

Making our Mark Together



Partners
since
2008

Inputs

- > Commitment to build a partnership
- > Engage staff in CQ values
- > Financial commitment
- > Event participation
- > Participation in CQ events
- > In-kind donations
- > Significant PR investment

Outputs

- > Appeal to Bulldogs members to contribute to CQ
- > Help fund our recreation programs
- > Game day, media and website exposure
- > Our values are an essential part of the Bulldogs culture
- > Participation in laughter yoga and learned optimism workshops

Outcomes

- > Exposure reinforces CQ brand
- > More kids can experience our fantastic recreation programs
- > CQ kids meet players at games and Bulldogs sponsored fun days
- > Around 700 CQ families attended a Bulldogs game during the past year
- > CQ values of happiness, optimism and resilience are spread throughout the Bulldogs community

CQ Impacts

- > Partnership provides CQ families with terrific sporting and recreational opportunities

Bulldogs Impacts

- > Relationship has significantly contributed to club turn around



With weekly 'inner sanctum' experiences CQ families have an opportunity to share a special moment guaranteed to put a smile on everyone's faces. Our partnership is truly special and ensures that learned optimism is spread far and wide.



Dirk Melton
General Manager -
Marketing & Commercial Operations

Camp Quality kids at a Bulldogs Charity Match.

