

CHEER SQUAD DIRECTOR

THE SYDNEY ROOSTERS ARE
SEEKING A NEW CHEER SQUAD
DIRECTOR TO LEAD AND MANAGE
THE ROOSTERS GIRLS DURING NRL
AND NRLW GAME DAYS.





BACKGROUND

The Sydney Roosters, established in 1908, stand as one of the foundation clubs in the National Rugby League (NRL). The club boasts both NRL and NRLW teams, with home games played at the iconic Allianz Stadium in Sydney and polytec Stadium on the Central Coast.

CLUB PROFILE

The Sydney Roosters carry a rich legacy complemented by a contemporary and powerful brand. Our commitment to excellence extends beyond the playing field, and we continually seek innovative and engaging entertainment experiences to enhance the game day atmosphere for our passionate Members and fans.

SCOPE OF WORK

The Sydney Roosters are seeking a highly organised, reliable, and professional individual or organisation to **recruit, coordinate, and manage The Roosters Girls** for the 2026 NRL and NRLW seasons. The successful tenderer will deliver the following:

- Host and manage the cheer squad audition process in consultation with Sydney Roosters representatives.
- Select a squad to ensure the Sydney Roosters have a minimum of twelve (12) performers per match.
- Liaise regularly with the Sydney Roosters Sports Presentation team to understand choreography, themed rounds, and commercial activation requirements.
- Manage the squad's rehearsals, choreography, attendance, communication, and performer payments.
- Provide additional promotional staff (beyond the selected cheer squad) for Sydney Roosters events where required.
- Provide corporate host/hostesses (beyond the selected cheer squad) for Sydney Roosters events where required.

SCHEDULE OF EVENTS

The Roosters Girls will feature across up to 11 game days at Allianz Stadium and 3 game days at the Central Coast's polytec Stadium throughout both the NRL and NRLW seasons. The successful tenderer must demonstrate flexibility in adapting their proposal to suit both venues and audiences.

BUDGET

Applicants must submit a detailed budget outlining all costs associated with their proposal.

ENTERTAINMENT PROPOSAL

Submissions should clearly demonstrate alignment with the Sydney Roosters' contemporary brand. Creativity, innovation, and the ability to engage diverse audiences will be key evaluation criteria.

CONSISTENCY ACROSS GAME DAYS

The successful tenderer should ensure that The Roosters Girls deliver a consistent, high-quality performance across all game days, creating a cohesive and engaging experience for fans throughout the season.

For context, the 2025 Sydney Roosters sports presentation featured a dynamic mix of elements including pyrotechnics, flames, synchronised stadium lighting, vibrant cheer performances, high-energy hype packages, and a contemporary music soundtrack.

Proposals should outline how their proposed entertainment elements will uphold this level of quality and consistency across different venues and match days, helping to build a distinctive and memorable game day experience for Sydney Roosters Members and fans.

CLARIFICATION ON SCOPE

It is essential to note that this tender invitation is specifically for the provision of the management of The Roosters Girls for the 2026 season. It does not encompass the overall management of the game day event. The Sydney Roosters have a dedicated team of professionals responsible for overseeing the entire game day presentation, ensuring its seamless execution.

The successful tenderer will work collaboratively with our existing team, reporting to them and contributing to the overall game day experience through the proposed entertainment solution/s. This distinction is crucial for a clear understanding of the partnership structure and the collaborative nature of the engagement.

SUBMISSION DEADLINE

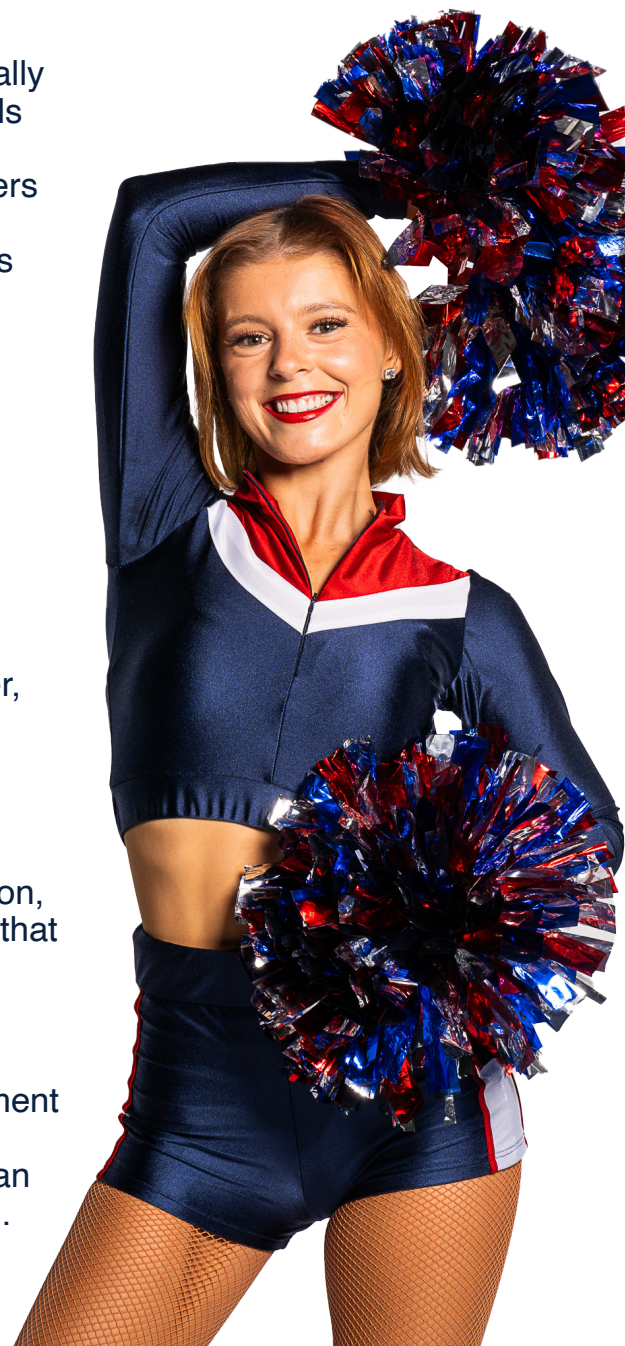
All submissions must be received by Friday 14 November, 2025. Late submissions will not be considered.

SUBMISSION INSTRUCTIONS

Please submit your proposals electronically to ryanc@sydneyroosters.com.au. Include all relevant documentation, such as a detailed budget, and any supporting materials that enhance your proposal.

EVALUATION PROCESS

Submissions will be evaluated based on creativity, alignment with the Sydney Roosters brand, audience engagement, and feasibility. Shortlisted candidates may be invited for an interview or presentation to further discuss their proposal.



CONTACT INFORMATION

For enquiries or additional information, please contact Ryan Chant electronically via ryanc@sydneyroosters.com.au.

We look forward to receiving your creative proposals and partnering with an exceptional entertainment provider to elevate the Sydney Roosters game day experience.

