

CORPORATE HOSPITALITY







UNITE. ENTERTAIN. GROW.

Firstly, may we take this opportunity to thank each of our 2021 corporate members for supporting the club, our players, and staff through what has been a challenging time for our community as the pandemic continues.

Like the 2020 NRL season, 2021 will be another for the history books. From games in empty stadiums, hubs in Southeast Queensland and our players and coaching staff living within a bubble; we as an industry have been continuously asked to adapt and overcome.

The one constant throughout it all, has been the unwavering support of our fiercely loyal supporters, members, corporate members and sponsors, who have backed us throughout the ups and downs as integral members of the Cowboys family.

It is with this support that we have been able to represent you and our North Queensland region on a national stage, while at the same continuing to invest and enrich the community which supports us.

From developing pathways for local rugby league talent, providing life-long memories and experiences for fans near and far; delivering wide-reaching educational and mental-health programs to young girls and boys and our NRL Cowboys House making a generational difference by providing access to education for Indigenous children from remote communities – all is made possible by your ongoing contribution to our club.

For the corporate members who have been with us from the start, you would have been witness to the evolution our corporate facilities have undergone from what we were able to offer at 1300SMILES Stadium to now in our state-of-the-art stadium, Queensland Country Bank Stadium.

Our coming of age in this space allows businesses the opportunity to experience a step up in their corporate entertaining and take advantage of being associated with North Queensland's most elite sporting team.

Our variety in hospitality options means regardless of your business size or goals, we have a entertainment option to suit you.

Our Centreline Club offers a unique, up-close and personal experience with access via the Field Club to a birds eye view of the team warm-up, run out and post-match media conference, as well as seats on the halfway line for during the game.

For businesses with networking goals, the Club Lounge is the perfect destination, offering premium hospitality for the rugby league lover.

For those wanting to be in the thick of the action, you can experience the thrills and spills from your own serviced external corporate box.

Our internal dining rooms, Shorty's and Bushrangers are the perfect options for entertaining guests or treating family and friends, while enjoying a modern hospitality experience.

If it's a more relaxed game-day offering you're after, the Terraces or HIT Sky Deck deliver some of the best views on offer within vibrant and social settings.

And for those looking for a more private experience, our luxury suites will deliver the pinnacle VIP Cowboys experience for your guests.

Looking ahead to the 2022 season, we will again provide you with a place to meet new business partners and gain access to industry leaders and decision makers within our community, during the 12 Cowboys home games played at Queensland Country Bank Stadium as well as the exciting events we host throughout the year.

We invite you to continue to be a part of, or experience for the first time, our unique Cowboys corporate family of North Queensland businesses and look forward to a year full of opportunities to unite, celebrate and grow together.

Yours in North Queensland,

Lewis Ramsay Chairman **Jeff Reibel**Chief Executive Officer



PREMIUM SUITES

The height of Cowboys hospitality, our luxury suites will deliver the premium experience for your guests.

Ranging from the 20m line to 20m line on Level 3, each internal glassed suite has its own private bar and is serviced with delicious hospitality packages designed for every occasion.

PREMIUM SUITES

KEY FEATURES

- · Fully serviced internal/external corporate suites at all 12 Cowboys home games at Queensland Country Bank Stadium
- · Dedicated seat for each person in the premium suite
- · Dedicated waitperson to serve each individual suite
- · Food and beverage options ranging from light refreshments to hot and cold seafood platters

CORE BENEFITS

- · Invitation to an exclusive networking event
- · Dedicated corporate entrance at Queensland Country Bank Stadium
- · First opportunity to purchase extra tickets to club corporate functions, NRL representative matches and the exclusive Cowboys Presentation Night
- · 10% discount on merchandise at the Cowboys Team Shop
- · 2 Cowboys Super Star memberships





2 DEAN STREET CAR PARK SEASON PASSES



4 PLATINUM TIER 2 SEASON TICKETS



2 VIP INVITATIONS TO 2022 SEASON LAUNCH + MID YEAR EVENT



4 COWBOYS CORPORATE POLO SHIRTS



2022 COWBOYS FRAMED TEAM PHOTO

16-SEAT PREMIUM SUITE

Current member \$50,400 New member \$50,900

Catering (food and beverages) is not included and is additional to the price All prices exclude GST.







PLATINUM CLUB GORPORATE

Be immersed in all the action and take in the atmosphere from some of the best seats in the house, in a corporate box between the 40 to 35 metre line of the Western Grandstand.

PLATINUM CLUB CORPORATE BOX

KEY FEATURES

- · Fully serviced external corporate box at all 12 Cowboys home games at Queensland Country Bank Stadium
- · Food and beverage options ranging from light refreshments to hot and cold seafood platters

CORE BENEFITS

- · Invitation to an exclusive networking event
- · Dedicated corporate entrance at Queensland Country Bank Stadium
- · First opportunity to purchase extra tickets to club corporate functions, NRL representative matches and the exclusive Cowboys Presentation Night
- · 10% discount on merchandise at the Cowboys Team Shop
- · 2 Cowboys Super Star memberships





2 DEAN STREET CAR PARK SEASON PASSES



4 PLATINUM TIER 2 SEASON TICKETS



2 VIP INVITATIONS TO 2022 SEASON LAUNCH + MID YEAR EVENT



4 COWBOYS CORPORATE POLO SHIRTS



2022 COWBOYS FRAMED TEAM PHOTO

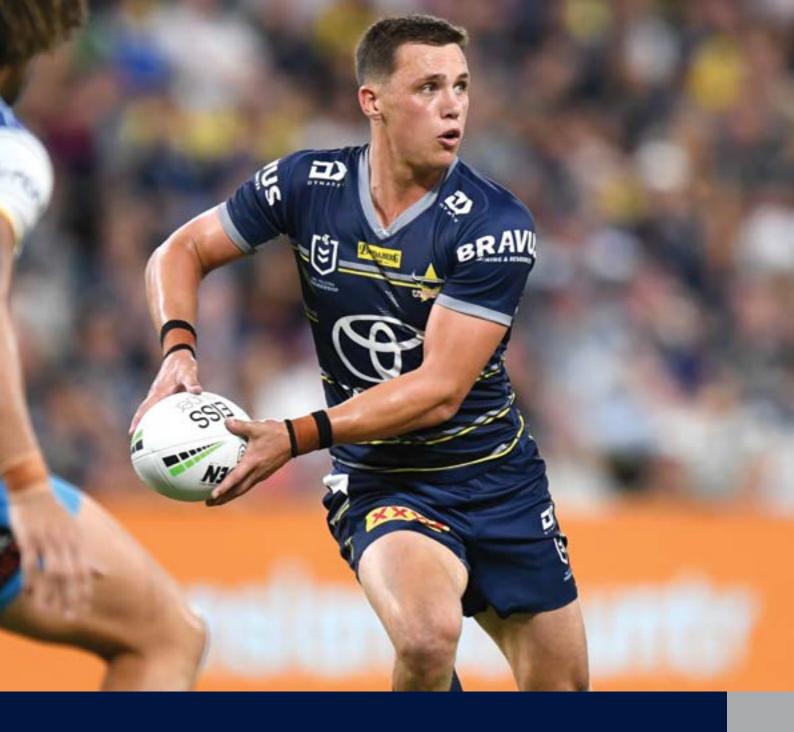
10-SEAT PLATINUM BOX

Current member \$22,080 New member \$22,580

Catering (food and beverages) is not included and is additional to the price All prices exclude GST.







GOLD CLUB CORPORATE BOX

Surround yourself with the game day action, relax with premium catering and entertain your guests from a corporate box between the 35 to 20 metre line of the Western Grandstand.

GOLD CLUB CORPORATE BOX

KEY FEATURES

- · Fully serviced external corporate box at all 12 Cowboys home games at Queensland Country Bank Stadium
- · Food and beverage options ranging from light refreshments to hot and cold seafood platters

CORE BENEFITS

- · Invitation to an exclusive networking event
- · Dedicated corporate entrance at Queensland Country Bank Stadium
- · First opportunity to purchase extra tickets to club corporate functions, NRL representative matches and the exclusive Cowboys Presentation Night
- · 10% discount on merchandise at the Cowboys Team Shop
- · 2 Cowboys Super Star memberships





1 DEAN STREET CAR PARK SEASON PASS



4 PLATINUM TIER 2 SEASON TICKETS



2 VIP INVITATIONS TO 2022 SEASON LAUNCH + MID YEAR EVENT



4 COWBOYS CORPORATE POLO SHIRTS



2022 COWBOYS FRAMED TEAM PHOTO (10 SEAT BOX)

10-SEAT GOLD BOX

Current member \$20,240 New member \$20,740

8-SEAT GOLD BOX

Current member \$16,180 New member \$16,680

Catering (food and beverages) is not included and is additional to the price. All prices exclude GST.







SILVER CLUB GORPORATE

The best field position for all the point-scoring action! Enjoy the thrills of rugby league at it's best from your corporate box on level 2 of the Western Grandstand, situated between the 20m to deadball line.

SILVER CLUB GORPORATE DOX

KEY FEATURES

- · Fully serviced external corporate box at all 12 Cowboys home games at Queensland Country Bank Stadium
- · Food and beverage options ranging from light refreshments to hot and cold seafood platters

CORE BENEFITS

- · Invitation to an exclusive networking event
- · Dedicated corporate entrance at Queensland Country Bank Stadium
- · First opportunity to purchase extra tickets to club corporate functions, NRL representative matches and the exclusive Cowboys Presentation Night
- · 10% discount on merchandise at the Cowboys Team Shop
- · 2 Cowboys Super Star memberships





1 DEAN STREET CAR PARK SEASON PASS



4 PLATINUM TIER 2 SEASON TICKETS



2 VIP INVITATIONS TO 2022 SEASON LAUNCH + MID YEAR EVENT



4 COWBOYS CORPORATE POLO SHIRTS

6-SEAT SILVER BOX

Current member \$10,665 · New member \$11,165

8-SEAT SILVER BOX

Current member \$14,240 · New member \$14,740

10-SEAT SILVER BOX

Current member \$17,775 · New member \$18,275

12-SEAT SILVER BOX

Current member \$21,310 · New member \$21,810

Catering (food and beverages) is not included and is additional to the price. All prices exclude GST.







CENTRELINE CLUB

The ultimate game day experience!

Get exclusive access to see the Cowboys warm-up pre-game and then watch the team run through the Centreline Club out to the field.

See stars like Jason Taumalolo, Valentine Holmes and Kyle Feldt in the final moments before it's game on! After the match, view the post-game press conference through two-way glass in the Field Club. Plus, enjoy the game from seats right on the halfway line – you can't get closer to the action than that!

CENTRELINE CLUB

KEY FEATURES

- · Access to the exclusive Field Club on Ground Level and the Centreline Club on Level 1 at all 12 Cowboys home games at Queensland Country Bank Stadium
- · Ability to see the Cowboys warm up pre-game and then view the post-game press conference through two-way glass in the Field Club (at the broadcaster and team's discretion)
- · Premium beverage package from 1 hour prior to kick off until full time of the main game
- · Drinks service to your table or viewing seat throughout the match
- · Television monitors and internal radio broadcast of the match
- · Corporate charge card and EFTPOS facilities available to purchase additional beverages

CORE BENEFITS

- · Invitation to an exclusive networking event
- · Dedicated corporate entrance at Queensland Country Bank Stadium
- · First opportunity to purchase extra tickets to club corporate functions, NRL representative matches and the exclusive Cowboys Presentation Night
- · 10% discount on merchandise at the Cowboys Team Shop
- · 1 Cowboys Super Star membership per seat (max 2 per business)



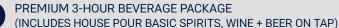


1 DEAN STREET CAR PARK SEASON PASS PER 6 SEATS



PRE-DINNER APPETISERS + SERVICED SMORGASBORD







1 VIP INVITATION (PER 2 SEATS) TO 2022 SEASON LAUNCH + MID YEAR EVENT



1 COWBOYS CORPORATE POLO SHIRT PER SEAT (MAX 4 PER BUSINESS)

EXCLUSIVE CENTRELINE CLUB MEMBER SCARF



CENTRELINE CLUB PER SEAT

Current member \$4,680 New member \$4,880







CLUB LOUNGE

Welcome to premium hospitality for the rugby league lover. Designed for networking, this fully serviced lounge offers up delicious modern Australian and international food, attentive service and live music. Your dedicated seats are situated in front of the lounge and stretch from the 40 to 10 metre line.

CLUB LOUNGE

KEY FEATURES

- · A lounge designed for informal networking in an elegant setting
- · Dedicated seat for every person in the grandstand directly in front of the Club Lounge at all 12 Cowboys home games at Queensland Country Bank Stadium
- · Television monitors and internal radio broadcast of the match
- · Corporate charge card and EFTPOS facilities available to purchase additional beverages

CORE BENEFITS

- · Invitation to an exclusive networking event
- · Dedicated corporate entrance at Queensland Country Bank Stadium
- · First opportunity to purchase extra tickets to club corporate functions, NRL representative matches and the exclusive Cowboys Presentation Night
- · 10% discount on merchandise at the Cowboys Team Shop
- · 1 Cowboys Super Star membership per seat (max 2 per business)





1 DEAN STREET CAR PARK SEASON PASS PER 6 SEATS



INTERACTIVE FOOD STATIONS, CANAPES + HALF-TIME NIBBLES



3 HOUR BEVERAGE PACKAGE (STANDARD BEER, WINE + SOFT DRINKS)



1 VIP INVITATION (PER 2 SEATS) TO 2022 MID YEAR EVENT



1 COWBOYS CORPORATE POLO SHIRT PER SEAT (MAX 4 PER BUSINESS)

CLUB LOUNGE PER SEAT

Current member \$3,200 New member \$3,400







SHORTY'S GUNDALU ROOM 2

Named after the North Queensland Toyota Cowboys inaugural chairman, Ron 'Shorty' McLean, this area offers the perfect place to relax and discuss the game ahead with friends, family, business colleagues and guests. Enjoy a modern corporate experience while paying homage to the man who helped start it all.

SHORTY'S GUNDALU ROOM 2

KEY FEATURES

- · Private air-conditioned dining room with ability to entertain clients at own table at all 12 Cowboys home games at Queensland Country Bank Stadium
- · Dedicated seat for each person in the grandstand directly in front of the Function Room
- · Bistro style food options and beverage options that include beer on tap, wine and spirits
- · Television monitors and internal radio broadcast of the match

CORE BENEFITS

- · Invitation to an exclusive networking event
- · Dedicated corporate entrance at Queensland Country Bank Stadium
- \cdot First opportunity to purchase extra tickets to club corporate functions, NRL representative matches and the exclusive Cowboys Presentation Night
- · 10% discount on merchandise at the Cowboys Team Shop
- · 1 Cowboys Super Star membership per seat (max 2 per business)





1 VIP INVITATION (PER 4 SEATS) TO 2022 MID YEAR EVENT



1 COWBOYS CORPORATE POLO SHIRT PER SEAT (MAX 4 PER BUSINESS)

SHORTY'S PER SEAT

Current member \$1,620 New member \$1,820

Catering (food and beverages) is not included and is additional to the price. All prices exclude GST.





TERRACES NORTH + SOUTH

With exceptional views from either Level 3 on the Northern or Southern end of the Western grandstand, coupled with footy-fare style food options, the Terraces offer a unique and chilled Cowboys' experience.

TERRACES

NORTH + SOUTH

KEY FEATURES

- · Access to the Level 3 Terrace area with dedicated seat in the Western grandstand at all 12 Cowboys home games at Queensland Country Bank Stadium
- · Access to own private bar and footy-fare style food
- · Corporate charge card and EFTPOS facilities available to purchase additional beverages

CORE BENEFITS

- · Invitation to an exclusive networking event
- · Dedicated corporate entrance at Queensland Country Bank Stadium
- · First opportunity to purchase extra tickets to club corporate functions, NRL representative matches and the exclusive Cowboys Presentation Night
- · 10% discount on merchandise at the Cowboys Team Shop
- · 1 Cowboys Super Star membership per seat (max 2 per business)





1 MEAL + 2 STANDARD DRINK VOUCHERS PER GAME (BEER, WINE + SOFT DRINK)



1 VIP INVITATION (PER 2 SEATS) TO 2022 SEASON LAUNCH



1 COWBOYS CORPORATE POLO SHIRT PER SEAT (MAX 4 PER BUSINESS)

TERRACES PER SEAT

Current member \$1,285 New member \$1,485





HIT II. SKY DECK

Take your footy experience to the next level! Enjoy some of the best views on offer from the top tier of the Western grandstand!

A vibrant and social space with access to your own bar with live music, food offerings and a mix of seating options, making the Hit Sky deck one of the most social settings to watch the Cowboys!



SKY DECK

KEY FEATURES

- · Access to the Level 4 Sky Deck North area with dedicated seat in grandstand at all 12 Cowboys home games at Queensland Country Bank Stadium
- · Access to own private bar
- · Corporate charge card and EFTPOS facilities available to purchase additional beverages

CORE BENEFITS

- · Invitation to an exclusive networking event
- · Dedicated corporate entrance at Queensland Country Bank Stadium
- · First opportunity to purchase extra tickets to club corporate functions, NRL representative matches and the exclusive Cowboys Presentation Night
- · 10% discount on merchandise at the Cowboys Team Shop
- · 1 Cowboys Super Star membership per seat (max 2 per business)





SUBSTANTIAL IN-HAND FOOD OFFERING



3-HOUR BEVERAGE PACKAGE (STANDARD BEER, WINE + SOFT DRINK)



1 VIP INVITATION (PER 2 SEATS) TO 2022 MID YEAR EVENT

SKY DECK NORTH PER SEAT

Current member \$2,640 New member \$2,840







CHAIRMAN'S LOUNGE

The premium match day hospitality option, the Chairman's Lounge is a first-class Cowboys experience. With exception views of the field from the halfway line, guests can also expect an excellent 3-course menu and attentive wait-service.



CHAIRMAN'S LOUNGE

KEY FEATURES

- · Private air-conditioned dining room showcasing an unparalleled dining experience at all 12 Cowboys home games at Queensland Country Bank Stadium
- · Dedicated seat for every person in the grandstand directly in front of the Lexus of Townsville Chairman's Lounge
- · Beverage package from gates open to full time of the main game
- · Open bar with personalised waiter service to your seat
- · Television monitors and internal radio broadcast of the match

CORE BENEFITS

- · Invitation to an exclusive networking event
- · Dedicated corporate entrance at Queensland Country Bank Stadium
- · First opportunity to purchase extra tickets to club corporate functions, NRL representative matches and the exclusive Cowboys Presentation Night
- · 10% discount on merchandise at the Cowboys Team Shop
- · 1 Cowboys Super Star membership per seat (max 2 per business)





1 DEAN STREET CAR PARK SEASON PASS PER 2 SEATS



3 COURSE MEAL + CANAPES



UNLIMITED PREMIUM BEVERAGE PACKAGE



1 VIP INVITATION (PER SEAT) TO 2022 SEASON LAUNCH + MID YEAR EVENT





1 BOARD ROOM MEETING AT THE HUTCHINSON BUILDERS CENTRE (1 PER YEAR, PER BUSINESS)

EXCLUSIVE CHAIRMAN'S LOUNGE COWBOYS LAPEL PIN



CHAIRMAN'S LOUNGE PER SEAT

Current member

\$5,065

New member

\$5,265







BUSHRANGERS GUNDALU ROOM 1

Entertain your guests or treat family and friends in a relaxed dining room, situated on Level 2 of the Western Grandstand between the 45m to 30m line.

BUSHRANGERS

GUNDALU ROOM 1

KEY FEATURES

- · Private air-conditioned dining room at all 12 Cowboys home games at Queensland Country Bank Stadium
- · Premium drinks package: (Available 1 hour prior to NRL kick off through to full time) XXXX beverages, Treasury Wines selection, Coca Cola soft drinks, Spirits including:
- 1.125ml Johnnie Walker Scotch (x 1), 1.125ml Bundaberg Rum (x 2) & 1.125ml Smirnoff Vodka (x 2)
- · Dedicated seat for every person in the grandstand directly in front of the Bushrangers Room

CORE BENEFITS

- · Invitation to an exclusive networking event
- · Dedicated corporate entrance at Queensland Country Bank Stadium
- · First opportunity to purchase extra tickets to club corporate functions, NRL representative matches and the exclusive Cowboys Presentation Night
- · 10% discount on merchandise at the Cowboys Team Shop
- · 1 Cowboys Super Star membership per seat (max 2 per business)





1 DEAN STREET CAR PARK SEASON PASS PER 6 SEATS



CANAPES, SERVICED BUFFET MEAL + DESSERT



3-HOUR PREMIUM DRINKS PACKAGE

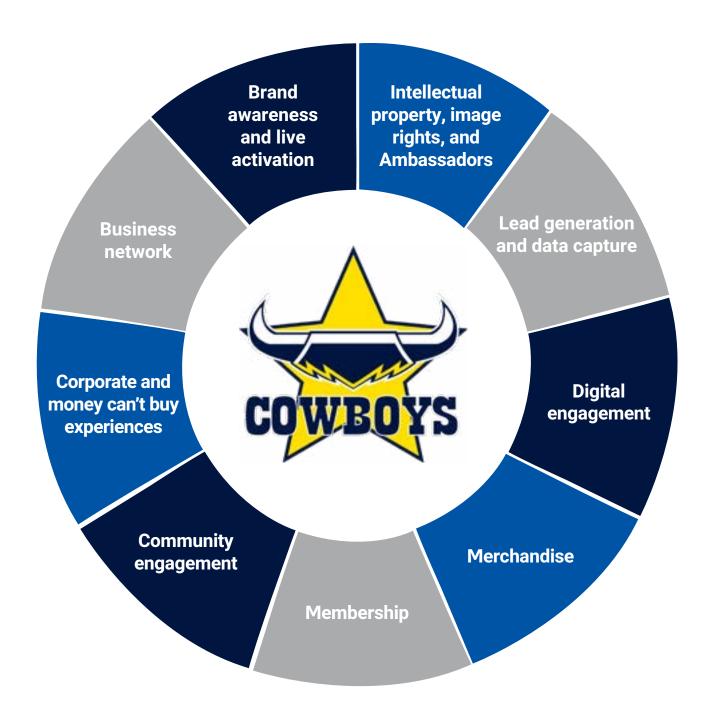


1 EXCLUSIVE BUSHRANGERS POLO PER SEAT (MAX 4 PER BUSINESS)

BUSHRANGERS PER SEAT

Current member \$3,720 New member \$3,920





TAILOR-MADE PARTNERSHIPS

We pride ourselves on our approach to commercial partnerships, ensuring we construct a unique partnership that is tailored to each individual business. Each program is bespoke to match our partners business objectives using the wide-ranging assets we have available.

We have many different partnerships that are all unique in their own way, focused on delivering quality and value.

ENQUIRIES

Ross Aldridge / M 0407 135 914 / E raldridge@cowboys.com.au Antony Butler / M 0466 817 477 / E abutler@cowboys.com.au



FREQUENTLY ASKED QUESTIONS

Are food & beverages included in the investment price of my corporate facility?

Food and beverages are included in Lexus Chairman's Lounge, Centreline Club, Hit Sky Deck North, Terrace North and Bushranger packages. Food and beverages are not included in the investment price of Corporate Box packages, Shorty's and premium suites.

If I am an External Corporate Box or Premium Suites package holder, how do I organise my catering?

Representatives of Pandanus Catering, the Queensland Country Bank Stadium caterers, will contact you to discuss your catering requirements early in 2022.

Is there a dress code?

Yes, dress is smart casual and enclosed footwear must be worn.

Can I smoke in my corporate facility?

No - smoking is prohibited within Queensland Country Bank Stadium.

Are children allowed into the corporate areas?

Hit Sky Deck, Networking Terraces, Lexus Chairman's Lounge

No children under the age of 18 years are permitted. Contact the North Queensland Toyota Cowboys for special requests for entry for children under 12 years.

Club Lounge

No children under the age of 12 years are permitted. Children over 12 must have a Club Lounge corporate ticket to attend.

Function Rooms

Children are allowed at the discretion of the facility holder. Those over the age of 5 years must have a corporate ticket for the facility.

Centreline & Field Club

No children under the age of 12 years are permitted. Children over 12 must have a Centreline corporate ticket to attend.

Corporate Boxes

Children are allowed at the discretion of the facility holder. Those over the age of 5 years must have a corporate ticket for the facility.

Can one corporate facility be purchased by more than one company?

Yes, this is called box or facility sharing and the following policy applies:

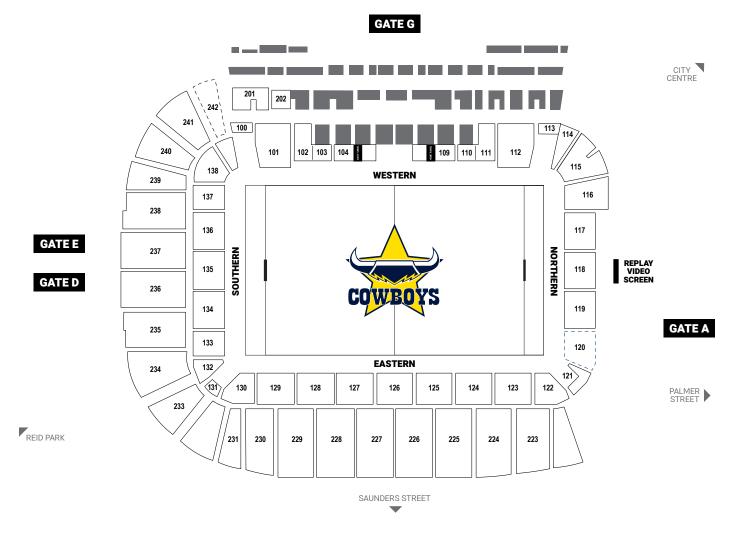
- · There is to be only one contact per facility. This person will be referred to as the Facility Principal.
- · The other parties involved who share the facility will be referred to as Facility Shareholders.
- · The Facility Principal is responsible for information transfer to the Facility Shareholders.
- · The benefits contained in each corporate package do not represent what each Shareholder receives, but what is allocated to that facility.
- These benefits will be delivered to the Facility Principal, who is responsible for the distribution to Facility Shareholders, if applicable.
- · Separate invoicing for the facility is offered upon request, otherwise the Facility Principal shall be invoiced the full amount of the corporate package.
- The Facility Principal is responsible for the food and beverage account for each game. Only one account shall be issued per box by the Caterers.



STADIUM MAP

QUEENSLAND COUNTRY BANK STADIUM









BELIEVE. BUILD.



NORTH QUEENSLAND TOYOTA COWBOYS

T 07 4773 0700 / E corporate@cowboys.com.au / cowboys.com.au

HOSPITALITY PARTNERS







