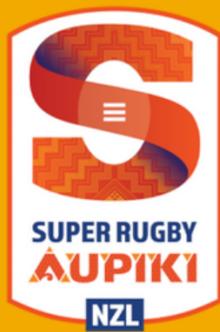


Chiefs Rugby Club Snapshot





FACT SNAPSHOTS - WHY THE CHIEFS?

Sport Relevance

Rugby is the **#1 fan supported & consumed sport**. The Super Rugby Pacific competition has the greatest interest across Trans-Tasman events in New Zealand.

Live TV Audience

12.8 million viewers watched Chiefs games via Sky platforms in NZ.

Media Cut Through

The Chiefs were **the most mentioned team**, featuring in over half of all media stories (3,626), and were named in the **headline of 19% of all articles**.

Extensive Reach & Exposure

Chiefs territory covers **1 in 4 of all New Zealanders with 1.8M people living in our region**, with 27% avid Chiefs fans in the seven provincial regions, 73% fans nationwide & extensive overseas reach. In 2025 there were **7.25M monthly social impressions**.



FACT SNAPSHOTS - WHY THE **CHIEFS?**

Loyal Fanbase

An average **15.8K home game attendance**, database of **70K+ email subscribers**, **1.7M website engagements** & nearly **4K season ticketed members** attending average five games a season.

Proven Performance

Gallagher Chiefs have **13 straight finals series** appearances, two Super Rugby Pacific Championships & **17 All Blacks players** in 2025. Chiefs Manawa have one Super Rugby Aupiki Championship, two runners up & **eight Black Ferns** players in 2025.

Targeted & Engaged Audiences

Personalised content to Chiefs fan profiles across New Zealand & globally. **Social media following of 1.3M** & average of **8% engagement** across channels.



FACT SNAPSHOTS - WHY THE CHIEFS?

Entertaining Event Experiences

With an average **Net Promoter Score of 82**, the Chiefs deliver the highest ranked fan experiences in NZ Super Rugby.

Retail & Merchandise Leadership

Top jersey/apparel sales with over 31K units sold in 2024, the highest licensed merchandise sales in Super Rugby since 2013 & **#1 selling jersey** across the competition.

Powerful Partnership Benefits

Brand visibility, business connection, player appearances, signage, event activations, hospitality hosting, co-branding, digital campaigns, community engagement, & more.

Commercial Strength

The **largest** commercial programme of the NZ Super Rugby clubs with the average tenure of Major Sponsors at 11 years demonstrating we deliver value, genuine engagement and return on investment for our Partners.

FACT SNAPSHOTS - WHY THE CHIEFS?

Partner Brand Cut Through

Brand value on uniform delivers 400-500% ROI for our partners based on Nielsen tracking. Our six on jersey partners average brand values of \$2.998M, with the six main partner on playing jerseys

Strong Brand & Legacy

Thirty years of history in the Waikato since foundation in 1996. The club is rooted in Māori Tikanga principles & a deep connection to the land & the people of Chiefs Country.

Inclusive Representation

Opportunities to align with the Gallagher Chiefs, Chiefs Manawa, & development squads. High fan affinity amongst **diverse audiences** including Māori & Pasifika.

Community Engagement

Players spend more than **455 hours** engaging in the community.





Thank you for your interest in partnering the Chiefs



"Ki te kotahi te kākaho ka whati ki te kāpuia e kore e whati!"

(When a reed stands alone it can easily break, but when bound together it is unbreakable!)

Sean Austin
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