



# 2021 CORPORATE HOSPITALITY







# UNITING THE NORTH

First and foremost, may we take this opportunity to thank each of our 2020 corporate members for their support and trust throughout a challenging year! We are so very grateful for the way you all rallied around the club and our people.

Our club is strong through the power of our people – our partners, players, staff, members and community. Together we have collaborated and created an organisation that actively contributes to the local economy and inspires our North Queensland community. And we've done it in a year that has tested our courage, our resilience, our belief and even our hope.

This spirit of togetherness embodies the approach of our new Head Coach Todd Payten who we have great pleasure in welcoming back to the club. Todd has a thorough understanding of the club's importance to the North Queensland community and will spearhead the re-invigoration of our new-look coaching and performance teams which have an exciting mix of experience and backgrounds. We are confident that Todd's strong leadership abilities, extensive football experience and determination to develop our playing group, will generate an appealing brand of footy for Cowboys partners, members and fans.

The launching ground for our charge for 2021 is our magnificent, purpose-built Community, Training and High Performance Centre which sits alongside our new home, Queensland Country Bank Stadium. The centre will ensure the sustainability of our club for many years to come as it houses not only our headquarters and

training ground, but also provides a destination for full-time businesses as well as visitors through a shared-use commercial business model.

As we focus squarely on the future, we are humbled by not only the support of our corporate and commercial family, but so too our members and fans who continue to show their passion and patronage of our club. Since the NRL started tracking the Brand Health of all clubs in 2017, the Cowboys have been on top of the NRL club net promoter score ladder for more months than any other club. Over the last 25 years, the club has indeed cemented its place in the nation's rich sporting landscape and established the most passionate and emotionally connected fan base in the National Rugby League.

Looking ahead to 2021, we aim to repay the faith shown in us through our match day hospitality offerings at what is still a new first-class venue. Whether you're interested in hosting clients in a private suite, recognising staff with catered seating, or networking in a relaxed and social setting, we have a package that can suit your needs.

We invite you to continue to be a part of, or experience for the first time our unique corporate network of North Queensland businesses, who together with the Cowboys, are proud ambassadors of the North.

***Yours in North Queensland,***

**Lewis Ramsay**  
Chairman

**Jeff Reibel**  
Chief Executive Officer



# PREMIUM SUITES





Ranging from the 20m line to 20m line on Level 3, our beautifully appointed suites are designed for the ultimate game day experience. Each internal glassed suite has its own private bar and is serviced with delicious hospitality packages designed for every occasion.

## 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 two exclusive corporate events
- 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 ST CAR PARK SEASON PASSES



4 COWBOYS CORPORATE POLO SHIRTS



4 PLATINUM TIER 2 SEASON TICKETS



2021 COWBOYS FRAMED TEAM PHOTO



2 VIP INVITATIONS TO  
2021 SEASON LAUNCH + MID YEAR EVENT

## 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.

CORPORATE SALES & ENQUIRIES: **Chris Huggett** 0436 646 777 / **E** [corporate@cowboys.com.au](mailto:corporate@cowboys.com.au)





# PLATINUM CLUB CORPORATE BOX







Take in the atmosphere from some of the best seats in the house,  
in a corporate box between the 45 to 35 metre line of the Western Grandstand!

## 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 two exclusive corporate events
- 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 ST CAR PARK PASSES



4 COWBOYS CORPORATE POLO SHIRTS



4 PLATINUM TIER 2 SEASON TICKETS



2021 COWBOYS FRAMED TEAM PHOTO



2 VIP INVITATIONS TO  
2021 SEASON LAUNCH + MID YEAR EVENT

## 10-SEAT PLATINUM BOX

Current member \$21,840

New member \$22,340

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

CORPORATE SALES & ENQUIRIES: **Chris Huggett** 0436 646 777 / **E** [corporate@cowboys.com.au](mailto:corporate@cowboys.com.au)





# GOLD CLUB CORPORATE BOX







**Take in the atmosphere from some of the best seats in the house,  
from a corporate box between the 35 to 20 metre line of the Western Grandstand!**

## 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 two exclusive corporate events
- 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 ST CAR PARK PASS



4 COWBOYS CORPORATE POLO SHIRTS



4 PLATINUM TIER 2 SEASON TICKETS



2021 COWBOYS FRAMED TEAM PHOTO (10 SEAT BOX)



2 VIP INVITATIONS TO  
2021 SEASON LAUNCH + MID YEAR EVENT

## 10-SEAT GOLD BOX

Current member \$20,040  
New member \$20,540

## 8-SEAT GOLD BOX

Current member \$16,020  
New member \$16,520

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

CORPORATE SALES & ENQUIRIES: **Chris Huggett** 0436 646 777 / **E** [corporate@cowboys.com.au](mailto:corporate@cowboys.com.au)





# SILVER CLUB CORPORATE BOX







**Enjoy all the point-scoring action from your corporate box on level 2 of the Western Grandstand between the 20m to deadball line.**

## 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 two exclusive corporate events
- 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 ST CAR PARK PASS



4 COWBOYS CORPORATE POLO SHIRTS



4 PLATINUM TIER 2 SEASON TICKETS



2 VIP INVITATIONS TO  
2021 SEASON LAUNCH + MID YEAR EVENT

### 6-SEAT SILVER BOX

Current member \$10,560  
New member \$11,060

### 10-SEAT SILVER BOX

Current member \$17,600  
New member \$18,100

### 8-SEAT SILVER BOX

Current member \$14,100  
New member \$14,600

### 12-SEAT SILVER BOX

Current member \$21,100  
New member \$21,600

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

CORPORATE SALES & ENQUIRIES: **Chris Huggett** 0436 646 777 / **E** [corporate@cowboys.com.au](mailto:corporate@cowboys.com.au)





# CENTRELINE CLUB







**The ultimate game day experience! Get exclusive access to see the Cowboys warm-up pre-game and view the post-game press conference through two-way glass in the Field Club. Plus, enjoy the game from some of the best seats in the house, right on the halfway line!**

#### 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 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
- Television monitors and internal radio broadcast of the match
- Corporate charge card and EFTPOS facilities available to purchase additional beverages

#### CORE BENEFITS

- Invitation to two exclusive corporate events
- 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 ST CAR PARK SEASON PASS  
PER 6 SEATS



1 VIP INVITATION (PER 2 SEATS)  
2021 SEASON LAUNCH + MID YEAR EVENT



PRE-DINNER APPETISERS  
+ SERVICED SMORGASBORD



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



PREMIUM BEVERAGE PACKAGE  
(INCLUDES BEER ON TAP)

#### CENTRELINE CLUB PER SEAT

Current member	\$4,380
New member	\$4,580

All prices exclude GST.

CORPORATE SALES & ENQUIRIES: **Chris Huggett** 0436 646 777 / **E** [corporate@cowboys.com.au](mailto:corporate@cowboys.com.au)





# CLUB LOUNGE







**The venue within a venue. Designed for networking, this fully serviced lounge offers up delicious food and live music. Your dedicated seats await directly in front of the lounge and stretch from the 40 to 10 metre line.**

## 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 two exclusive corporate events
- 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 ST CAR PARK SEASON PASS  
PER 6 SEATS



1 VIP INVITATION (PER 2 SEATS)  
2021 SEASON LAUNCH OR MID YEAR EVENT



INTERACTIVE FOOD STATIONS  
+ CANAPES



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



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

## CLUB LOUNGE PER SEAT

Current member	\$3,120
New member	\$3,320

All prices exclude GST.

CORPORATE SALES & ENQUIRIES: **Chris Huggett** 0436 646 777 / **E** [corporate@cowboys.com.au](mailto:corporate@cowboys.com.au)

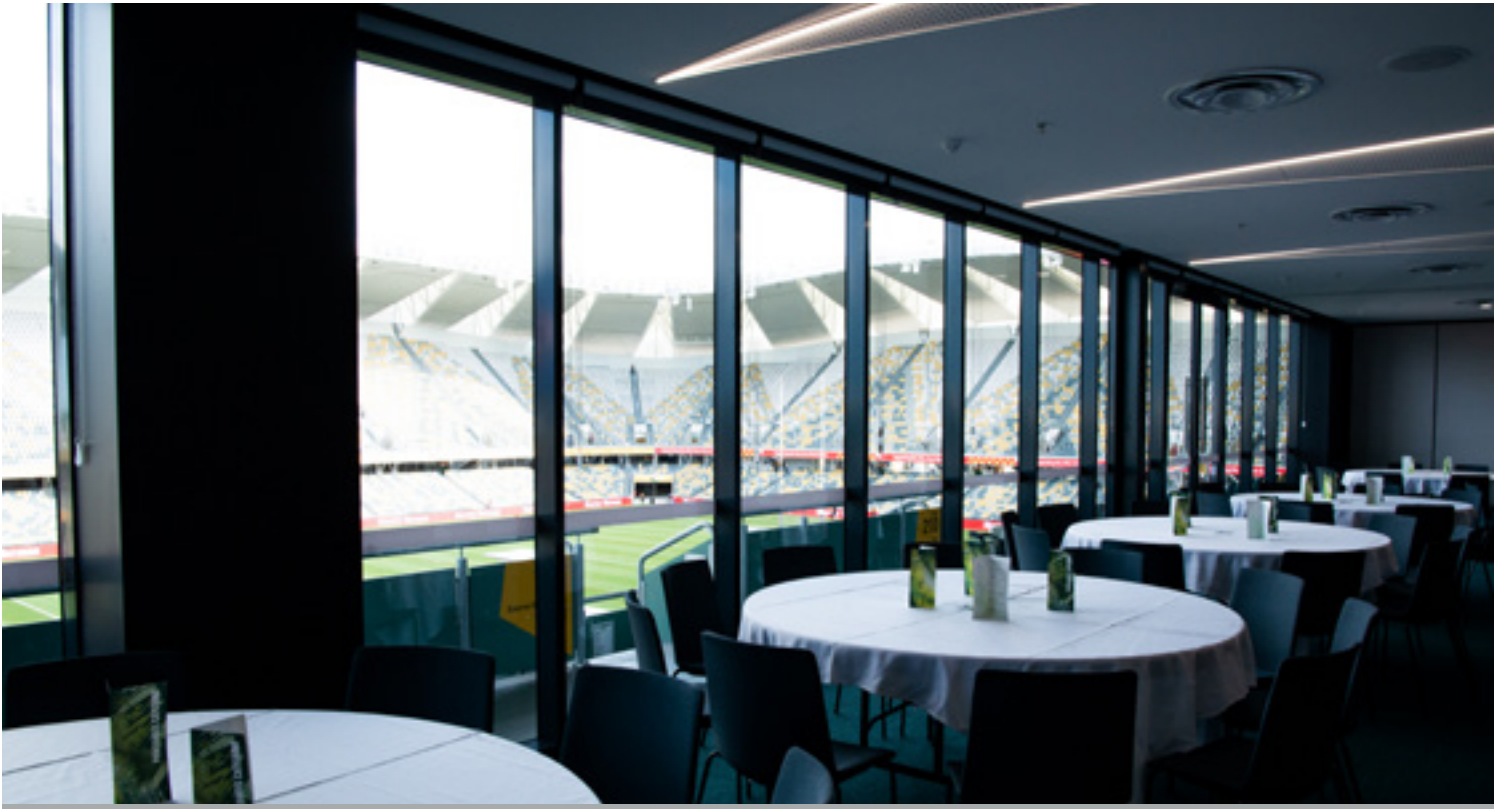




# SHORTY'S







**Named after the North Queensland Toyota Cowboys inaugural chairman, Ron 'Shorty' McLean, this area offers the ultimate environment to network and watch the NRL action in style. Enjoy a modern corporate experience while paying homage to the man who helped start it all.**

Location - Level 2 Northern end of Western Grandstand from 35m to 20 m line

## KEY FEATURES

- Private air-conditioned dining room with the ability to entertain clients at your 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 Shorty's
- Bistro style food and beverage options that include beer on tap, wine and spirits
- Television monitors and internal radio broadcast of the match

## CORE BENEFITS

- Invitation to two exclusive corporate events
- 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 VIP INVITATION (PER 4 SEATS)  
2021 SEASON LAUNCH OR MID-YEAR EVENT



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

## SHORTY'S PER SEAT

Current member	\$1,590
New member	\$1,790

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

CORPORATE SALES & ENQUIRIES: **Chris Huggett** 0436 646 777 / **E** [corporate@cowboys.com.au](mailto:corporate@cowboys.com.au)





# TERRACES NORTH + SOUTH







**Take your seat on the exhilarating Level 3 Terrace and enjoy first-class game day hospitality. Soak up the unsurpassed views and barbeque-style atmosphere from the Northern or Southern end of the Western grandstand.**

#### 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 BBQ style food vendors
- Corporate charge card and EFTPOS facilities available to purchase additional beverages

#### CORE BENEFITS

- Invitation to two exclusive corporate events
- 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 VIP INVITATION (PER 2 SEATS)  
2021 SEASON LAUNCH



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



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

#### TERRACES PER SEAT

Current member	\$1,220
New member	\$1,420

All prices exclude GST.









**Enjoy some of the best views on offer from the top tier of the Western grandstand! This vibrant space includes premium access to your very own bar, BBQ style food vendors and a variety of seating options, making the Hit Sky deck one of the most social settings to watch the Cowboys.**

#### 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 and BBQ style food vendors
- Corporate charge card and EFTPOS facilities available to purchase additional beverages

#### CORE BENEFITS

- Invitation to two exclusive corporate events
- 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 VIP INVITATION PER PERSON\*  
MID-YEAR EVENT

\*MIN 2 SEAT PURCHASE



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

#### HIT SKY DECK NORTH PER SEAT

Current member	\$1,220
New member	\$1,420

All prices exclude GST.



# CHAIRMAN'S LOUNGE

LEXUS

TOWNSVILLE







**The premium client entertainment experience. With views from the halfway line on level 2, the Chairman's Lounge offers the ultimate environment to network and watch the NRL action in style.**

#### 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 two exclusive corporate events
- 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 ST CAR PARK SEASON PASS  
PER 2 SEATS



1 VIP INVITATION (PER SEAT)  
2021 SEASON LAUNCH + MID YEAR EVENT



3-COURSE PLATED MEAL  
PLUS CANAPES



2021 COWBOYS FRAMED TEAM PHOTO  
(1 PER BUSINESS)



UNLIMITED PREMIUM BEVERAGE PACKAGE

#### LEXUS OF TOWNSVILLE CHAIRMAN'S LOUNGE PER SEAT

Current member	\$4,980
New member	\$5,180

All prices exclude GST.

CORPORATE SALES & ENQUIRIES: **Chris Huggett** 0436 646 777 / **E** [corporate@cowboys.com.au](mailto:corporate@cowboys.com.au)



# BURDEKIN BUSHRANGERS







**Private dining room situated between the 45 to 30 metre lines to network and enjoy the match.**

Location – Level 2 Northern end of the Western Grandstand From 45m to the 30m line

## 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 (x2), 1.125ml Bundaberg Rum (x3) & 1.125ml Smirnoff Vodka
- Dedicated seat for every person in the grandstand directly in front of the Bushrangers Room

## CORE BENEFITS

- Invitation to two exclusive corporate events
- 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 ST CAR PARK SEASON PASS  
PER 6 SEATS



PREMIUM DRINKS PACKAGE



CANAPES, SERVICED BUFFET MEAL  
+ DESSERT



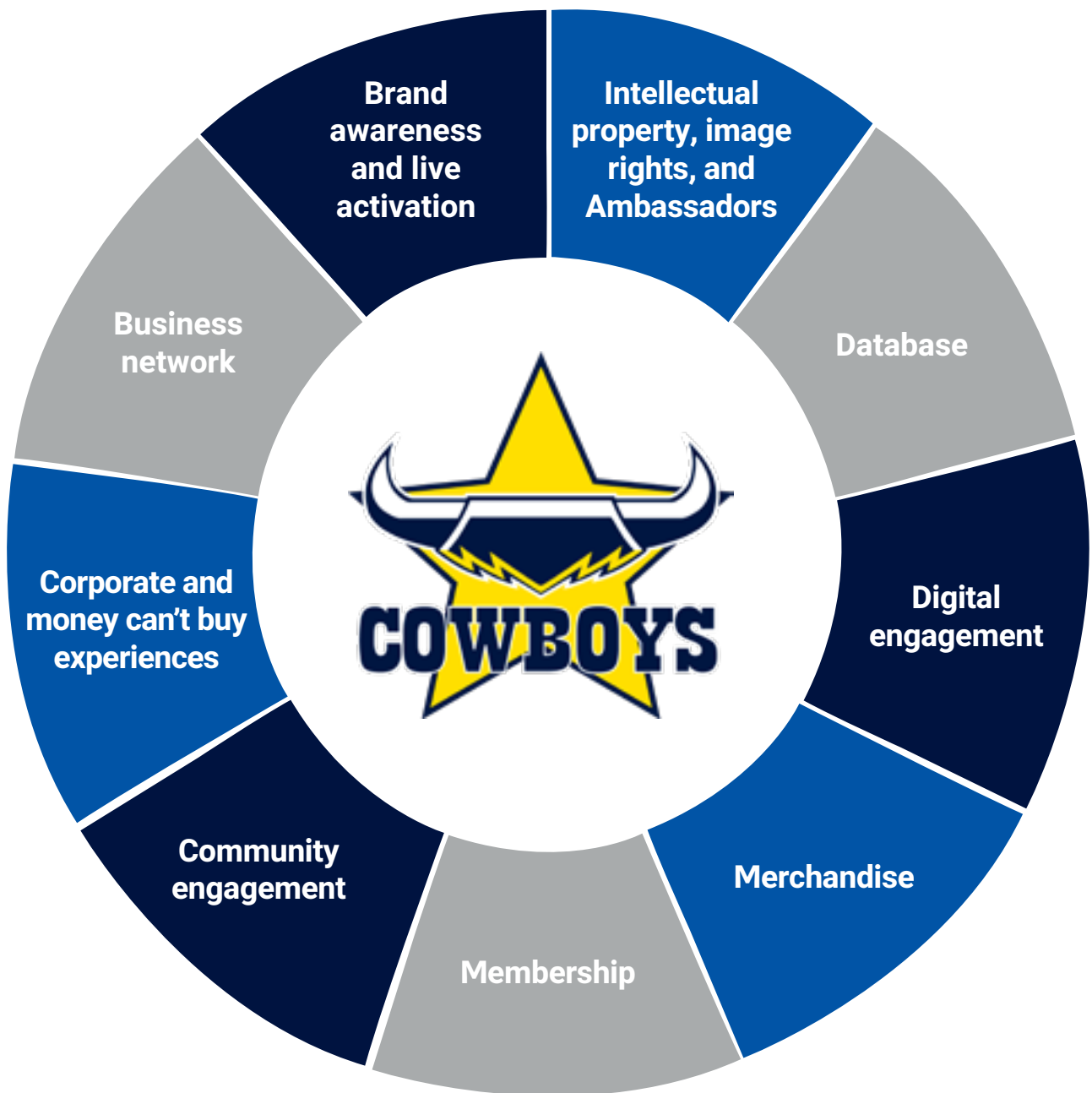
1 EXCLUSIVE BURDEKIN BUSHRANGERS POLO PER SEAT  
(MAX 4 PER BUSINESS)

## BURDEKIN BUSHRANGERS PER SEAT

Current member	\$3,660
New member	\$3,860

All prices exclude GST.





## 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

**Aaron Power, Business Development Manager - Commercial**  
**M** 0407 135 914 / **E** [apower@cowboys.com.au](mailto:apower@cowboys.com.au)





# FREQUENTLY ASKED QUESTIONS

2021 CORPORATE HOSPITALITY

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

Food and beverages are included in the Chairman's Lounge, Centreline Club, 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 2021.

## **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.

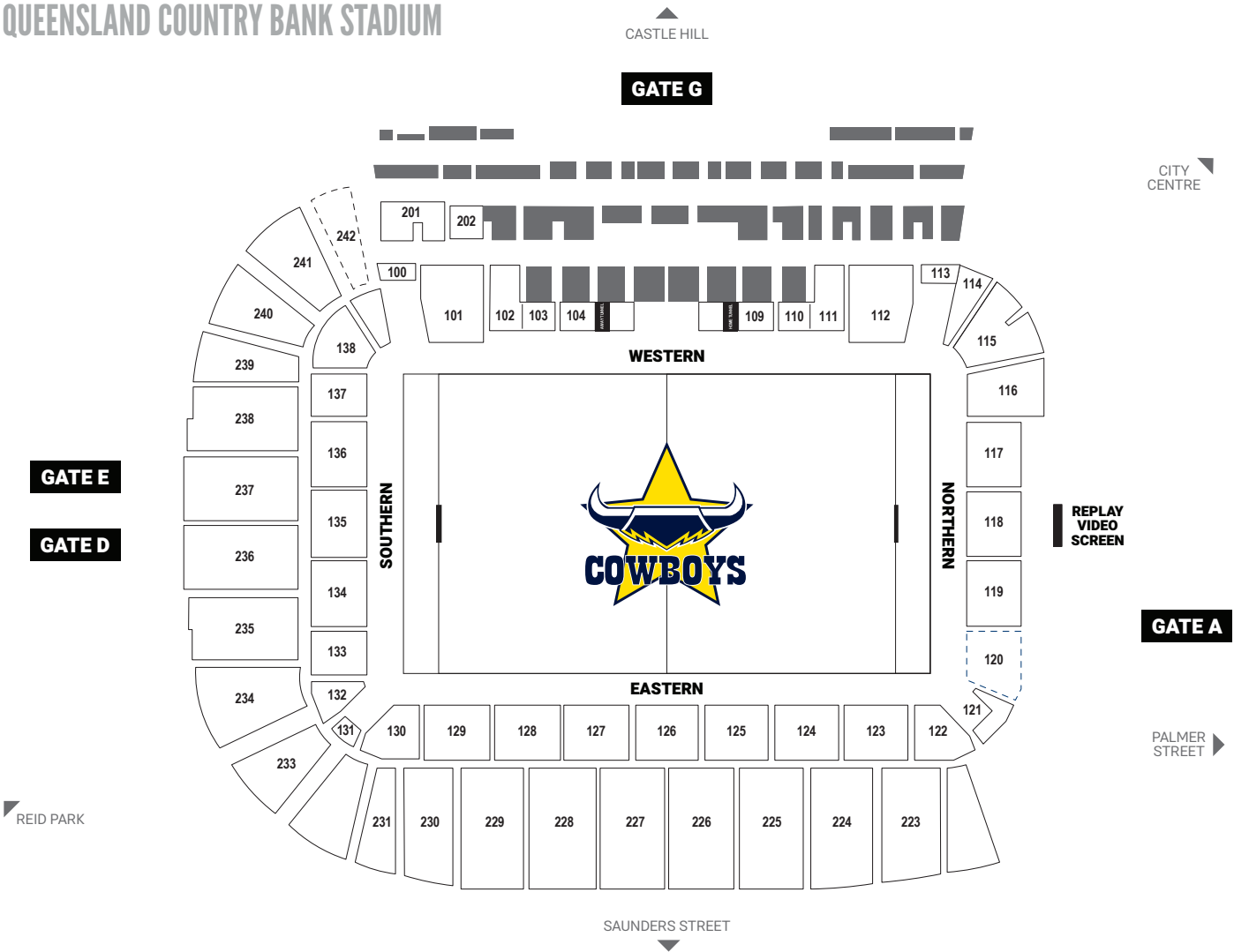
## **Can one corporate facility be purchased by more than one company?**

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 0436 646 777 / E [corporate@cowboys.com.au](mailto:corporate@cowboys.com.au) / [cowboys.com.au](http://cowboys.com.au)**

## HOSPITALITY PARTNERS

