



COWBOYS

CORPORATE HOSPITALITY



A MESSAGE FROM CEO - FOOTBALL

There is something special about what we're building at the North Queensland Toyota Cowboys.

Every season presents new opportunities to strengthen our club, deepen our connection with the community and deliver exceptional experiences for the people and businesses who stand alongside us.

We are proud to represent one of Australia's most passionate and diverse regions, spanning one of the largest geographic footprints in the NRL. Our reach extends far beyond game day, connecting businesses, families, and communities across North Queensland through a shared sense of pride and belonging.

As a community-owned club, our responsibility is not only to perform on the field but to create a lasting impact off it. From developing local talent through our pathway programs to investing in community initiatives across the region, we remain committed to ensuring the Cowboys continue to make a difference where it matters most.

Our corporate members play an integral role in that journey.

The relationships built through our corporate network help drive our club forward and create opportunities that extend far beyond the 80 minutes of football played each week.

In 2027, we look forward to delivering another outstanding season. Whether you're entertaining clients, rewarding staff or connecting with other businesses, our hospitality experiences provide a premium platform to engage, network and create lasting memories.

With 12 home games at Queensland Country Bank Stadium and a range of exclusive events and experiences planned throughout the year, there has never been a better time to be part of the Cowboys corporate family.

Thank you for your continued support.
We look forward to welcoming you in 2027.

Micheal Luck

Micheal Luck | **CEO - Football**
North Queensland Toyota Cowboys



OFFERING

2027 COWBOYS CORPORATE HOSPITALITY

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PREMIUM SUITES

Nestled between the 20-metre lines on the upper level of the Western Grandstand, our premium suites redefine luxury and live sport. With panoramic views of the action and an atmosphere of refined comfort, these suites are designed to impress even the most discerning guests.

Enjoy world-class footy in a private setting that blends sophistication with excitement—perfect for entertaining clients or simply indulging in the best the game has to offer.





INVESTMENT
16-SEATS $64,350 INCL GST

FEATURES

- Fully serviced 16-seat private suite on Level 3 at 12 NRL Cowboys regular season home games at Queensland Country Bank Stadium
- Air-conditioned internal dining space with full glass outlook to an external balcony
- Dedicated waitperson to ensure you don't miss a moment of the game
- External bar tables and dedicated seating for comfort and convenience
- Gourmet food and beverage options tailored to suit, from charcuterie to gourmet seafood platters*
- Enjoy easy stadium access through a dedicated corporate gate

**Food and beverage costs are additional to the price.*

INCLUSIONS

- 4 x Full season tickets in the Eastern Grandstand for regular season NRL home games (valued at $1,840)
- 2 x Dean Street Carpark passes for each NRL home game
- 1x Cowboys Corporate Membership (for primary account holder) which includes second priority access to NRL ticket pre-sales for 2027 Finals Series & State of Origin, plus exclusive member offers, rewards and discounts
- 6 x Cowboys corporate shirts
- Merchandise Pack (2 x Cowboys member hats, season draw fridge magnet, 2 x pins, sticker and 4 x stubby coolers)
- 2 x Invitations to the Cowboys NRL Season Launch
- 2 x Invitations to Cowboys NRLW Season Launch
- 2 x Invitations to the Cowboys NRL Captains Run Breakfast
- 2 x Invitations to the Cowboys Presentation Night
- 10% discount on additional casual corporate hospitality packages during the regular season
- Option to utilise Cowboys HQ Function room

DRESS CODE

Smart casual – no shorts or thongs





LEXUS | TOWNSVILLE

PREMIERSHIP LOUNGE

Located on the halfway line, the Lexus of Townsville Premiership Lounge offers an unparalleled view of the field, placing you at the heart of the action. Guests enjoy a refined match-day experience with a sumptuous three-course menu and attentive wait service that rivals top-tier dining establishments.

Whether you're entertaining clients or indulging in a premium outing, this lounge delivers sophistication, comfort, and unforgettable footy.





INVESTMENT PER PERSON $6,995 INCL GST

FEATURES

- Access to a private dining room for 12 NRL Cowboys regular season home games at Queensland Country Bank Stadium
- Elevated dining experience and premium beverage package
- Dedicated superior seat in the Western Grandstand directly in front of the Premiership Lounge
- Enjoy easy stadium access through a dedicated corporate gate

INCLUSIONS

- Three-course meal and half-time nibbles at each NRL home game
- Premium beverage package with personalised wait service at each NRL home game (up to max 4.5 hours*)
- Up to a maximum of 2 Dean Street Carpark passes for each NRL home game (1 pass per 2 seats purchased, max 2 passes)
- 1 x Cowboys Corporate Membership (for primary account holder) which includes second priority access to NRL ticket pre-sales for 2027 Finals Series & State of Origin, plus exclusive member offers, rewards and discounts
- 1 x Cowboys corporate shirt per seat
- Merchandise Pack (2 x Cowboys member hats, season draw fridge magnet, 2 x pins, sticker and 4 x stubby coolers)
- 2 x Invitations to the Cowboys NRL Season Launch
- 2 x Invitations to the Cowboys NRLW Season Launch
- 2 x Invitations to the Cowboys NRL Captains Run Breakfast
- 10% discount on additional casual corporate hospitality packages during the season
- Option to utilise Cowboys HQ Function room

** Premium beverage package timings are communicated prior to each game, with a maximum package length of 4.5 hours.*

DRESS CODE

Smart casual – no shorts or thongs





LEVEL 1
PLATINUM BOXES

Experience some of the best seats in the stadium with our Platinum Boxes, located on Level 1 of the Western Grandstand between the 45-metre and 35-metre lines. These exclusive boxes offer dazzling views of the on-field action, combining prime positioning with elevated comfort for an unforgettable match-day experience.

Perfect for entertaining or indulging in footy with flair.



FEATURES

- Fully serviced 10-seat external box at 12 NRL Cowboys regular season home games at Queensland Country Bank Stadium
- Wait service to ensure you don't miss a moment of the game
- Choose between our Footy Faves Menu and Game Day Experience Menu, featuring arrival grazing platters, chef-selected hot dishes and classic half-time favourites. Vegetarian and children's menu options are available, with additional enhancement platters available for purchase when ordered in conjunction with a Footy Faves or Game Day Experience menu
- Enjoy the convenience of a dedicated cooler stocked with your chosen beverages, keeping drinks chilled and close at hand throughout the match. Additional beverages can be ordered at any time and are charged on consumption. In-box beverage service is available when all guests purchase at least the Footy Faves Menu for each adult in your box.
- A4 sign displayed on box to promote your business or personal support
- Enjoy easy stadium access through a dedicated corporate gate

**Food and beverage costs are additional to the price.*

INCLUSIONS

- 4 x Full season tickets in the Eastern Grandstand for regular season NRL home games (valued at $1,840)
- 2 x Dean Street Carpark passes for each NRL home game
- 1 x Cowboys Corporate Membership (for primary account holder) which includes second priority access to NRL ticket presales for 2027 Finals Series and State of Origin, plus exclusive member offers, rewards and discounts
- 6 x Cowboys corporate shirts
- Merchandise Pack (2 x Cowboys member hats, season draw fridge magnet, 2 x pins, sticker and 4 x stubby coolers)
- 2 x Invitations to the Cowboys NRL Season Launch
- 2 x Invitations to the Cowboys NRLW Season Launch
- 2 x Invitations to the Cowboys NRL Captains Run Breakfast
- 10% discount on additional casual corporate hospitality packages during the season

INVESTMENT
10-SEATS $29,305 INCL GST





LEVEL 1
GOLD BOXES

Positioned on level 1 of the Western Grandstand between the 35-metre and 20-metre lines, our Gold Boxes offer an unbeatable location just a stones throw from the field, bars, and live entertainment. Enjoy premium comfort with easy access to everything that makes game day electric.

Ideal for guests who want to stay immersed in the action while enjoying a vibrant social experience.



INVESTMENT

10-SEATS $26,400 INCL GST

8-SEATS $21,120 INCL GST

FEATURES

- Fully serviced external box at 12 NRL Cowboys regular season home games at Queensland Country Bank Stadium
- Wait service to ensure you don't miss a moment of the game
- Choose between our Footy Faves Menu and Game Day Experience Menu, featuring arrival grazing platters, chef-selected hot dishes and classic half-time favourites. Vegetarian and children's menu options are available, with additional enhancement platters available for purchase when ordered in conjunction with a Footy Faves or Game Day Experience
- Enjoy the convenience of a dedicated cooler stocked with your chosen beverages, keeping drinks chilled and close at hand throughout the match. Additional beverages can be ordered at any time and are charged on consumption. In-box beverage service is available when all guests purchase at least the Footy Faves Menu for each adult in your box
- A4 sign displayed on box to promote your business or personal support
- Enjoy easy stadium access through a dedicated corporate gate

**Food and beverage costs are additional to the price.*

INCLUSIONS

- 4 x Full season tickets in the Eastern Grandstand for regular season NRL home games (valued at $1,840)
- 2 x Dean Street Carpark passes for each NRL home game
- 1 x Cowboys Corporate Membership (for primary account holder) which includes second priority access to NRL ticket presales for 2027 Finals Series and State of Origin, plus exclusive member offers, rewards and discounts
- 6 x Cowboys corporate shirts
- Merchandise Pack (2 x cowboys member hats, season draw fridge magnet, 2 x pins, sticker and 4 x stubby coolers)
- 2 x Invitations to the Cowboys NRL Season Launch
- 2 x Invitations to the Cowboys NRLW Season Launch
- 2 x Invitations to the Cowboys NRL Captains Run Breakfast
- 10% discount on additional casual corporate hospitality packages during the season





LEVEL 2
SILVER BOXES

Located on Level 2 of the Western Grandstand between the 20-metre line and the dead-ball line at the Northern end, our Silver Boxes offer prime viewing for all the point-scoring action. With a direct line to the most thrilling moments on the field, these boxes deliver an unbeatable match-day experience in a vibrant and energetic setting.

Perfect for fans who want to be close to the excitement and soak up every try, tackle, and triumph.





INVESTMENT

12-SEATS	$26,900	INCL GST
10-SEATS	$22,420	INCL GST
8-SEATS	$17,935	INCL GST
6-SEATS	$13,450	INCL GST

FEATURES

- Fully serviced external box at 12 NRL Cowboys regular season home games at Queensland Country Bank Stadium
- Enjoy the convenience of a dedicated cooler stocked with your chosen beverages, keeping drinks chilled and close at hand throughout the match. Additional beverages can be ordered at any time and are charged on consumption. In-box beverage service is available when all guests purchase at least the Footy Faves Menu for each adult in your box
- Choose between our Footy Faves Menu and Game Day Experience Menu, featuring arrival grazing platters, chef-selected hot dishes and classic half-time favourites. Vegetarian and children's menu options are available, with additional enhancement platters available for purchase when ordered in conjunction with a Footy Faves or Game Day Experience menu.
- A4 sign displayed on box to promote your business or personal support
- Enjoy easy stadium access through a dedicated corporate gate

**Food and beverage costs are additional to the price.*

INCLUSIONS

- 4 x Full season tickets in Eastern Grandstand for regular season NRL home games (valued at $1,840)
- 1 x Dean Street Carpark pass for each NRL home game
- 1 x Cowboys Corporate Membership (for primary account holder) which includes second priority access to NRL ticket presales for 2027 Finals Series and State of Origin, plus exclusive member offers, rewards and discounts
- 6 x Cowboys corporate shirts
- Merchandise Pack (2 x cowboys member hats, season draw fridge magnet, 2 x pins, sticker and 4 x stubby coolers)
- 2 x Invitations to the Cowboys NRL Season Launch
- 2 x Invitations to the Cowboys NRLW Season Launch
- 2 x Invitations to the Cowboys NRL Captains Run Breakfast
- 10% discount on additional casual corporate hospitality packages during the season





CENTRELINE CLUB & FIELD CLUB

Enjoy halfway-line views in air-conditioned comfort at the Centreline Club, with a hot buffet served pre-game and at half-time. Choose your reserved seating in either the Centreline Club or the Field Club—and enjoy exclusive access to both.

The Field Club, located at ground level, is as close to the players and field as you can get. Watch the squad warm up through the glass wall while enjoying a cold refreshment, then step into the external courtyard to soak up the game-day atmosphere.





INVESTMENT

PER PERSON $6,450 **INCL GST**

FEATURES

- Centreline and Field Club access for 12 NRL Cowboys regular season home games at Queensland Country Bank Stadium
- The choice of dedicated numbered seat in either in Centreline or the Field Club
- View the squad's warm up through one-way glass between the Field Club and locker room
- Enjoy easy stadium access through a dedicated corporate gate

INCLUSIONS

- Three-hour drinks package for each NRL home game including basic spirits, beer (draft and bottled), wine, and soft drink
- Hot buffet pre-game and half-time nibbles for each NRL home game
- 1 x Dean Street carpark passes for each NRL home game (per booking)
- 1 x Cowboys Corporate Membership (for primary account holder) which includes second priority access to NRL ticket presales for 2027 Finals Series and State of Origin, plus exclusive member offers, rewards and discounts
- 1 x Cowboys corporate shirt per seat
- Merchandise Pack (2 x cowboys member hats, season draw fridge magnet, 2 x pins, sticker and 2 x stubby coolers)
- 1 x Invitation to the Cowboys NRL Season Launch, per 2 seats (max of 2 invitations)
- 2 x Invitations to the Cowboys NRLW Season Launch
- 2 x Invitations to the Cowboys NRL Captains Run Breakfast
- 10% discount on additional casual corporate hospitality packages during the season





BUSHRANGERS

Bushrangers has been expanded and elevated for 2027, combining Grandstand seating across Sections 208 and 209. Located on Level 2 between the 45-metre and 20-metre lines, the space delivers a premium, high-energy match-day environment with increased seating, food, and beverage capacity—ideal for larger groups while maintaining comfort and service efficiency.

Inspired by a modern hotel and restaurant-bar aesthetic, Bushrangers is designed to encourage movement, networking, and a more relaxed premium experience. A mix of high-top tables, low seating, and round tables creates a dynamic, social layout, complemented by styling that celebrates Cowboys heritage and enhances the overall sense of occasion.

FEATURES

- Access to large private air-conditioned dining room for 12 NRL Cowboys regular season home games at Queensland Country Bank Stadium
- Dedicated seat in the Western Grandstand in front of the Bushrangers Room
- Access the Level 2 Café, offering barista-made coffee and a range of beverages available for purchase
- Enjoy a vibrant pre-game experience in Bushrangers, featuring competitions, raffles, entertainment and exclusive game-day activations
- Enjoy easy stadium access through a dedicated corporate gate

INCLUSIONS

- Three-hour drinks package for each NRL home game including basic spirits, beer (draft and bottled), wine, and soft drink
- Canapés, buffet dinner, and half-time nibbles for each NRL home game
- 1 x Cowboys Corporate Membership (for primary account holder) which includes second priority access to NRL ticket presales for 2027 Finals Series and State of Origin, plus exclusive member offers, rewards and discounts
- 1 x Cowboys corporate shirt per seat
- Merchandise Pack (2 x cowboys member hats, season draw fridge magnet, 2 x pins, sticker and 2 x stubby coolers)
- 2 x Invitations to the Cowboys NRLW Season Launch
- 2 x Invitations to the Cowboys NRL Captains Run Breakfast
- 10% discount on additional casual corporate hospitality packages during the season





INVESTMENT

PER PERSON $4,885 INCL GST





CLUB LOUNGE

As the largest corporate area in the stadium, the Club Lounge delivers a vibrant match-day experience like no other. Located between the 40-metre and 10-metre lines on Level 2 of the Western Grandstand, guests enjoy dedicated seating and access to a lively lounge area.

Keep the party going from pre-game to the final whistle with live music, great company, and an atmosphere that blends sport and entertainment seamlessly.

FEATURES

- Lounge access for 12 NRL Cowboys regular season home games at Queensland Country Bank Stadium
- A dedicated seat in the Western Grandstand in front of the Club Lounge
- Access the Level 2 Café, offering barista-made coffee and a range of beverages available for purchase
- Enjoy easy stadium access through a dedicated corporate gate

INCLUSIONS

- Three-hour drinks package for each NRL home game including beer (draft and bottled), wine, and soft drink
- Interactive food stations, canapés, and half-time nibbles for each NRL home game
- 1 x Cowboys corporate membership (for primary account holder) which includes second priority access to NRL ticket presales for 2027 Finals Series and State of Origin, plus exclusive member offers, rewards and discounts
- 1 x Cowboys corporate shirt per seat
- Merchandise Pack (2 x cowboys member hats, season draw fridge magnet, 2 x pins, sticker and 2 x stubby coolers)
- 2 x Invitations to the Cowboys NRLW Season Launch
- 2 x Invitations to the Cowboys NRL Captains Run Breakfast
- 10% discount on additional casual corporate hospitality packages during the season





INVESTMENT

PER PERSON $4,500 INCL GST





TERRACES NORTH & SOUTH

Located on Level 3 at the Northern and Southern ends of the Western Grandstand, The Terraces offer exceptional views of the field in a relaxed, elevated setting.

Enjoy classic footy-fare style food while choosing how you take in the action—either from your dedicated grandstand seat or one of the many bar tables in the lounge area.

It's the perfect blend of comfort, flexibility, and atmosphere for fans who want to enjoy the game their way.

FEATURES

- Dedicated seat in Level 3 Terrace area in the Western Grandstand for 12 NRL Cowboys regular season home games at Queensland Country Bank Stadium
- Spacious open-air private bar with a relaxed, family-friendly atmosphere suited to families, social gatherings, and work groups. Enjoy a rotating selection of two Footy Faves meal options each home game
- Enjoy easy stadium access through a dedicated corporate gate

INCLUSIONS

- 1 x footy fare meal voucher for each NRL home game
- 2 x Drink vouchers (beer, wine, basic spirits, soft drink) for each NRL home game
- 1 x Cowboys corporate membership (for primary account holder) which includes second priority access to NRL ticket presales for 2027 Finals Series and State of Origin, plus exclusive member offers, rewards and discounts
- 1 x Cowboys corporate shirt per seat
- Merchandise Pack (2 x cowboys member hats, season draw fridge magnet, 2 x pins, sticker and 2 x stubby coolers)
- 2 x Invitations to the Cowboys NRL Captains Run Breakfast
- 10% discount on additional casual corporate hospitality packages during the season





INVESTMENT

PER PERSON $1,980 **INCL GST**





HIT 103.1

SKY DECK NORTH

Sky Deck North has been reimagined for 2027, offering a flexible pay-as-you-go hospitality experience. Located on Level 4 of the Western Grandstand at Queensland Country Bank Stadium, it provides a relaxed and social setting with the perfect mix of 'roof top bar' vibes and exclusivity.

With dedicated bar facilities and no waiting in line for food or drinks, guests can enjoy a seamless and social match-day experience while connecting with clients, colleagues and friends.

FEATURES

- Lounge access for 12 NRL Cowboys regular season home games at Queensland Country Bank Stadium
- A dedicated seat in the Western Grandstand, with the options of casual bar style seating with access to the spacious open-air private bar
- Purchase Footy Fare from your own à la carte café
- Enjoy easy stadium access through a dedicated corporate gate

INCLUSIONS

- 1 x Cowboys corporate membership (for primary account holder) which includes second priority access to NRL ticket pre-sales for 2026 Finals Series and State of Origin, plus exclusive member offers, rewards and discounts
- 1 x Cowboys corporate shirt per seat
- Merchandise Pack (2 x cowboys member hats, season draw fridge magnet, 2 x pins, sticker and 2 x stubby coolers)
- 2 x Invitations to the Cowboys NRL Captains Run Breakfast
- 10% discount on additional casual corporate hospitality packages during the season





INVESTMENT
PER PERSON $1,450 INCL GST

FREQUENTLY ASKED QUESTIONS

ARE FOOD AND BEVERAGES INCLUDED IN THE PRICE?

For all External Boxes and Premium Suites, you must pre-order and pay for your food prior to the game (7 days out) and drinks are paid for on consumption at the end of the game. All corporate lounges include varying food and beverage packages, except the Hit Sky Deck, this is a flexible pay-as-you-go area where guests must purchase their own food and beverages.

I HAVE AN EXTERNAL BOX OR PREMIUM SUITE, WHAT FOOD AND BEVERAGE PACKAGES CAN I PURCHASE AND HOW DO I ORGANISE IT?

The GEMA Group are the official caterers at Queensland Country Bank Stadium and will contact you approx. 2-3 weeks out from each game to assist in arranging your catering. For all External Boxes and Premium Suites, food must be pre-ordered and paid for at least 7 days out from the game and drinks are paid for on consumption at the end of the game. You must order a minimum of 1 meal from the options provided, per adult in attendance to meet the minimum food requirements to get drinks service to your Suite/Box and or a cooler in your box. If you do not order any food options, you won't have an attendant or drinks available in your Suite or Box and will need to purchase from the public bars at QCBS.

IS THERE A DRESS CODE?

Our dress code is smart casual. Guests are encouraged to dress comfortably for our tropical climate, while maintaining a neat and presentable appearance. Our Premium Suites and Premiership Lounge corporate hospitality areas have stricter dress requirements.

CAN I SMOKE OR VAPE IN MY CORPORATE FACILITY?

Queensland Country Bank Stadium is a smoke-free venue. Corporate members wishing to smoke or vape must exit the stadium, and retain their event ticket to re-enter.

ARE CHILDREN ALLOWED INTO THE CORPORATE AREAS?

The Lexus of Townsville Premiership Lounge is restricted to guests aged 18+. Please contact us for special requests for children to enter.

For all other corporate areas, children are allowed at the discretion of the purchaser. Children aged five (5) and under as of January 1 each year are entitled to enter Queensland Country Bank Stadium at no charge, however must have a relevant corporate ticket to enter a corporate area. Children aged 5 and under must not occupy a grandstand seat.

CAN MULTIPLE PEOPLE/ORGANISATIONS SHARE ONE GAME DAY HOSPITALITY PRODUCT ('FACILITY')?

Of course! However, the following policies strictly apply:

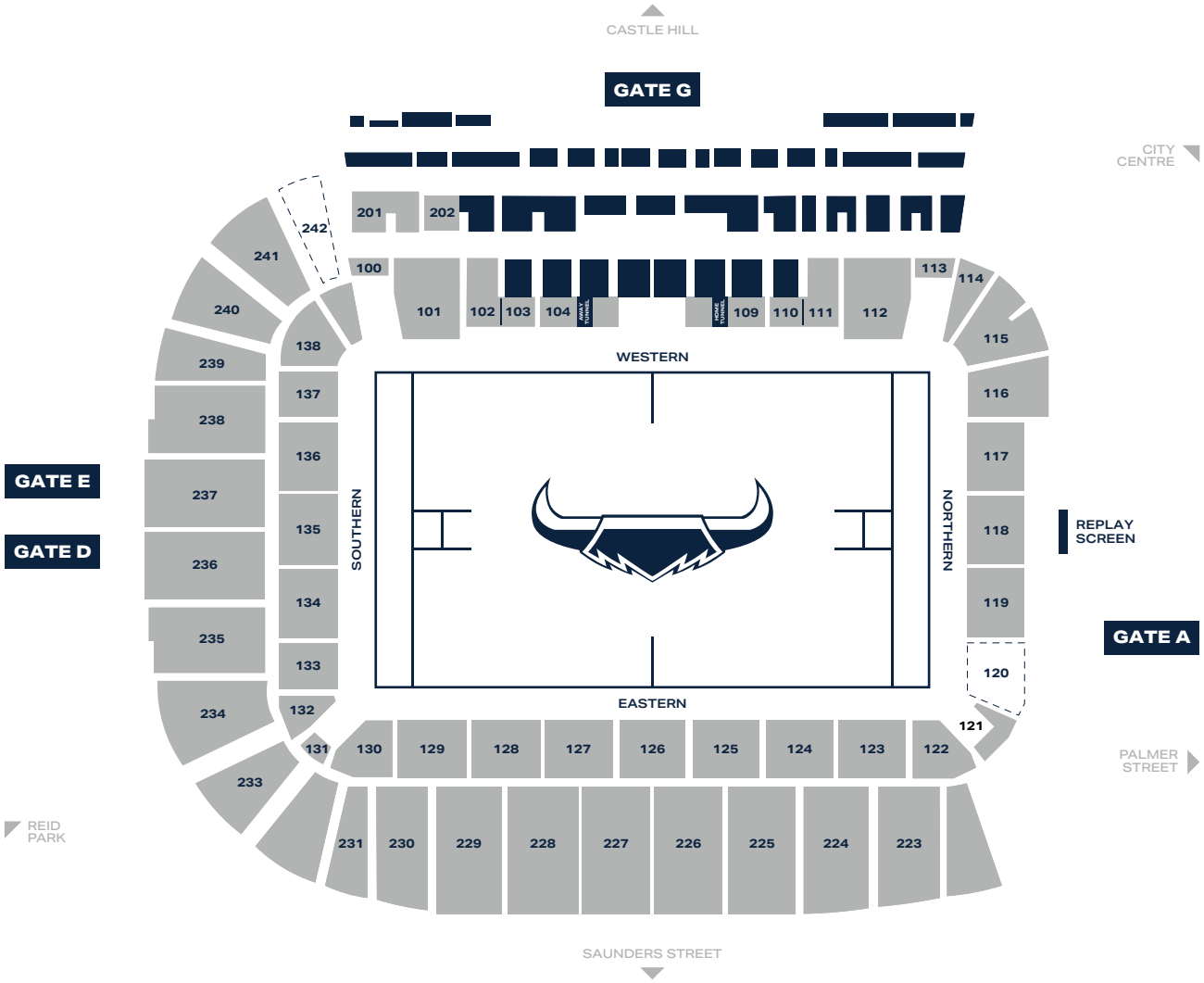
- There is to be only one contact per facility, who will be referred to as the 'Primary Contact'.
- All other parties who share the facility will be referred to as 'Facility Shareholders'.
- It is the responsibility of the Primary Contact to communicate key information to the Facility Shareholders.
- Benefits will be delivered to the Primary Contact, who is responsible for their distribution to Facility Shareholders.
- The type and quantity of benefits offered within each package are allocated to the facility, regardless of how many Shareholders invest in it.
- The Primary Contact shall be invoiced for the full food and beverage account for each game. No split invoicing/ payments is available.

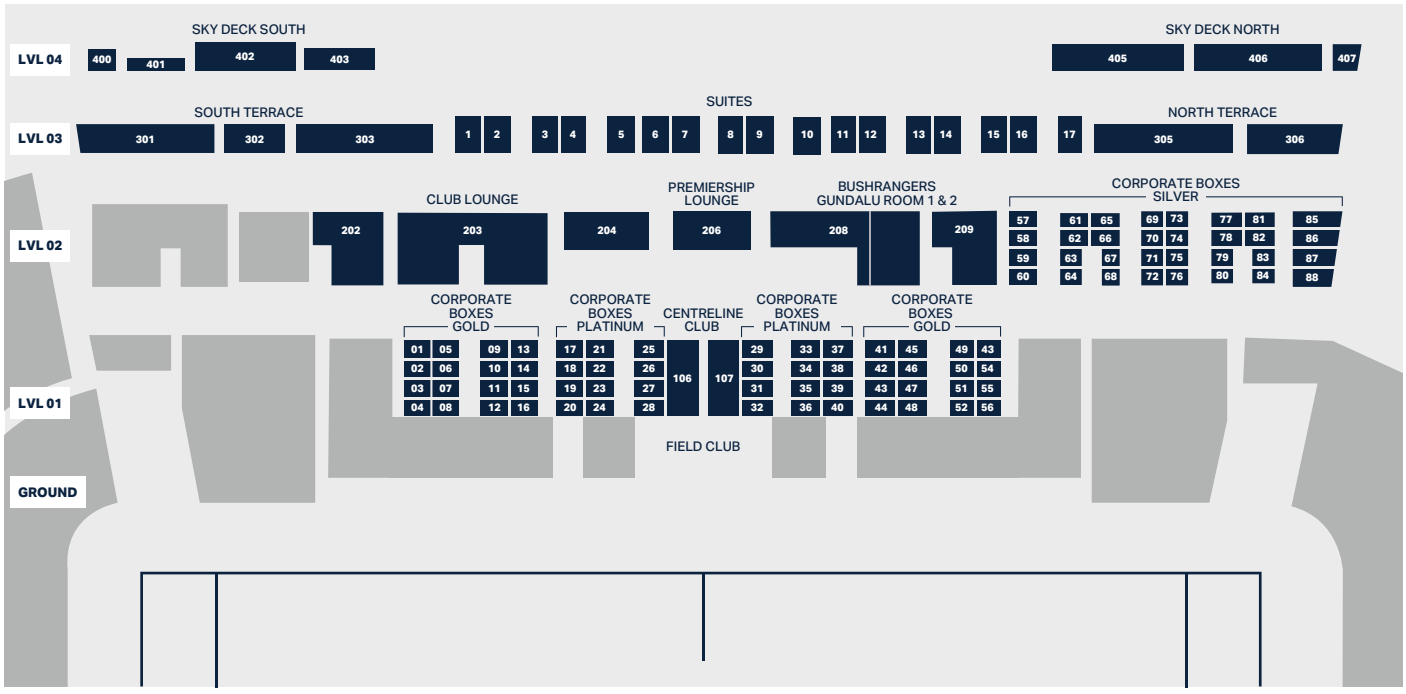
CAN I PAY FOR MY FULL SEASON BOOKING IN INSTALMENTS?

Yes. When confirming your full season booking, select 'Instalment Plan' and your invoice will include a link to set up your payment plan. Payments can be spread over up to 9 monthly instalments from November, with payments deducted on the same date each month corresponding with the date you set up your plan. The number of instalments available depends on when the plan is set up, with the final payment due in July. Please note that instalment plans are only available for full season bookings and cannot be used for multi-game or casual bookings. If your payment plan is not set up at least two weeks before the season starts, you will be required to make payment in full for your full season corporate booking and if left without communication, the booking may be cancelled.

STADIUM MAP

QUEENSLAND COUNTRY BANK STADIUM





2027

COWBOYS
CORPORATE HOSPITALITY

SALES & ENQUIRIES

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COWBOYS | TOYOTA

HOSPITALITY PARTNERS

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