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It will cost \$12 million to \$15 million to get the Bears back into the NRL in 2013.

On top of NRL grants of more than \$4 million a year, the Central Coast Bears need to raise at least \$8 million through sponsorship, membership, ticket sales, stadium revenue and merchandising, according to a Bears investor document.

Bears chief executive Greg Florimo said the figures were nothing out of the ordinary. "And given the size of the Central Coast and the North Sydney area and the great opportunities we have, we believe this is an attainable goal," Florimo said.

The plan is for North Sydney and Central Coast to compete in the NSW Cup in 2011-2012 and for the amalgamated Central Coast Bears to compete in the NRL and Under-20 Toyota Cup from 2013.

The Central Coast Bears would have junior representative teams and the North Sydney Bears would remain in the NSW Cup.

The Bears say their catchment area, from North Sydney to Swansea at the north end of the Central Coast, is populated by more than a million people.

"The Central Coast is larger than the Wollongong statistical division, comprising Wollongong, Shellharbour and Kiama local government areas, and about the same size as Canberra," Florimo said.

To be admitted into the NRL the Bears need to prove the Central Coast is an established rugby league heartland with an existing and dedicated fan base and an established junior rugby league competition.

The Bears also need the support of TV networks and local councils, which they already have.

Florimo said the timing was now right.

"We have a population of over one million people, the third largest junior league in NSW, a purpose-built stadium in Gosford and the iconic North Sydney Oval. The Bears are ready to return at the highest level."