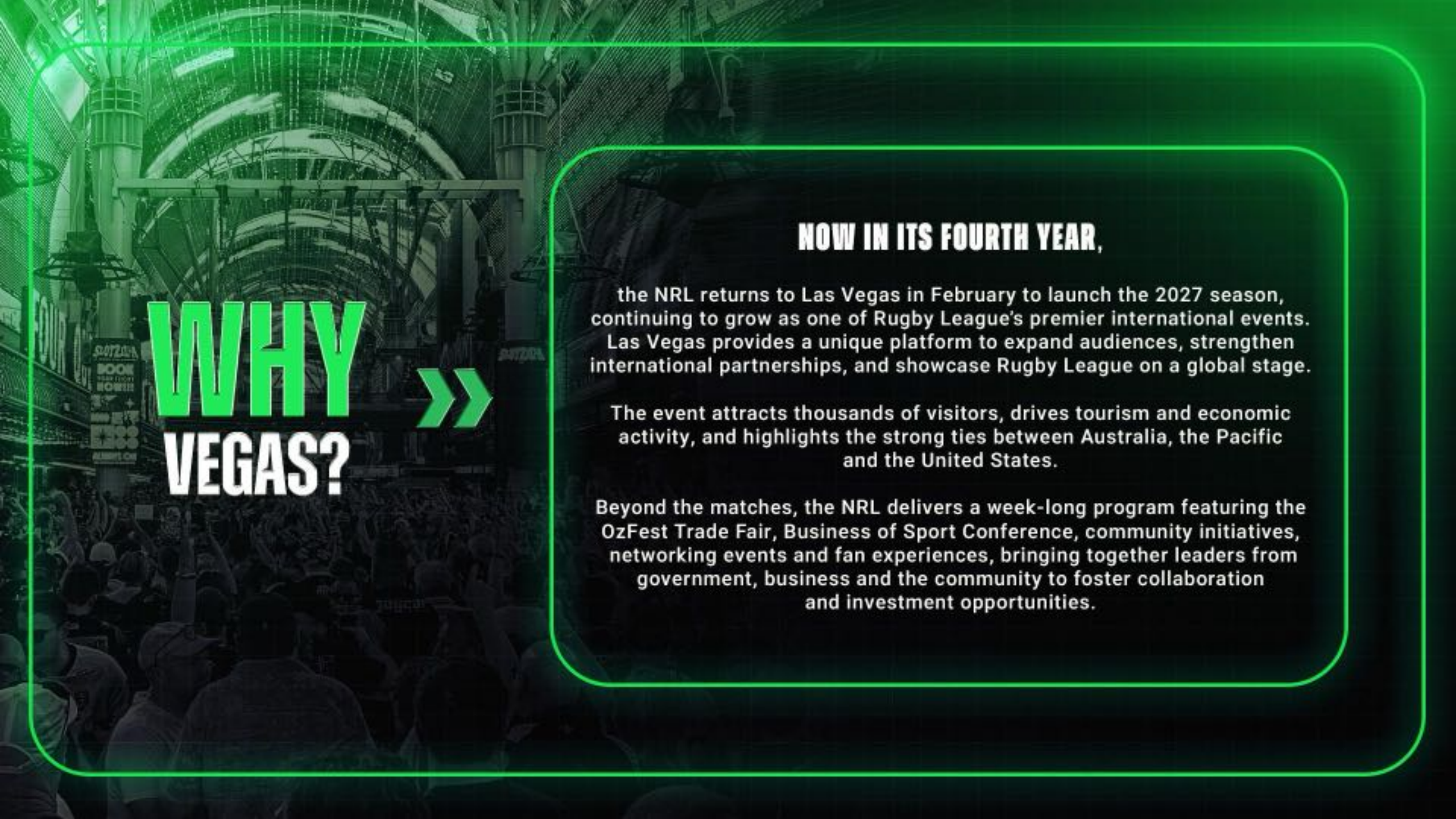
RUGBY LEAGUE LAS VEGAS

NRL OZFEST TRADE FAIR



WHY VEGAS?

NOW IN ITS FOURTH YEAR,

the NRL returns to Las Vegas in February to launch the 2027 season, continuing to grow as one of Rugby League's premier international events. Las Vegas provides a unique platform to expand audiences, strengthen international partnerships, and showcase Rugby League on a global stage.

The event attracts thousands of visitors, drives tourism and economic activity, and highlights the strong ties between Australia, the Pacific and the United States.

Beyond the matches, the NRL delivers a week-long program featuring the OzFest Trade Fair, Business of Sport Conference, community initiatives, networking events and fan experiences, bringing together leaders from government, business and the community to foster collaboration and investment opportunities.

2026 NRL VEGAS RESULTS



MATCH DAY PERFORMANCE

#1 STREAMED
DAY ON FOX AUS

45,719
ATTENDANCE

2.5M
AUSTRALIAN VIEWERSHIP

CAMPAIGN PERFORMANCE

10 MONTH
CAMPAIGN DURATION

12.3B
TOTAL REACH VEGAS

$615M
TOTAL PUBLICITY VALUE

94M
SOCIAL MEDIA VIEWS

$2.63M
MATCH DAY MEDIA VALUE

500K+
CAMPAIGN CLICKS

TRAVELLING AUDIENCE

21,000+
AUS & NZ

10,500+
UNITED KINGDOM

13,000
USA & REST OF THE WORLD

THE 2027 WEEK OF EVENTS



MON

EVENT WEEK LAUNCH
@ ALLEGIANT STADIUM



TUE

CROSS SPORTING-COLLAB
WITH CLUBS



WED

NRL OZFEST COMMENCES
FAN HUB & TEAM SIGNINGS



THU

FAN FEST @ FREEMONT STREET
VEGAS 9S DAY 1



FRI

BUISNESS OF SPORT CONFERENCE
VEGAS 9S DAY 2 I SCHOOL CLINICS



SAT

NRL LAS VEGAS MATCH DAY

NRL OZFEST TRADE FAIR

NRL OzFest Trade Fair returns to Las Vegas in 2027 following a successful 2026 launch, showcasing the best of Australian business during NRL Vegas week. As a two-day trade fair and conference, OzFest provides a gateway for Australian businesses to connect with opportunities, partners and customers in the United States market. The NRL is leading the way in America and taking Australian business with it.





2026 SNAPSHOT

27 EXHIBITORS
ACTIVATED

5,000 ATTENDEES
(AUS | UK | USA)

750K
TOTAL IMPRESSIONS

37 BRANDS
REPRESENTED

1 MILLION
VIEWERS REACHED
ACROSS THE UNITED STATES

MORE THAN 134+
GLOBAL MEDIA
NETWORKS

LAS VEGAS NOW

OZFEST AT RESORTS WORLD



LVN STUDIO



RESORTS WORLD



RUGBY LEAGUE LAS VEGAS 'OZFEST'
THE COMPLEX, RESORTS WORLD



RUGBY LEAGUE LAS VEGAS 'OZFEST'
THE COMPLEX, RESORTS WORLD

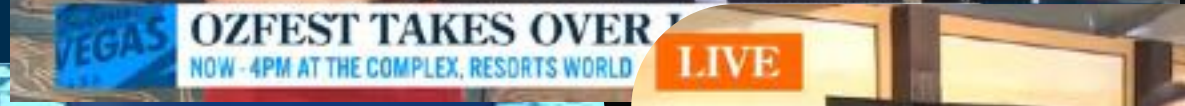


RUGBY LEAGUE LAS VEGAS OZFEST
THE COMPLEX, RESORTS WORLD


RUGBY LEAGUE LAS VEGAS
OZFEST
AUSTRALIA HITS VEGAS
FAN FEST
EVENT WEEK 25 - 28 FEB 2026


LIVE
RUGBY LEAGUE 26


LIVE
OZFEST TAKES OVER LAS VEGAS!
TILL 4 PM AT THE COMPLEX, RESORTS WORLD
MORE


OZFEST TAKES OVER
NOW - 4PM AT THE COMPLEX, RESORTS WORLD


RUGBY LEAGUE LAS VEGAS
OZFEST
MORE


LIVE
L5 K0
COMING UP!
OZFEST IN LAS VEGAS
MORE

OZFEST KEY MARKETS



2% OTHER INCLUDE: NZ, EU, CAN

Australia’s flagship cultural, sporting and economic engagement platform in the United States

2027 OZFEST

WEDNESDAY 24 AND THURSDAY 25 FEBRUARY

RESORTS WORLD

Connecting nations through sport, culture, trade and investment.

OZFEST 2027

— LAS VEGAS —

50 exhibitors!

STRATEGIC OBJECTIVES



1. POSITION

Position OzFest as the premier Australian business, culture and fan engagement platform during Rugby League Las Vegas week, showcasing Australia's innovation, brands and lifestyle to US and international audiences.



2. COMMERCIAL OUTCOMES

Drive commercial outcomes for Australian businesses and partners by expanding exhibitor participation, creating new networking opportunities and generating business and investment connections.



3. INTEGRATED FAN EXPERIENCE

Deliver an integrated fan experience by combining OzFest and the Fan Hub into a single destination featuring club activations, player appearances and immersive rugby league experiences.



4. STRENGTHEN INTERNATIONAL PROFILE

Strengthen the international profile of Australian businesses through increased media, exposure, supporter engagement, sampling.



5. SUPPORT LONG-TERM GROWTH & SUSTAINABILITY

Support the long-term growth and sustainability of Rugby League Las Vegas by creating a vibrant festival atmosphere that enhances visitor experience, increases attendance and delivers greater value for stakeholders.

EVENT PROGRAMMING

OzFest 2027 will deliver a three-layered experience designed to engage industry, rugby league stakeholders and fans.

INDUSTRY FOCUS

The **Industry** program will showcase Australia's strengths across tourism, food and wine, sports technology, health and apparel through business networking, exhibitions and trade engagement.

RUGBY LEAGUE FOCUS

The **Rugby League** program will feature player signings, meet-and-greets, Q&A sessions, NRL club activations and exclusive experiences that connect supporters with the game.

FAN FOCUS

The **Fan** program will create festival atmosphere through prize giveaways, immersive experiences, interactive activations and family-friendly entertainment, ensuring OzFest offers something for every audience while celebrating the best of Australia. a vibrant





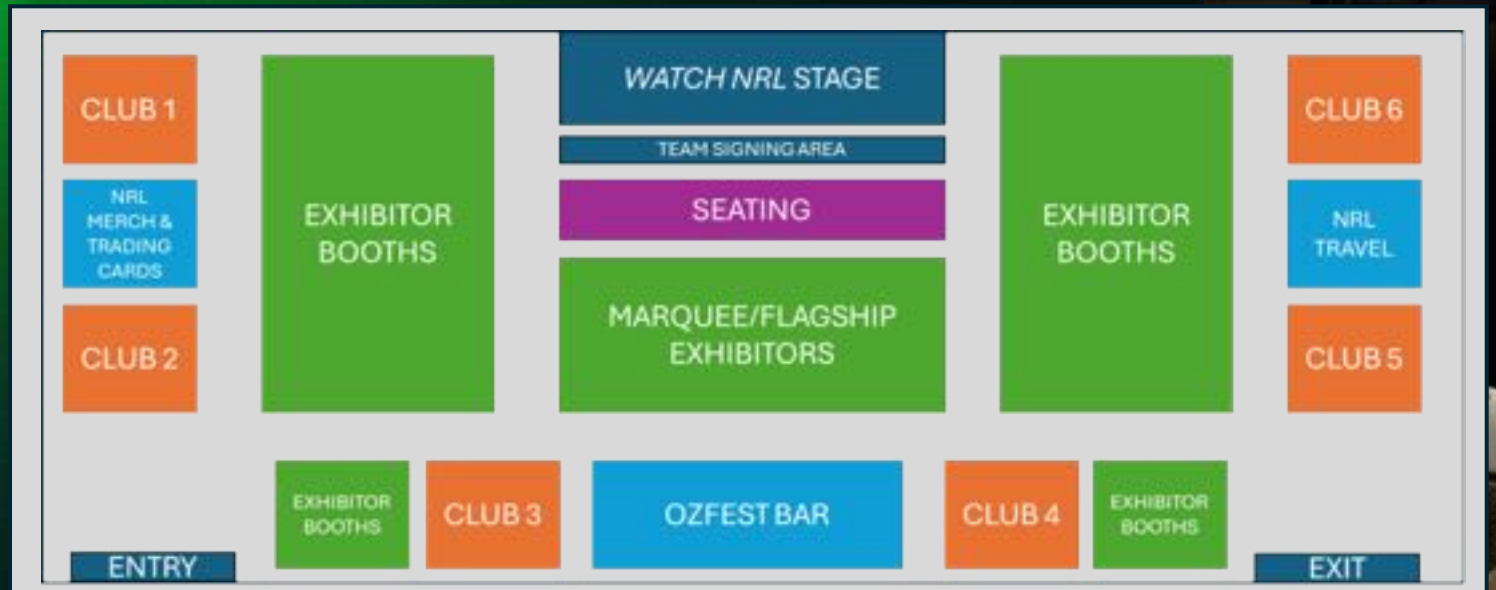








FLOORPLAN (DRAFT)











2027 VEGAS

5:30PM | SAT FEB 28 ALLEGIANT STADIUM

RUGBY LEAGUE
LAS VEGAS

