

FACT SHEET

On 11 December 2023, City of Parramatta Council endorsed entering into a three-year commercial partnership with the Parramatta Eels.

The commercial partnership agreement seeks to:

- Amplify the existing sports tourism the Eels bring to the City with more events and bigger game day activations that expand the experience beyond the stadium, driving benefits for local businesses and the economy
- Build community capacity with a focus on youth, women and multicultural communities
- Grow awareness of Parramatta and cement the City's positioning as the home of sport and a global city.

The City has agreed to invest \$383,500 in the partnership for 2024 which will deliver new initiatives, activities and activations across the LGA. The 2024 partnership comprises three pillars:

COMMUNITY

- **Rising Women of Western Sydney scholarship:** will support a young woman who embodies the spirit of the Rising West initiative to progress their career goal in their chosen field
- **Player clinics and holiday camps** including:
 - 18 Parra Eels Play Active Kids clinics for primary schools in the Parramatta LGA with a focus on culture, teamwork and sportsmanship
 - 3 x Parra Eels Play Active Kids holiday clinics in the Parramatta LGA
 - CALD Active Participation: Skills-led games for young girls from CALD backgrounds introducing them to league in a non-contact environment in the lead-up to the NRL Multicultural Round
- **Player appearances** at selected events

BRAND

- **Parramatta Eels Women's Jersey branding:** City of Parramatta logo on bottom back of all playing jerseys worn by the Parramatta NRLW team
- **Game day signage and TVC** at home games

VISITATION

- **Eels launches and events in the Parramatta LGA** including NRL season launch, NRLW season launch, fan launch, Women in League round event and game day activations
- **Matching co-investment by the Eels to the City Marketing Fund**

The expenditure and components for years two and three of the partnership are yet to be determined.