



Education activity — ‘Sponsoring the game’



This photograph shows a Queensland team player running onto the field at the start of a 1987 State of Origin match. The banner features the Winfield cigarette company, a previous sponsor of the National Rugby League.

Photograph courtesy Colin Whelan Action Photographics

Sponsorship of rugby league by companies producing what are regarded as unhealthy products has ceased. Here are some activities for your students that relate to the sponsorship of rugby league.

- Hold a debate on the topic: ‘Rugby league sponsorship can come from any company’.
- Have students research the evolution of corporate/company sponsorship in rugby league. Encourage them to look for any correlations regarding types of sponsors and particular periods in the game’s history, for example cigarette sponsorship and the 1970s–80s.
- Students can create a drama performance based upon the following scenario: a major pharmaceutical company wants to sponsor a team in the rugby league. Representatives of the company are to meet with representatives of the rugby league. The company representatives have to present a compelling case as to why they should be able to sponsor a team. The students may like to consider elements such as conflict, emotions, characterisations, staging, costume and props. If possible, videotape the performance and watch it later. Discuss the challenges in investigating this topic in this way.

A travelling exhibition developed and presented by the



Partner – Official exhibition of the Centenary of Rugby League

