



Dear Valued Member of the National Rugby League and Touch Football Australia

We are writing to share the exciting news that the National Rugby League (NRL) and Touch Football Australia (TFA) have joined forces to create **'a place on the field for everyone'**.

At a major launch featuring some of the biggest names in both sports, we officially signed a Memorandum of Understanding to form a strategic alliance with the aim of creating **'Australia's largest sporting community'**.

There is significant strategic, cultural and operational alignment between both sporting bodies and the opportunities this alliance creates are significant. These include:

- Bringing together well over 1 million participants across the nation and an opportunity for all ages, abilities and genders playing our games every day of the week, all year round;
- TFA leveraging NRL profile, brand and distribution presence;
- NRL benefitting from TFA's scale and reach through an increase in female participation and broadening the participation ages from 5 – 70.
- Both parties will share in potential revenue growth opportunities and cost saving efficiencies through shared services and consolidated national resources
- It will also create a dual track pathway from grassroots to elite for both contact and non-contact forms of the games.

This is an important milestone for both sports and as we enter into this new phase of growth is something that all of us should be very proud of.

We will be working on the construct and implications of our new partnership in the coming months and can't wait to see you on the field soon.

For more information about the strategic alliance, please visit:

<http://www.nrl.com/nrl-and-touch-football-australia-partnership/tabid/10874/newsid/74000/default.aspx>

Yours sincerely,

A handwritten signature in black ink, appearing to read 'David Smith'.

David Smith
Chief Executive Officer
National Rugby League

A handwritten signature in black ink, appearing to read 'Colm Maguire'.

Colm Maguire
Chief Executive Officer
Touch Football Australia