

## Netball Victoria & VNL - Sponsorship Resource

All figures are a guide and should be negotiated within your club with the relevant partner.

Asset	Category Detail					
Level	Major Partner	Gold	Silver	Bronze	Player Supporter	Service Provider
Min. Period	Two years	Two years	Two years	One year	One year	One year
Cash Contribution and/or In-Kind Contribution	Cash Component: \$20,000 + (ex GST) per annum	Cash Component: \$10,000 - \$20,000 (ex GST) per annum	Cash Component: \$5,000 - \$10,000 (ex GST) per annum	Cash Component: \$2,500 - \$3,000 (ex GST) per annum	\$250-\$500 (ex GST) per annum	Nil
	Goods and/or Services in kind to the value of a minimum \$20,000 per annum	Goods and/or Services in kind to the value of a minimum \$10,000 per annum	Goods and/or Services in kind to the value of a minimum \$5000 per annum	Goods and/or Services in kind to the value of a minimum \$2000 per annum	Nil	Goods and/or Services in kind to the value of a minimum \$1000 per annum
Conditions	All sponsorship inclusions incurred by the club	All sponsorship leveraging/activations costs including but not limited to signage production, logo & brand development are to be incurred by the company	All sponsorship leveraging/activations costs including but not limited to signage production, logo & brand development are to be incurred by the company	All sponsorship leveraging/activations costs including but not limited to signage production, logo & brand development are to be incurred by the company	Sponsorship covers the entirety of the player's club fees	All sponsorship leveraging/activations costs including but not limited to signage production, logo & brand development are to be incurred by the company
Designation	Recognition on all advertising material and collateral as the major partner & exclusive naming rights partner	Recognition on all advertising material and collateral as a Gold Partner	Recognition on all advertising material and collateral as a Silver Partner	Recognition on all advertising material and collateral as a Bronze Partner	Recognition on all advertising material and collateral as a Player Supporter	Recognition on all advertising material and collateral as a Club Service Provider
Company Logo	Displayed on all components of player uniform and kit	Displayed on the player warm up and training top	Displayed on the player warm up and training top	-	-	-
Home Games – Signage/marketing	Logo on A frame sign in front of team bench at VNL games (SNC & home venue). Home game title sponsor. Company signage displayed at home game.	Logo on A frame sign in front of team bench at VNL games (SNC & home venue). Logo on advertisement for home game. Company signage displayed at home game.	Logo on A frame sign in front of team bench at VNL games (SNC & home venue). Logo on advertisement for home game. Company signage displayed at home game.	Company signage displayed at home game	Company signage displayed at home game	Company signage displayed at home game

<b>Home Games – Activations/General</b>	Right to have company marketing materials dispersed to all competitors and spectators attending home games MC announcements to include company message 6 x general admission tickets to each home game	Right to have company marketing materials dispersed to all competitors and spectators attending home games MC announcements to include company message 4 x general admission tickets to each home game	Right to have Partner marketing materials dispersed to all competitors and spectators attending home games MC announcements to include company message 2 x general admission tickets to each home game	2 x general admission tickets to each home game	2 x general admission tickets to each home game	2 x general admission tickets to each home game
<b>Communication – Website/Media Releases</b>	Display of company logo on the home page and sponsors page of the Club website Company logo included in all media releases	Display of company logo on the home page and sponsors page of the Club website Company logo included in all media releases	Display of company logo on the home page and sponsors page of the Club website Company logo included in all media releases	Display of company logo on the sponsors' page of the club website Company logo included in all media releases	Display of company logo on the sponsors' page of the club website	Display of company logo on the sponsors' page of the club website
<b>Communication – Live streaming</b>	6 x featured TVC's on live stream matches on the Netball Victoria Facebook page. Included on sponsor hierarchy.	3 x featured TVC's on live stream matches on the Netball Victoria Facebook page. Included on sponsor hierarchy.	3 x featured TVC's on live stream matches on the Netball Victoria Facebook page. Included on sponsor hierarchy.	Included on sponsor hierarchy.	-	Included on sponsor hierarchy.
<b>Social Media</b>	Logo representation on all social media posts through Facebook, Instagram, Team app. 2 x Company post on social media.	Logo representation on 10 social media posts through Facebook, Instagram, Team app. 1 x Company post on social media.	Logo representation on 6 social media posts through Facebook, Instagram, Team app. 1 x Company post on social media.	Logo representation on 3 social media posts through Facebook, Instagram, Team app.	-	-
<b>Access to Players</b>	3 x Club player ambassadors Access to club athletes for content and PR.	2 x Club player ambassadors Access to club athletes for content and PR.	1 x Club player ambassadors Access to club athletes for content and PR.	-	-	-
<b>Awards</b>	Naming rights when presenting awards.	-	-	-	-	-
<b>Experiences</b>	8 x invitations to the club annual presentation dinner.	6 x invitations to the club annual presentation dinner.	4 x invitations to the club annual presentation dinner.	2 x invitations to the club annual presentation dinner.	-	-

<p><b>Other Assets/Opportunities</b></p>	<p><b>Other Assets</b></p> <ul style="list-style-type: none"> <li>• Signage at training venue</li> <li>• Hydration station</li> <li>• Bench/chair covers</li> <li>• Goal post padding branding (at home games)</li> <li>• Coaches uniform</li> <li>• Livestreaming banner (for home games when Livestreamed)</li> <li>• Weekly highlights package</li> <li>• Weekly score updates on social media</li> <li>• LED screens</li> </ul> <p><b>Other Opportunities</b></p> <ul style="list-style-type: none"> <li>• isponsor app - <a href="https://isponsorapp.com/">https://isponsorapp.com/</a> (raises money for your club over the course of the year, deposited monthly).</li> </ul>					
<p><b>Examples</b></p>	<p>Major Partner</p> <p>Netball Association Large Corporation University Football Club</p>	<p>Gold Partner</p> <p>Car Dealer Food Company Netball Association</p>	<p>Silver Partner</p> <p>Medical Supplier Uniform Supplier Gym</p>	<p>Bronze Partner</p> <p>Local Businesses Eating establishments Physio</p>	<p>Player Supporter</p> <p>Family Businesses Local Café Local Beauty Salons Local Radio</p>	<p>Service Provider</p> <p>Gym Uniform Supplier Physio S&amp;C services</p>
<p><b>Other Considerations</b></p>	<p>Multi-Year Partnerships:</p> <ul style="list-style-type: none"> <li>• Clubs should include a CPI increase in the consecutive years.</li> <li>• For example, \$10,000 plus GST in year one with a CPI increase in year two.</li> </ul> <p>Each Partnership is Unique:</p> <ul style="list-style-type: none"> <li>• Ensure the values of the partner align with those of your club.</li> <li>• Understand what the partner is looking to achieve and what recognition they are after.</li> <li>• Keep in mind what benefit the partner is to your club.</li> <li>• If they can offer contra only, how does that benefit your club/athletes?</li> <li>• Don't under sell your clubs value.</li> </ul> <p>Cash vs Contra:</p> <ul style="list-style-type: none"> <li>• Clubs are encouraged to seek cash vs contra where applicable.</li> <li>• If the partner is offering both, seek greater value in cash vs contra.</li> <li>• Ensure any contra adds value ie. uniforms, gym membership, physio services and court hire.</li> </ul>					
<p><b>Key Statistics</b></p>	<p>VNL Livestream</p> <ul style="list-style-type: none"> <li>• 100+ games livestreamed in the 2022 VNL season</li> <li>• 12,000+ views per round (including finals)</li> </ul> <p>VNL Social Media Engagement via NV Channels as at 31 July</p> <ul style="list-style-type: none"> <li>• Instagram – approx. 207,000 (av. 5,500 per post)</li> </ul>					

	<ul style="list-style-type: none"> <li>• Facebook – approx. 300,000 (av. 7,675 per post)</li> <li>• Twitter - approx. 104,000</li> </ul> <p>Media Articles</p> <ul style="list-style-type: none"> <li>• 317 (93% external sources)</li> </ul> <p>Include Club Social Media Engagement:</p> <ul style="list-style-type: none"> <li>• Instagram</li> <li>• Facebook</li> <li>• Twitter</li> </ul> <p>Include Home Game Attendance</p>
<b>Further Support</b>	<p>Janelle Jorgensen  Partnerships Specialist, Netball Victoria  <a href="mailto:janelle.jorgensen@netballvic.com.au">janelle.jorgensen@netballvic.com.au</a></p>