



BITTER BLACKZONE

Broncos SECRET Weapon

They're loud, they're loyal and they are colourful. In fact it is impossible to attend an Ergon Energy Broncos game at Suncorp Stadium and not be aware of the XXXX Bitter Black Zone.

First created in 2005 by corporate partner XXXX BITTER in support of their sponsorship of the Broncos, the 400-strong XXXX BITTER Black Zone forms an ominous black block at the northern end of Suncorp Stadium at every Broncos home game. And they have become a powerful ally for the Broncos in the past two seasons.

Armed with boom sticks, song sheets and a vocal capacity to rival some of the world's best cheer squads, the Black Zone has become the place to be for any mad-keen Broncos fan. It's the place to be seen, and to let off steam.

"I just love it. I've been a part of the Black Zone from the beginning and I wouldn't want to be seated anywhere else at Suncorp," said Brad Rose, XXXX BITTER Black Zone ambassador.

Based on his form in 2005, Brad was asked to officially join the Black Zone in 2006 as an ambassador, leading his Black Zone colleagues 'in song' at every home game with fellow ambassador Steve Boyle.

"We stand up there and get the Black Zone pumping. We've got quite a few songs up our sleeve and we're always looking to put some new stuff out there to get the Suncorp crowd going," said Brad.

To recruit the XXXX BITTER Black Zone members for Season 2006, an expansive promotion was conducted by XXXX BITTER asking fans to explain how they would make the Black Zone the ultimate Broncos cheer squad. Initially 100 Black Zoners were selected from the application process, and then they were extended the opportunity to invite three of their mates to join them.

The prize also included attendance at the official Black Zone pre-season training session with the Broncos, a 'Black Zoners' team barbecue and refreshments, plus XXXX BITTER shirts and caps. Each prize package is valued at just on \$2,000.

"At the final training session before the first game, XXXX BITTER built a special grandstand out at Red Hill to enable us to have a great vantage point to watch the players hone their skills under Wayne Bennett," said Brad.

"As well, it afforded us the opportunity to give Broncos players a taste of how much support we were able to give them throughout the season ahead. And afterwards we also got the opportunity to train with some of the players and test our skills on the field.

"The atmosphere was electric that morning, and it was made even better by the fact that we had a chance to chat to the team after their training session."

Because the competition for places in the Black Zone was so successful, the Broncos decided to create a Black Zone membership, and these members also sit with their fellow Black Zoners directly behind the goalposts at the northern end of Suncorp Stadium. And according to Broncos fullback Karmichael Hunt, they are a massive support for the team.

"Obviously as fullback, I am down one end of the field on my own for half the game, so I get to hear them fairly clearly. They are a lot of fun and a lot of help too," he said.

"All the teams love coming to Suncorp Stadium because the facilities are so sensational, so in that respect the Broncos don't really have that 'home ground' advantage. But the Black Zoners certainly give us a boost.

"Hopefully their enthusiasm can rub off on our other supporters and they too can become vocal."



THE GREAT AUSTRALIAN TASTE

Score 28

FOUR'N TWENTY Hungry?

TRIES

A. Tongue 1
 J. Croker 1
 A. Mogg 2
 C. Schifcofske 1

↑ XXXX Bitter Black Zoners in training at Fulcher Road, Red Hill, and in full voice at Suncorp Stadium ↓



BRONCO