

FOR THE VOLUNTEERS WHO RUN COMMUNITY RUGBY LEAGUE CLUBS

The Fundraiser That **Runs Itself**

How the Corrimal Cougars made **\$1,035** from a single **State of Origin** night — *without selling a ticket on game day*. Get your club earning through the run home this season, and set up for a full season in 2027 — for about 30 minutes a week.

\$1,035

One Origin night · Corrimal
Cougars

Not a ticket sold
at the ground

Start now
set for 2027



01 LET'S GET ONE THING STRAIGHT

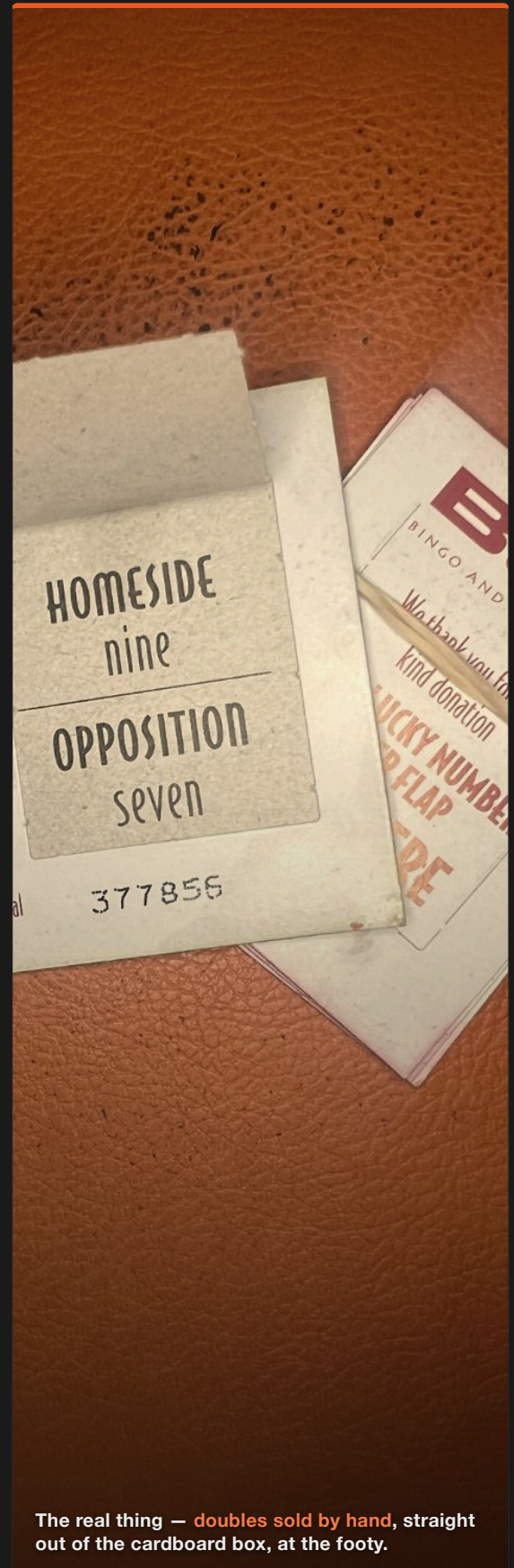
The old boy with the box of cardboard doubles is **sacred**. We're not here to replace him.

Every club's got one. The life member, or the players doing a lap of the crowd at a home game, selling the \$2 and \$5 doubles. It's part of the game. It's a ritual. Long may it continue — we wouldn't touch it.

But here's the honest bit. To run that cardboard box of doubles you need three things at once: the tickets, the person, and the game — all together, all at the ground. So it's really only your home games, and it's usually just the one box of tickets a match. Play away and you make nothing — nobody wants you selling your doubles at someone else's home game.

And every bit of that falls to people who are already giving up their weekends. Volunteers who turn up, who work hard, who do it because they care about the place and the people in it. If your club's short on hands or short on cash — and plenty are — the last thing any of you needs is one more job to chase.

So this isn't about doing the cardboard box better. It's perfect at what it does. This is about the bit it was never able to reach.



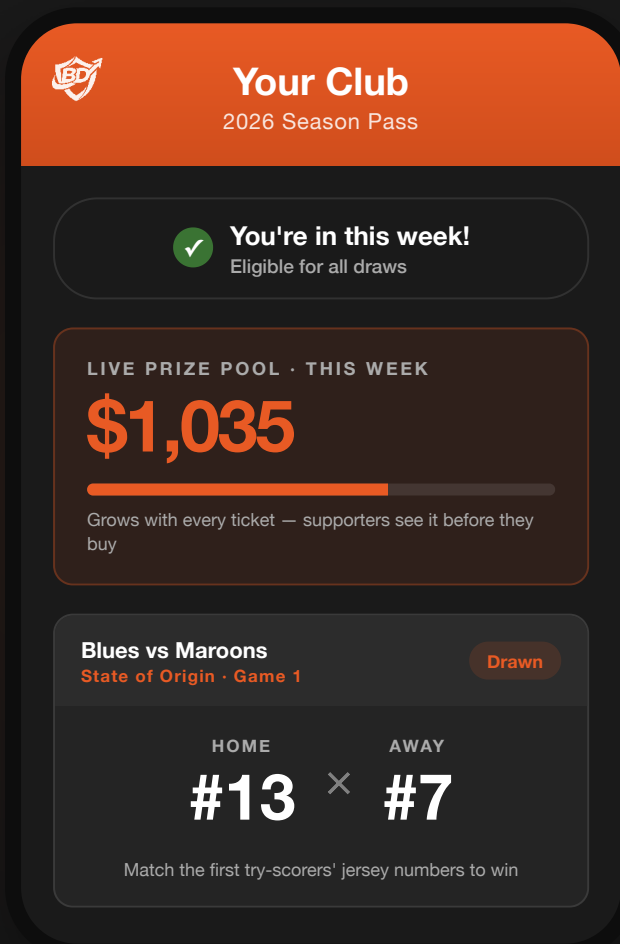
The real thing — **doubles sold by hand**, straight out of the cardboard box, at the footy.

02 A DIFFERENT WAY TO RUN THE GAME YOU ALREADY KNOW

Take the doubles your club already loves. Wrap it in a season pass. **Let it run itself.**

Here's the idea. The same doubles game your supporters already know — but online, wrapped in a **27-week season pass** that covers the whole NRL home-and-away season, all three State of Origin games, and the Grand Final.

Your supporters sign up once. Every week their tickets are issued automatically and the draw runs on its own. No cardboard box to lug around, no cash, no chasing anyone for money. And because it's online, the people who've moved away, who can't get to games, who live interstate — they can finally chip in too. It even earns on your away weekends, when the cardboard box brings in nothing.



- **Subscribe once.** Tickets issue themselves every week, all season.
- **No cardboard box, no cash, no chasing.** The draw runs on its own.
- **Earns on away weekends too** — when the cardboard box earns nothing.

Starting mid-season? **That's exactly the right time.**

It's built as a 27-week season pass — but you can start whenever you like. Jump in now and your club earns through the run home, with late-join pricing based on the games left to play. You'll see how simple it is, make some money before the season's out, and be set up and ready to fill all **169 spots** for a full 2027.

03 "BUT WON'T WE END UP OUT OF POCKET?"

No. By design, your club is never out of pocket. Not once.

This is the part most people don't realise is even possible. Every draw runs on a **dynamic prize pool**: the winnings are only ever **50%** of the tickets actually sold (you can set that — 50% is the standard). Your supporters see the live prize pool *before* they buy, and it grows with every ticket. You only ever give away half of what comes in. The club keeps the rest.

Every game has **169 ticket positions**. Any position your supporters haven't taken is a **club ticket** — held by the club itself. And here's the part people love: **if the winning combination lands on a club ticket, there's no outside winner to pay. The club keeps the winners' half too.**

WORKED EXAMPLE

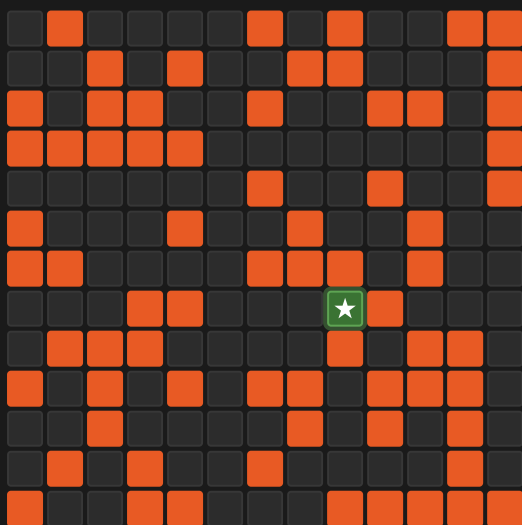
What that looked like for the Corrimal Cougars — State of Origin, Game 1

- 1 **69 supporters** subscribed at \$15 → a **\$1,035** prize pool
- 2 Standard **50/50 split**: \$517.50 to the club, \$517.50 to the winner
- 3 The winning combination landed on **position 100** — a **club ticket**
- ★ No outside winner to pay. **Corrimal kept the full \$1,035** from one night.

\$1,035

kept by the club from a single Origin night

Zero raised at the ground · zero risk · paid out that Friday



169 POSITIONS, EVERY GAME

- **~69 supporter tickets**
Taken by your supporters — the live prize pool.
- **The rest are club tickets**
Held by the club, free of charge.
- ★ **Position 100 — the winner**
Landed on a club ticket, so the club kept the lot.

04 "WE'VE BARELY GOT THE VOLUNTEERS TO RUN THE CLUB"

I know. So here's exactly what we ask of you — and everything we take off your plate.

I'll be straight with you, because I've sat in those committee meetings myself: yes, this is technically one more thing, and I'm not going to pretend it isn't. But it was built by someone who's lived that exact chaos, and every decision in it came back to one question — *how do we take work off the committee instead of piling more on?*

YOUR CLUB What we need from you

- ✓ One onboarding call (before the season, or whenever suits you)
- ✓ Your list of supporters — players, members, sponsors, old boys, parents (anyone you've got permission to contact)
- ✓ Permission to connect your club's socials so we can run the advertising

EACH WEEK What you do

About **30 minutes** to pay that week's winners. A report lands in your inbox **every Monday** with exactly who to pay and how to reach them. A few calls for bank details, a couple of transfers, and you're done. The money's already in your account — **we pay your club out every Friday.**



That's me, **behind the bar.** I've done the early starts and the late nights too — same as you.

EVERYTHING ELSE, WE HANDLE. That's the whole point.

05 "WE CAN'T SELL ENOUGH — AND THE SEASON'S ALREADY STARTED"

This is exactly the problem the season pass solves.

The hardest part of running doubles online always used to be selling it — every game, every week, on top of everything else you're already doing. The season pass takes that off you. Your supporters sign up once, and it runs the rest of the season on its own.

And I'm not going to hand it over and leave you to flog it on your club Facebook page. We do the advertising for you, end to end — we make the posts, run the ads, and cover the spend. We load in your supporter list and run an automated email and text campaign to bring people in. You stay in control of your socials the whole time — edit anything, remove anything, or disconnect us whenever you like.



Facebook & Insta
Posts + paid ads



Email campaign
To your list



Text message
Automated

We load your supporter list, then run it across every channel — **you stay in control the entire time.**

Late joiners are priced automatically on the games left to play — so a club that starts in **Round 10** still works.

06 "HANG ON — IS THIS EVEN ALLOWED?"

Yes — and it's built from the ground up to stay on the right side of the line.

Fair question, and an important one — you're responsible to your members, and you should be asking it. Running doubles sits under community gaming rules, and we've built the whole platform around them. The thresholds that keep this in **permit-free territory** — ticket prices and prize-pool limits — are **locked into the app and can't be exceeded.** The system simply won't let a club step outside that space.

The technology's been examined by the **Office of Liquor and Gaming Regulation (OLGR)**, who advised in writing that the way our system allocates ticket numbers **does not require gaming-equipment approval** under the *Charitable and Non-Profit Gaming Act 1999*.

Your club takes part as an **eligible entity**, and we confirm that with you on the onboarding call — we check your **ABN** and **state registration** and make sure you're a community rugby league club. We're not signing up just anyone. (And the states where this style of platform isn't permitted — Western Australia and Victoria — are blocked automatically, at both sign-up and ticket purchase.)



Ticket price
LOCKED IN-APP



Prize-pool limits
LOCKED IN-APP



WA & VIC
AUTO-BLOCKED

AND ON COST Zero upfront cost. No setup fee. No lock-in contract. No risk to club funds — categorically.



07 THE NUMBERS, PLAIN

\$10
/ WEEK

goes into the prize pool, across the full **27-week** season.

\$270
/ SEASON

That's **\$204** across the 204 home-and-away games, **\$45** across the three State of Origin games (\$15 each), and **\$21** for the Grand Final.

\$11.57
/ WEEK

What a subscriber joining before Round 1 pays; the extra covers the platform fee and card processing. **The full \$10 goes to your club's pool.**

169
SUBSCRIBERS

Up to this many per club. Winners paid from the pool; **your club paid out every Friday.**

\$12–16k
PROJECTED

Corrimal's result: roughly 70 subscribers, tracking to a projected **\$12,000–\$16,000** across the season.

That's a full season — **start now** and you're earning on the run home while you build toward a number like this in 2027.

WHERE THE \$270 SEASON POOL GOES



■ \$204 home & away ■ \$45 Origin ×3 ■ \$21 Grand Final

EVERY DRAW — THE STANDARD SPLIT



■ Club keeps half — plus any club-ticket wins

08 WHY THIS EXISTS

Built by someone who's stood exactly where you're standing.

This started with a life member at the **Oakey Bears** — an old boy who ran the doubles off a cardboard box for about 20 weeks a season. Meticulous. Date-stamped every ticket, kept his ledger by hand, and raised six to eight grand a year for the playing group. I'd watch him do it, and the same thought kept coming back: *surely there's an easier way.*

So I built one. We've been at it for about twelve months now, and we ran the first draws at Oakey — the club I was president of — back around August 2025, before we ever offered it to anyone else.

Here's what I actually believe, after years in it: the people who run community clubs are the ones holding their towns together. You volunteer, you work hard, you do it so other people get something better. And I reckon when a club has more money, it has more options — and when it has more options, it can make better decisions, run better programmes, and impact more people. So that's what this is really about — **backing the people who back their communities.** I want this to be the easiest money your club makes all year, without adding one more thing to a committee that's already got plenty on.

Jason Shannon

Jason Shannon

Founder, BuyDoubles · Former club president, Oakey Bears



A banded bundle — exactly how the old boy sold them, straight out of the cardboard box.

THE NEXT STEP

Got questions? Let's answer them. **No pitch.**

Book a **free 15-minute Q&A call**. That's exactly what it is — your questions, answered, so your committee can decide with everything in front of you. No obligation, no sales pitch, no pressure. And if it's not for you, no hard feelings at all.

[Book my 15-minute Q&A →](#)

You stay in full control the whole way — and you can walk away at any time.



Jason Shannon

FOUNDER, BUYDOUBLES

0412 089 020

jason@buydoubles.com.au

buydoubles.com.au