



NATIONAL RUGBY LEAGUE

LICENSING PROGRAM

PROSPECTIVE LICENSEE APPLICATION FORM

Thank you for your interest in becoming a licensee for the National Rugby League (NRL) Licensing Program. The NRL Licensing Program is centrally managed across the National Rugby League brand and the 17 competing teams as outlined below. As such, it is a requirement of the NRL Licensing Program that an appointed Official Licensee produce product for ALL 17 competing teams.

Brisbane Broncos

Canberra Raiders

Dolphins

Gold Coast Titans

Melbourne Storm

Parramatta Eels

Cronulla-Sutherland Sharks

St. George Illawarra Dragons

New Zealand Warriors

Canterbury-Bankstown Bulldogs

North Queensland Cowboys

Manly Warringah Sea Eagles

Newcastle Knights

Penrith Panthers

South Sydney Rabbitohs

Sydney Roosters

Wests Tigers

NATIONAL RUGBY LEAGUE LIMITED

Rugby League Central, Driver Avenue
Moore Park NSW 2021

Locked Bag 5000
Paddington NSW 2021

T +61 2 9359 8500
F +61 2 9359 8555

NRL.COM
ABN 23 082 088 962



Please note this application for the NRL Licensing Program does **not** include the following intellectual property:

- The State of Origin logo and its associated intellectual property, including NSWRL and QRL logos
- Rugby League All Stars logo and its associated intellectual property, including the Indigenous All Stars and NRL All Stars logos
- The Kangaroos and Jillaroos logo and its associated intellectual property

Please note that only officially licensed merchandise may carry the logos and marks of the National Rugby League (NRL), and the marks registered by the NRL. The NRL vigorously protects the ownership of its intellectual property and will, as appropriate, take legal action against any unauthorised use of these symbols or any unauthorised attempt to associate any company, product or service with the NRL or any related marks or logos.

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Royalty Rate Structure

The base royalty rate for all NRL licensed merchandise will commence at:

- Fifteen percent (15%) of the wholesale selling price for products for retail distribution
- Higher royalty rates may apply for use of player imagery
- Direct to Retail rates may also apply

Minimum Guarantee

An advance annual Minimum Guarantee payment will be required by the NRL at the time of signing. The annual Minimum Guarantee payment is determined based on information supplied from the potential licensee's projections within their completed Application Form

Joint Marketing Fund

All agreements with the NRL will contain a mandatory annual Joint Marketing Fund contribution from licensees which is used by the NRL in consultation with the licensees to conduct an integrated marketing and PR plan for the licensing program

Licensing Program Categories

Applicants are invited to submit proposals for individual or multiple sub categories as below:

- Accessories
- Supporter Apparel
- Entertainment, Interactive & Electronics
- Food & Beverage
- Footwear
- Gift & Novelties
- Health & Beauty
- Homewares
- Manchester & Furnishings
- Membership Premiums
- Memorabilia & Collectibles
- Publishing
- Sales Promotions
- Sporting/Leisure Goods & Equipment
- Stationery & Paper
- Toys & Games
- Other

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Contact and Submission Details

- Please note only fully completed applications will be evaluated.
- Please allow six weeks from receipt of your completed application for our review. Thereafter, a written response to your application will be sent.
- Please note that the National Rugby League Licensing Program reviews each application submitted, however we receive far more applications for licenses than we are able to grant and we are not in a position to meet with all organisations seeking appointments prior to receiving a formal proposal.
- Please note that many of the ideas presented to the NRL are similar, and accordingly, by lodging a Prospective Licensee Application Form you waive any and all claims that the NRL or a third party has used an idea similar or identical to your proposal.
- All submissions must be submitted in either electronic and/or hard copy to:

Rugby League Central

Licensing Department

Locked Bag 5000

Paddington NSW 2021

licensing@nrl.com.au

The NRL reserves the right to review and evaluate all Prospective Licensee Application Forms received on an individual basis and to reject applications that in their sole opinion will not compliment or enhance the current product range. The decision of the NRL is final.

Should you require any additional information please contact the NRL on 02 9359 8500 or licensing@nrl.com.au

We look forward to receiving your completed application



Frequently Asked Questions

Q: What are minimum guarantees?

A: A minimum guarantee is the agreed minimum financial payment that must be paid by the licensee to the NRL.

The NRL may require all or part of the minimum guarantee to be paid up front upon signing of a new licensee agreement.

The minimum guarantee is off-set by royalties paid on wholesale sales.

Annual minimum guarantees vary greatly. In determining minimum guarantees, the NRL considers many factors including but not limited to: wholesale pricing, projected sales and distribution channels and financial soundness of the company.

Q: I am a new company and/or new to the licensing industry and cannot answer many of the application questions. How should I handle this and how will it affect my chances of getting a license?

A: All questions must be answered to the best of your ability. If you feel that a question does not apply to you, please answer "N/A" and include a brief explanation of why. If you cannot forecast sales projections or do not have established distribution channels, we recommend waiting to apply until you can do so.

Q: Will NRL sign a confidentiality agreement?

A: No, you should not include any information or material with your license application that you want to keep confidential.

Q: How long will the entire application process take?

A: Allow a minimum of six weeks for the review and response to your application.

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NRL PROSPECTIVE LICENSEE APPLICATION FORM

1. General information

Name of Business:	
ABN:	
Year Established:	
Street Address:	
Postal Address:	
Telephone Number:	Fax Number:
Name and Title of Principle contact:	
Website address:	
Previous name(s) and address(es) for this business and/or businesses operated by any principal of this company within the last 5 years:	



2. Company Information

Legal form of organization: (please tick)
<input type="checkbox"/> Corporation
<input type="checkbox"/> Partnership
<input type="checkbox"/> Limited partnership
<input type="checkbox"/> Sole proprietorship
<input type="checkbox"/> Trust
<input type="checkbox"/> Other (please specify) _____
List the name, address and telephone number of all owner and/or partners of Company below:

Company Financial Information

Note: Bank References and/or Credit References may be requested by the NRL during the licensing application process



3. Product Information

A. Please list the category for which an NRL license is sought:

Category:

B. Detailed description of products for which an NRL license is sought:

Product 1:
Estimated wholesale selling price (per unit):

Product 2:
Estimated wholesale selling price (per unit):

Product 3:
Estimated wholesale selling price (per unit):

Product 4:
Estimated wholesale selling price (per unit):

- If you would like to submit more than four products please submit these on a separate sheet.
- Along with your completed application form, please submit digital images and/or samples/prototypes of each proposed product.

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C. Does your company currently sell the type of product(s) it seeks to have licensed:

- YES
- NO

D. What other products are currently manufactured/sold by your company:

E. Trade/Brand names of the products currently manufactured/sold by your company:

F. Please detail any other licenses (particularly entertainment, sport and lifestyle brand licenses) held by your company;



4. Manufacturing information

Where does your company manufacture?

- DOMESTIC/LOCAL
- OFFSHORE
- COMBINATION OF LOCAL AND OFFSHORE

Please provide further details of the location of the manufacturer/s

Please describe your company's quality control program (including compliance with any third-party regulations or testing standards, including ISO standards)

5. SALES AND DISTRIBUTION INFORMATION

Does your company currently have distribution throughout Australia?

- YES
- NO

Does your company currently have distribution throughout New Zealand?

- YES
- NO

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Please provide details of your top retail accounts by category through which your Company currently distributes:

Mass market retailers:
Department stores:
Gift & Specialty:
Sports Stores:
Duty Free, Souvenir and Tourist:
Newsagents / Grocery & Route Trade:
Company Stores:
Online:
Other (please specify):



Does your company currently have its own sales team?

- YES
- NO - if NO, please provide details below of how and to whom you out-source your sales

Please provide details of sales agents/representatives/distributors;

6. TIMEFRAME INFORMATION

Please outline the timeframe for which you propose to produce, present, sell in and ship the products you intend to license;

Product Development and Manufacture Lead Time:
Product Presentation to Buyers:
Shipping and Delivery Timeline:
Primary Selling Season:



7. FORECAST SALES AND DISTRIBUTION

Please use the table on the following page as a template to present your forecasted sales for each proposed licensed product and to show through which distribution channels you intend to sell the products.



FORECAST SALES AND DISTRIBUTION TABLE

NRL PRODUCT RANGE (List All)	Distribution Channel	Year 1		Year 2		Year 3		TOTAL	
		Volume (Units)	Wholesale Value \$	Volume (Units)	Wholesale value \$	Volume (Units)	Wholesale Value \$	Volume (Units)	Wholesale Value \$
Product 1									
Product 2									
Product 3									
Product 4									

SUMMARY

PRODUCT SALES (2017 – 2019)	\$
Product A	
Product B	
Product C	
Total	
Royalty	

DISTRIBUTION	\$	%
Channel 1		
Channel 2		
Channel 3		
Channel 4		
TOTAL		100%

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1. MARKETING ADVERTISING AND DESIGN

Please provide details of publications in which your company currently advertises;

Please provide details of any marketing or promotional activity your company has completed or is currently undertaking;

Please provide details of the intended advertising, marketing and promotion your company would undertake for proposed NRL licensed products;

Does your company have its own graphic design team?

- YES
- NO - if NO, please provide details below of how your company currently completes graphic design requirements



5. OTHER INFORMATION

A. Have there been any voluntary or involuntary liquidation or administration of the companies listed in section 1?

- YES- If so attach a separate sheet providing all details including disposition.
- NO

B. Have any claims been filed against the companies listed in section 1 for trademark, copyright or patent infringements or for product liability?

- YES- If so attach a separate sheet providing all details including disposition.
- NO

C. Have any of the companies listed in section 1 been subject to proceedings by the trade practises commission or similar entity?

- YES- If so attach a separate sheet providing all details
- NO

6. SUPPLEMENTARY ITEMS

Please include the following items in your submission where appropriate;

- Most recent annual report or audited financial statement
- Sales catalog(s)
- Additional pages to supplement any answer above
- Any additional information you wish the NRL to consider
- Digital images and/or samples/prototypes of each proposed product.
*Please note we are unable to retain all samples received. If you wish to have your samples returned to you please indicate it in your submission and what arrangements will be made for their collection. The NRL will not return these samples to you due to the overwhelming number of proposals that are received. They may be stored indefinitely in a secure location or destroyed in due course.

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Please review your application to be sure that all questions have been answered. If an item does not apply please write "N/A".

Signature: _____

[physical signature required]

Date: _____

Name:

Company:

Title:

Return your completed License Application Form to:

Rugby League Central

Licensing Department

Locked Bag 5000

Paddington NSW 2021

licensing@nrl.com.au