



THE GLOBAL SPORTING EVENT OF 2013

Our Priorities



- Filling the stadia
- Match day experience
- New and emerging audiences
- Tangible legacy

Our Values



- **World Class**
- **Welcoming**
- **Passion**
- **Excitement/Entertainment**
- **Community**
- **Legacy**

Marketing Approach



- **Digital**
- **PR**
- **Advertising**
- **Community Initiatives**
- **Host & Partner Activation**

Community Initiatives



- **Trophy Tour**
- **Education**
- **Culture**
- **Grassroots Rugby League**
- **Day to Remember**

Key Messages



- *“We are the next international sporting event in the UK”*
- *“This is the pinnacle of the sport”*
- *“This is a chance to see the World’s best...in your backyard”*
- *“Tickets are good value for money”*
- *“We will leave a meaningful legacy”*
- **#BETHERE**