

## **Now you can join the big league with the Central Coast Bears!**

What an opportunity for the Central Coast and Sydney's North Shore to have a team in the National Rugby League competition!

It's a great honour for me to be part of creating a sustainable NRL vision for the region and laying the foundations of a winning attitude for future generations.

Our promise to you is that the Central Coast Bears will not settle for second best. We will build a franchise that is the envy of every NRL club. We will set ourselves the highest possible standards and never compromise in our attention to detail.

For me, the road to the NRL is about the thousands of fans who want a local team in the best rugby league competition in the world – and simply we can't do it without you.

Your support on this journey is much appreciated – and as we grow I want you to grow with us.

There are two very distinct parts to our bid for inclusion into the NRL. Before we get the green light from the NRL, our main focus will be continuing to develop our sustainable business package and community engagement programs.

To achieve these ambitions, we will maximise any existing branding established over the last 100 years and combine this with the support of the Central Coast.

Part of our program will also involve connecting with everyone who wants to see an NRL side on the Central Coast. For as little as \$20 you can play a huge part by becoming a member of the Central Coast Bears.

This will send a message that you want a team playing out of Bluetongue Stadium. Joining the bid is as easy as visiting our website [www.centralcoastbears.com.au](http://www.centralcoastbears.com.au)

After the licence has been granted through to our first game in 2013, our rugby league program will become a priority. As the Central Coast Bears' inaugural Head Coach, it is very important for me that you have the opportunity to be involved in this phase of our development.

Our plan is to ramp up community interaction in all aspects of the club, giving the public some ownership of the Central Coast Bears. Our community engagement programs will be world class.

Having lived on the Central Coast for the majority of my life I have a great respect for our love of rugby league.

It's important for me that you feel part of this club and there is a connection with our core values and the communities we represent. As the bid process gains momentum it's also important for me that our commitment to the Central Coast and North Shore gains momentum.

Our core value as a club "**Nothing without work**" will define our commitment in giving the Central Coast its very own team in the NRL. It's my dream that this attitude will represent what we stand for as a club in 2013.

We can be the best because we are prepared to work the hardest.

If you want to know more about the Central Coast Bears' bid please email me at [david@centralcoastbears.com.au](mailto:david@centralcoastbears.com.au)

Yours sincerely,



David Fairleigh

