



STADIUM SIGNAGE

Put your brand in direct view of a national audience of broadcast viewers and North Queensland Toyota Cowboys game day patrons.



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Your company can stand out from the crowd with a range of branding opportunities including bolsters, fenceline signs, grandstand signs and LED signs that run the length of the Eastern sideline in the prime TV viewing arc and offer the very latest in high-impact, moving imagery.

Stadium advertising is a proven and cost effective way to expose your business to a large, passionate and engaged audience, at the game and via broadcast. In 2017, Cowboys home games attracted over 6.71 million television viewers nationally, while crowds averaged 17,300 per game throughout the season.

CORPORATE BOX SIGNAGE

Opportunity to advertise your company on box fascia. Free of charge through Cowboys signage partner (conditions apply).

LED SIGNS

Located in the prime television arc, the LED signs provide a first class branding opportunity. Spanning 120 metres of the eastern sideline, this signage provides businesses with national and local exposure.

EASTERN A-FRAME BOLSTERS | 3m x .4m

Positioned in front of the LED signs and placed on either side of the halfway line, these signs provide first class television arc branding.

END OF FIELD A-FRAME BOLSTERS | 5m x .55m

Situated on the deadball line at either end of the grounds, these bolsters command extensive television arc exposure, especially when the players slide into them when scoring a try!

WESTERN A-FRAME BOLSTERS | 5m x .55m

Situated along the Western sideline, these bolsters receive fleeting television coverage and provide vast exposure to crowd attendees.

NORTHERN & SOUTHERN FENCELINE SIGNS | 6m x .9m

Located on the fenceline behind each deadball line, these signs provide businesses with extensive television arc exposure.

WESTERN FENCELINE SIGNS | 25m x .9m

Facing the Eastern Grandstand and spanning 25m of the Western fence, these signs give an outstanding branding opportunity at the Stadium along with passing television coverage.

