family of corporate partners.

Our new board is extremely committed to re-establishing our Sharks as a leader in all areas of our operations, particularly on the field, where Ricky Stuart and our 2010 squad are keen, fit, and ready to make a big impression on the NRL table and repay the loyalty and faith our sponsors and supporters have shown during the lean times.

The partnership opportunities in this brochure offer you the chance to become involved with the Cronulla Sharks to entertain clients and staff, network with other corporate partners and increase your brand awareness.

You can share the defining moments in Sharks history and strengthen your business relationships with one or more of the packages available.

It's an investment in your company's future that can deliver impressive returns year after year. You can become involved with the Sharks to market your brand on a small or large scale. We offer you value for money and we can tailor make packages to best suit your needs.

Now is the time to get on board and grow with us as we re-launch our club. We look forward to forging a long lasting working relationship with you and your brand.

Get on board with the Sharks.

Our future begins now!



Damian Irvine
Chairman.



➤ CONTENTS

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➤ SHARKS CORPORATE HOSPITALITY OPTIONS



ET Suites

THE TRUE PINNACLE!

Views, service and atmosphere – the 3 reasons why the ET suites are the best in the NRL!

Embedded in the heart of the Andrew Ettingshausen Stand lies Toyota Stadium's most exclusive suites. The ET Suites are a mere breath from the on-field action and is an offer that is extended only to The Sharks Corporate Partners. This outstanding package presents exceptional views that can be enjoyed within a spacious suite that also allows outdoor access to the best seats in the house in close proximity to the field and tunnel.

The casual dining experience is truly something to be desired with our friendly hostesses offering first class service in a flawless catering presentation that promises to magnify this spectacular atmosphere!

The ET Suites provide a rare opportunity to entertain up to 20 guests and allow friends, family, fellow sponsors and partners to witness these panoramic views while supporting their club in style.



INCLUSIONS:

- Corporate seating
- Catering and premium beverages
- 3 parking spots in the Western Car park
- Networking opportunities
- Business directory listing, promoting your business to over 40,000 Sharks fans
- Hostess service
- Plasma Screens
- Game day programs
- Weekly e-newsletter to update you on all Sharks information
- Football Club Membership including voting rights

INVESTMENT

- | | |
|-----------|-----------------------|
| ➤ 14 seat | \$33,100 + GST |
| ➤ 20 seat | \$47,300 + GST |



Gavin Miller Suites

PRIVATE AND SECLUDED

The flawless scope of Toyota Stadium!

The Gavin Miller Suites are the perfect location for any die-hard Sharks supporter. Conveniently located adjacent to the Leagues Club's Blue Fin restaurant, the private and secluded suites offer views that are genuinely special. Situated above the halfway line, yourself and up to 18 business partners, friends and relatives will have the opportunity to witness the full game from an extraordinary vantage point.

The vast catering options that are included in the Gavin Miller Suites are exclusive only to this section of the stadium allowing your dining experience to become quite unique.

The privacy of these indoor, commentary style facilities provide endless networking opportunities that will prove profitable to your business and lifestyle. These magnificent suites are an addition to the stadium that Sharks great Gavin Miller is extremely proud of!



INCLUSIONS:

- Corporate seating
- Choice of dining options and premium beverages
- 3 parking spots in the Sharkies Car park
- Networking opportunities
- Business directory listing, promoting your business to over 40,000 Sharks fans
- Game day programs
- Weekly e-newsletter to update you on all Sharks information
- Football Club Membership including voting rights

INVESTMENT

- | | |
|-----------|-----------------------|
| ➤ 10 seat | \$20,350 + GST |
| ➤ 18 seat | \$36,600 + GST |





Southern Suites

END TO END ACTION!

This is the perfect chance to experience Toyota Stadium's pristine Southern Grandstand with remarkable views and catering that is truly in a class of its own. With premium beverages and gourmet cuisine served directly to your suite, this innovative yet informal football experience is a must for any Sharks supporter for 2010.

The extraordinary end to end views of the action allows you to become a big part of the on-field battle without leaving the comfort of your very own executive suite.

These facilities also provide you with the opportunity to liaise with other corporate partners and sharks fans alike in Toyota Stadium's newest edition, the Southern Grand Stand.

Chairman's Club

THE EXECUTIVE EXPERIENCE!

In 2010, the Blue Fin restaurant will host the club's ultimate fine dining football package. The Chairman's Lounge allows you to get all the inside information on the club, the players, injuries and weekly training updates from the Sharks Chairman himself, Damian Irvine. You and your corporate partners will also be entertained by a number of Sharks legends, club leaders and many other VIP guests. This private function at the club's most prestigious restaurant is guaranteed to provide an amazing football experience.

Patrons will be provided with both indoor seating in the Blue Fin, over-looking the spectacular grounds as well as an outdoor seating option in the Peter Burns stand that will maximize the quality of your viewing experience.

Join your friends, family, and corporate associates to become a part of this wonderful offer that will have you breath-taken from wonderful views, outstanding food, and delightful entertainment that will have you coming back for more!

INCLUSIONS:

- Corporate seating
- Food and premium beverages
- 3 parking spots in the Western Car park
- Networking opportunities
- Business directory listing, promoting your business to over 40,000 Sharks fans
- Game day programs
- Weekly e-newsletter to update you on all Sharks information
- Football Club Membership including voting rights

INVESTMENT

- 10 seats **\$21,450** + GST
- 14 seats **\$29,900** + GST



INCLUSIONS:

- Corporate seating including access to outdoor seats in the Peter Burns stand
- 3 course meal with Alternate catering options varying from week to week
- Premium beverages
- 1 parking spot in the Sharkies Car Park
- Networking opportunities
- Business directory listing, promoting your business to over 40,000 Sharks fans
- Game day programs
- Special Guest Speakers & MC
- Corporate gift
- Weekly e-newsletter to update you on all Sharks information
- Football Club Membership including voting rights

MEMBERSHIP INCLUDES

- 2 seats **\$5,000** + GST
- Additional seats **\$2,000** + GST per person

The Terrace

ATMOSPHERE PLUS!

The Terrace allows the club's corporate partners to embrace the true football atmosphere through Toyota Stadium's finest outdoor facility in the Peter Burns Stand. The Terrace is located at the summit of the stadium and awards nothing short of spectacular views.

This prime outdoor facility includes a wide variety of alternatives such as the choice of 4 seats, 6 seats, or 8 seats as well as various upgradable options such as the highly appetizing pre-game corporate buffet in the Sharkies Leagues Club Auditorium.

Should our clients choose to upgrade to our corporate buffet, they will be presented with a former Sharks player that will discuss the latest happenings at the club and provide you with a detailed analysis of the ins and outs of the Sharks squad before the game.

Don't miss your chance to witness the phenomenal views and service which combines to create the perfect ambience in the sky!

INCLUSIONS:

- Corporate seating
- Individual meal package
- Standard esky
- 1 parking spot in the Sharkies Car park
- Networking opportunities
- Business directory listing, promoting your business to over 40,000 Sharks fans
- Game day programs
- Special Guest Speakers & MC (in buffet)
- Weekly e-newsletter to update you on all Sharks information
- Football Club Membership including voting rights

The Carlton Club

THE CLUB WITHIN THE CLUB

Toyota Stadium's Southern Grandstand is the home of the Cronulla Shark's club within the club. The Carlton Club is a new package that opens up avenues into a new corporate world which allows clients to enjoy high class hospitality, and rugby league at its best while networking with fellow business partners.

This personalised club allows for cocktail dining during both pre-match and at half time entertainment in the company of past Sharks players that will keep clients up to date with classified Sharks news.

Members of the Carlton Club are also provided with access to their own bar facilities and will be at the service of our proactive and friendly bar staff.

Dine behind the walls of Toyota Stadium's newest stand before taking your seats upstairs at an ideal vantage point and watch the Sharks clash with their rivals!

INVESTMENT

- 4 seats **\$5,500** + GST
- 6 seats **\$8,200** + GST
- 8 seats **\$10,700** + GST

UPGRADE OPTIONS

Corporate buffet Sharkies
Leagues Club Auditorium

- 4 seats **\$2,400** + GST
- 6 seats **\$3,600** + GST
- 8 seats **\$4,800** + GST



INCLUSIONS:

- Corporate seating
- Cocktail food pre match and half time
- Standard beverages
- Networking opportunities
- Business directory listing, promoting your business to over 40,000 Sharks fans
- Weekly e-newsletter to update you on all Sharks information
- Football Club Membership including voting rights

INVESTMENT

- Per Seat **\$1,250** + GST

➤ PROMOTIONS, SIGNAGE AND ADVERTISING

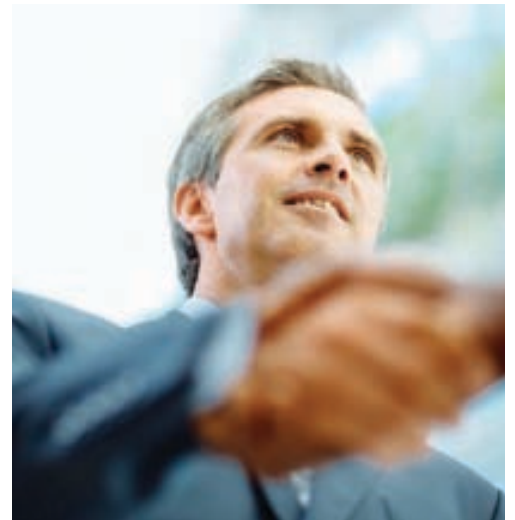
The Power of advertising is enormous. Our sponsorship packages give your brand the chance to maximize exposure. Take advantage of the following opportunities that allow your brand to strengthen its position both locally and nationally through your involvement with the Sharks.

Small Business Sponsor

Assist us to re-engage with the local business community through the opportunity to become a small business sponsor. As a local business, we want you to share the future successes of the Cronulla Sharks, and put your business on the map within the shire network.

This affordable, entry level package gives you the chance to join the Sharks family and grow with the club while growing your business.

You will receive recognition via a special Sharks Business Supporter sticker that easily identifies you as a supporter of the club.



BENEFITS:

- Sharks Business Sponsor Sticker
- 2 x General Admission tickets to a game of your choice at Toyota Stadium
- Various opportunities to network with the Sharks Corporate Family
- Priority purchase to Sharks official functions
- Business directory listing, promoting your business to over 40,000 Sharks fans
- Weekly e-newsletter to update you on all Sharks information
- Football Club Membership including voting rights

INVESTMENT

➤ Sponsorship **\$300** + GST

Match Day Sponsor

The Cronulla Sharks are offering you the opportunity to become a match day sponsor at a Sharks home game, allowing you access to up to 20,000 people per game.

From promotional marquees, game week advertising, to half time entertainment, we can work with you to develop a customized match day promotion to suit your company objectives.

BENEFITS:

- Corporate Hospitality within the Southern Stand Carlton Club for 12 people
- Four game day TVC's scheduled on the big screen inclusive of ground announcements
- Inclusion in any game day week advertising
- The opportunity to showcase your product on game day through entertainment/promotional exercises
- The opportunity to place flyers/collateral in the corporate areas at Toyota Stadium
- Meet with the Cronulla Sharks Sponsor Servicing Team to customise a promotional strategy around your game
- Business directory listing, promoting your business to over 40,000 Sharks fans
- Weekly e-newsletter to update you on all Sharks information
- Football Club Membership including voting rights



INVESTMENT

From **\$4,000** + GST



Player Sponsorship

The Cronulla Sharks are proud to offer you the opportunity to embrace our 2010 Player Sponsorship Program. Here is your chance to build a personal yet commercially beneficial relationship with one of the Sharks stars this season.

INCLUSIONS:

- Sponsor recognition at all Sharks home games. Your company's logo will be displayed on the Toyota Stadium big screen with a ground announcement to compliment, both at the beginning of the game and whenever your player makes a scoring play or is replaced
- 2 x Season memberships, located in the Southern Stand
- 2 x Invitations to the 2010 Sharks Official Corporate Launch
- 2 x Invitations to an exclusive Player Sponsors Function
- 2 x Invitations to the 2010 Player Presentation Evening
- A personalized signed and framed photo of your 2010 sponsored player

INVESTMENT

Sponsorship **\$5,000** + GST

UPGRADE OPTIONS

Corporate function
Southern Grandstand

The Southern Grandstand function room gives you the opportunity to mingle with other corporate clients in our pre match cocktail function. This includes food and beverages pre match and at half time.

Upgrade **\$550** + GST per person

EVENTS

Entertain Clients and friends at one of the Sharks 2010 exclusive events. The Sharks have numerous events that allow you to network, entertain and most importantly enjoy.



Sharks Corporate Golf Day

This is the ideal opportunity to mix business with pleasure providing you with the chance to tee off with one of the Shark's squad. The day includes your green fees, food and beverages.

INVESTMENT

➤ Golf Day **\$180** per person



Launch & Luncheons

INVESTMENT

- Season Launch (pre purchase) **\$180** per person
- Season Launch **\$210** per person
- Fosters Business Luncheons **\$150** per person
- Grand Final Luncheon **\$130** per person



Melbourne Interstate Trip

Experience the Sharks v Storm game in Melbourne in style with our 2010 corporate trip on the weekend 20th August. This exclusive trip offers you the opportunity to mingle and network with other sponsors whilst enjoying all that Melbourne has to offer.

The trip includes return airfares, accommodation, breakfast, dinner and Category 1 reserved seating and all transfers.

INVESTMENT

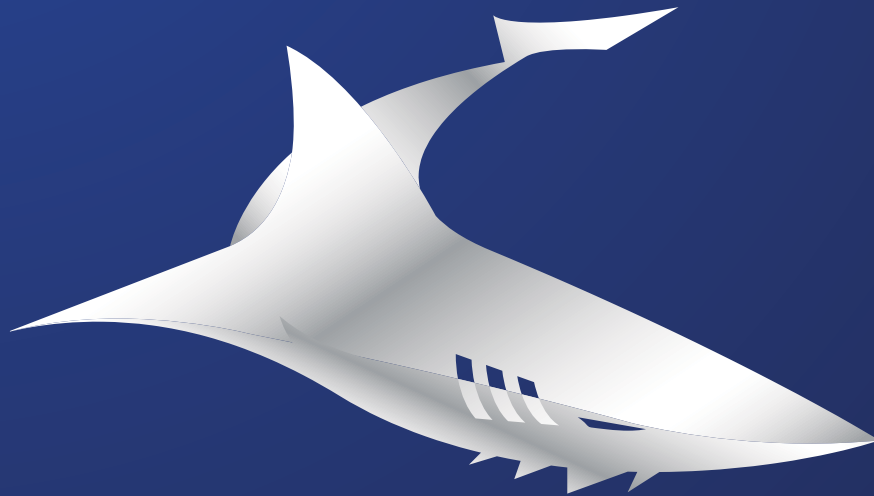
➤ Interstate Trip **\$1,500 + GST** per person twin share

Brisbane State of Origin Trip

Experience game two of the 2010 State of Origin series at Suncorp Stadium, Brisbane on June 16. The trip includes return economy airfares, accommodation, breakfast, dinner and Category 1 reserved seating and all transfers.

INVESTMENT

➤ State of Origin Trip **\$1,500 + GST** per person twin share



FOR MORE INFORMATION PLEASE CONTACT:

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