

A faint, light blue watermark of a university crest is centered in the background. The crest features a shield with a cross, surrounded by a circular border with text, and topped with a crown-like element.

2026

DIGITAL PARTNERSHIPS

DIGITAL OVERVIEW

OBJECTIVE-BASED ACTIVATION STRATEGIES

The Canberra Raiders can provide an extensive range of cross platform digital advertising solutions for sponsors, partners and advertisers throughout the year.

Through a sophisticated digital activation strategy, your brand can leverage a partnership that can **generate a significant return on investment.**

The Raiders digital properties offer huge opportunities for advertisers to enhance their relationship with the club and fans, to drive exposure, affinity and quantifiable return on objective from the Raiders fanbase.



DIGITAL OVERVIEW

OBJECTIVE-BASED ACTIVATION STRATEGIES

PACKAGES CAN BE CUSTOMISED ACROSS THE RAIDERS:



WEBSITE



**MOBILE
SITE**



APP



**SOCIAL
MEDIA**



**EMAIL
DATABASE**



**BTYB
CONTENT**



**INTEGRATED
VIDEO CONTENT**



greenroomdigital

The Raiders engage digital sports marketing company, Greenroom Digital to help implement and manage digital activations for our clients.

The Raiders are focused on tailoring campaign activity to ensure it is meeting your brand objectives. A tailored package ensures you are using the best performing assets for your objective and is designed to generate a strong return on investment.

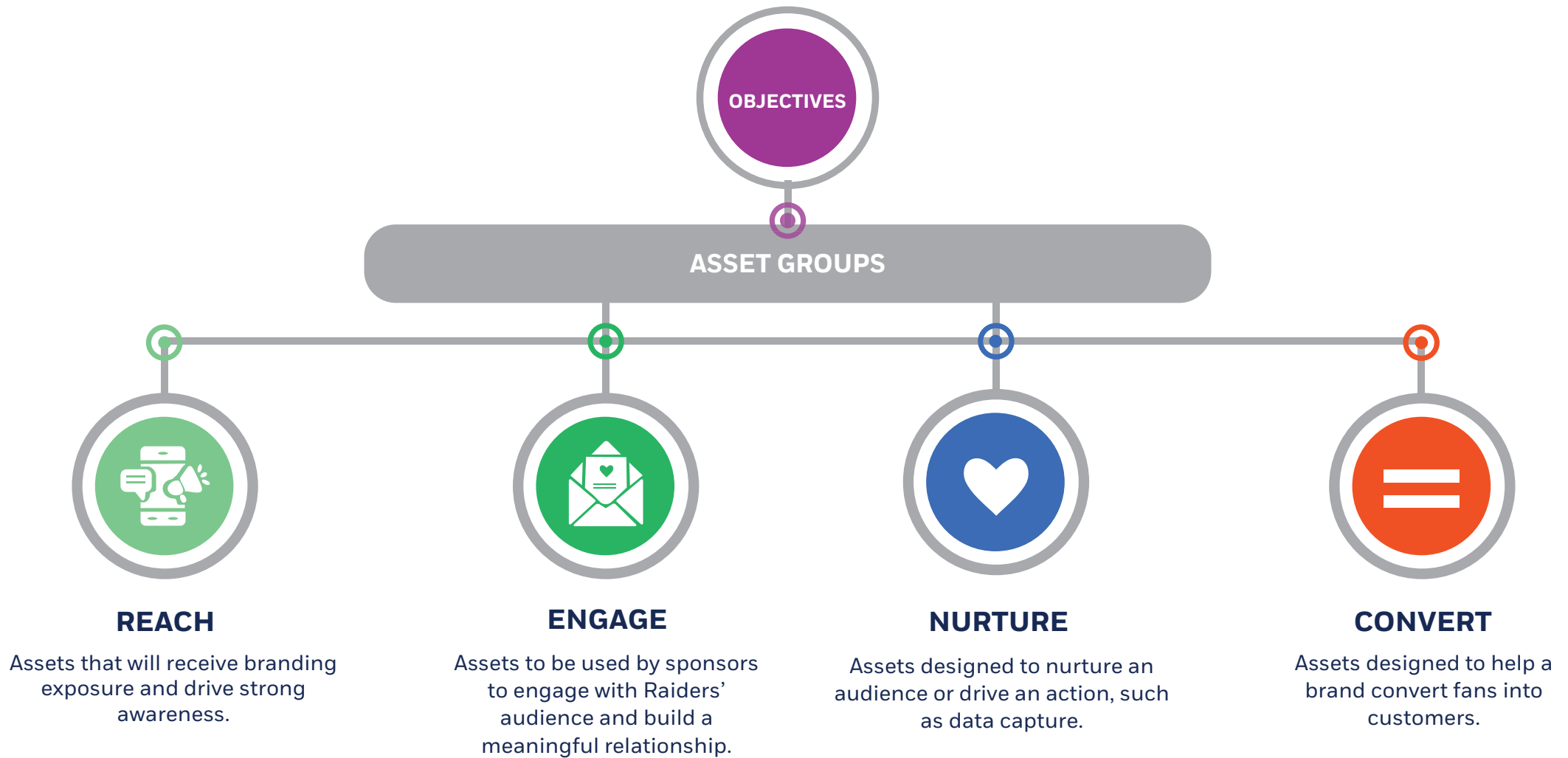
BENEFITS OF DIGITAL ACTIVATIONS

- Provides **tangible** and **measurable** results
- Platform to launch and promote competitions = data capture and lead generation
- Align competitions with “**Money Can’t Buy**” experiences, tickets, merchandise etc.
- Align with key dates e.g. match day activations, State of Origin, Semi-Finals
- **Tailored** to specific budget requirements and campaign message
- Content sponsorship for year-long brand awareness



- Social media and EDMs to **amplify campaigns and promotions**
- Campaigns timed around key content opportunities and promotional periods

OBJECTIVE BASED ASSET GROUPS



BRAND ACTIVATION STRATEGIES

OBJECTIVE-BASED ACTIVATION STRATEGIES

Identifying
Primary or Secondary
OBJECTIVES

Brand
Awareness

Brand
Building

Customer
Acquisition

Building
an Audience

Lead
Generation

Fan
Engagement

DIGITAL OVERVIEW

All platforms (Desktop, Mobile, Tablet)



800,900

Total followers (Socials)



326,700

Followers



Facebook (28.8m) + Instagram (69.4m)

98,200,000

Video Views



209,400

Followers



1,258,630

Website views



71,900

Followers



Approximately

40,000



147,900

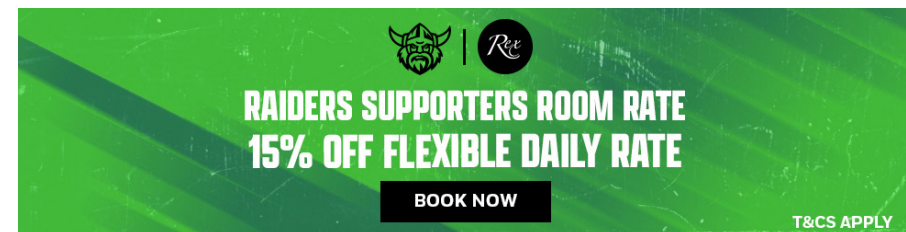
Followers

As of October 2025

BANNER ADVERTISING

Campaigns are available over all sections of the website, giving superior reach and incredible exposure to Raiders partners. These wide reaching campaigns give partners the ability to:

- Drive exposure and brand engagement
- Connect partners to exclusive Raiders digital content
- Obtain advertising positions across the entire club site
- Receive support in line with advertisers overall marketing objectives



NRL & NRLW CONTENT SPONSORSHIP

Unique, season long packages are available to generate massive exposure and incredible returns for partners across our high performing digital platforms, including:

- Season draws
- Photo galleries
- Team List, Squad Update & Late Mail
- Game Day Guide
- Injury Update
- Press conferences
- Post-game highlights
- Match Preview
- Junior Representative content
- Player of the Match
- Captain's Run & training sessions



SOCIAL MEDIA AND EDMS

Social media supports and amplifies campaigns by creating opportunities for engagement and extended reach through shared content.

Electronic direct mail (EDM) utilises email to directly deliver campaigns and promotions to the Raiders' database of members and fans on a regular basis. EDMs can be distributed either within our various newsletters (ad tiles) or as a standalone, dedicated email known as a Solus.



LOCAL LIQUOR
THERE'S ONE NEAR YOU

RAIDERS

ENTER NOW

WIN \$500

LOCAL LIQUOR GIFT CARD

PLUS a signed Raiders jersey

Must be 18+ to enter. T&Cs apply.

Choose to **DrinkWise.**



Sunny Homes
— ACT / NSW —

WIN A SIGNED RAIDERS JERSEY

CAMPAIGN RESULTS, REPORTING AND ROI

The Canberra Raiders, in partnership with Greenroom Digital, can provide extensive reporting after your advertising campaign / package has finished, to highlight your quantifiable return on objective.

EXAMPLE

ASICS - GEL KAYANO GIVEAWAY

The Asics Gel Kayano Giveaway campaign offered Raiders fans the chance to win the newly released Asics Gel Kayano 31. The campaign was amplified across both social and email mediums.

Across email, a total cumulative reach of 55,260 contacts was reached, garnering an average open rate of 40.09% and 1,680 total clicks.

The competition was leveraged across Facebook which provided the most engagement.

ENTRIES - 2,047

A total digital value of **\$24,759** was delivered
(Based off 2024 rate card)



CREATIVE DEVELOPMENT

As more and more businesses make the move online, we all see the benefits that digital advertising and technological advancements can deliver.

A barrier to entry has always been the high cost of building quality creative that properly represents a brand and a message. The Raiders are in a position to offer **an end to end creative and development service.**

By providing an end-to-end service, we ensure our partners receive the best possible results and return on their investment - all at a fair price and without the hassle of shopping around for a developer.

Raiders can provide creative development support in the following areas:

- Competition landing pages
- Website display banners
- Pre-roll video
- Social media assets
- Copywriting
- EDM assets and builds



RAIDERS.COM.AU