

## **MEDIA RELEASE**

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### **THE STAR JOINS FORCES WITH THE BRISBANE BRONCOS**

**The Star Entertainment Group have entered into a new five-year partnership with the Brisbane Broncos.**

The Star, lead partner of the landmark Queen's Wharf development on Brisbane's iconic riverfront, will become a Premier Partner of the Broncos NRL team as well as an Official Partner of the club's NRLW team.

The long-term partnership will see The Star's logo feature prominently on the back of the Broncos NRL jersey as well as at all Broncos home games as official Match Day Partner from the 2023 season.

The Broncos will also promote Treasury Brisbane and the Queen's Wharf Brisbane precinct when it begins a staged opening.

In announcing the new partnership, CEO Dave Donaghy said: "It's fantastic to welcome The Star to the Brisbane Broncos family – they are the drivers of one of the biggest and most exciting developments in Brisbane's history and as Brisbane's NRL team, we're excited to be joining forces.

"We strive to be a world-class sporting organisation and the eyes of the world will be on Brisbane over the next decade, so to have The Star on board, as they deliver world-class facilities and entertainment for Brisbane during that time, is incredibly special.

"We look forward to working together as we launch an exciting new era."

Managing Director and Group CEO Robbie Cooke said The Star Entertainment Group is proud and excited to be backing the Broncos.

"The Broncos are more than a rugby league club, they're a Brisbane icon. They generate pride, excitement and enjoyment for people of all ages right across Queensland.

"With entertainment also at the heart of our business, it's a perfect fit to be joining forces with such a Brisbane powerhouse. We are really proud to be investing back into the Queensland Community."

The Broncos 2023 season home jersey will be unveiled this weekend.

**ENDS**