

MARKETING



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Ref No.

Marketing introduction

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Media & Public Relations

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In 2014 The Marketing and Communications team aims to:

1. Continue to raise the awareness of the sport of Netball
2. Promote Netball and increase participation state-wide
3. Provide regular communication across all platforms
4. Continue to grow sponsorship relationships and develop new partnerships
5. Work with key stakeholders to develop beneficial partnerships

Working With The Associations

The Marketing and Communications team is available to work with the Associations in order to achieve common goals.

- **Sponsorship** – Identify common and relevant sponsorship benefits and assist with feedback and support during the sponsorship process. We have supplied sponsorship templates to use to assist in preparing sponsorships reports and documentations – see the ‘Sponsorship’ section for more details.
- **Media Coverage And Public Relations** – Create news worthy angles to pitch to local journalists to increase your Association’s coverage in local media. Associations often have excellent media contacts in their local area. Netball Queensland has supplied media release templates, a list of tips on how to write media releases, how to increase the chances of getting your story run and how to keep the local media in the loop of news worthy stories. Refer to the ‘Media Release’ and ‘Public Relations’ sections for more details.
- **Sign-On** – The start of the netball season is important in terms of ensuring a successful year of netball. Sign-on is a great time to re-introduce netball into the wider community (to get new sponsors on board and to generate more media) and also recruit a new group of netballers. It’s also important to reconnect with the previous year’s netball players, coaches, managers, technical officials and volunteers so that you retain a large percentage of your base. Netball Queensland provides assistance through the provision of promotional items and collateral to assist with your local campaign.
- **Marketing And Communications** – We are also able to help with website, e-newsletter and social media recommendations and provide best practice information on advertising, marketing and communications.

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Public Relations

Effective Public Relations (PR) is essential in profiling and raising the awareness levels of netball in your local area. PR is generally free and involves coverage in the media as well as engagement with key stakeholders.

Elements of a PR campaign include writing **media releases**, **fact sheets** and **media kits**, compiling up to date **media lists**, newsletter and print production, crisis management, Community Service Announcements (CSAs), **photo opportunities** and media liaison and relationship building.

Associations usually have a good relationship with their **local media**. These personalised contacts are a great resource for increasing the profile of the Association and an access for sponsorship acknowledgement. Once the relationship has been developed, journalists will often call you for results of games and local news stories.

For an Association to take full advantage of the media, marketing and promotional opportunities available to it, it is a good idea to **nominate a person involved with your Association** to take on the role of the key PR contact. This person can speak with the local media as well as work with the Netball Queensland Media Officer to assist with potential human interest angles or special events as well as build relationships with local media outlets.

It's important that this PR or Media person is easy to contact for all club and Association stakeholders so that there is a way to get timely messages to the media.

Netball Queensland's Media Officer will continue to work with the local media to obtain stories where they can. However as the Association is 'on the ground', often they have much closer working relationships. To assist you in developing media interest a Media Template is attached that outlines how to write a press or media release.

What Makes A Story Newsworthy?

News can be defined as "*Newsworthy information about recent events or happenings, especially as reported by news media*". But what makes news newsworthy?

There is a list of five factors, detailed below, which you should consider when deciding if a story is newsworthy. When a journalist or editor needs to decide whether to run with a particular story, they will ask how well the story meets each of these criteria and the interests of their readers. Normally, a story should perform well in at least two areas.

Naturally, competition plays a part. If there are a lot of newsworthy stories on a particular day then some stories will be dropped. Although some stories can be delayed until a new slot becomes available, time-sensitive news will often be dropped permanently.

1. Timing

The word *news* means exactly that - things which are *new*. Topics which are current are good news. Consumers are used to receiving the latest updates and there is so much news about that old news is quickly discarded. A story with only average interest needs to be told quickly if it is to be told at all. If it happened today, it's news. If the same thing happened last week, it's no longer interesting.

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From a netball perspective, timing would be key for announcing teams and announcing new sponsors or individual players who have made a Mission Queensland State Netball League team etc.

2. Significance

The number of people affected by the story is important. A regional netball carnival in which hundreds of people are involved is more significant than a club trial day.

3. Proximity

Stories which happen near to us have more significance, hence why it is so important that each Association and Region leads on local news stories with the media. The closer the story to home, the more newsworthy it is. For someone living in Bundaberg, a local girl added to the Firebirds team is a great story as opposed to a new player from outside of Australia. Note that proximity doesn't have to mean geographical distance. Stories from areas with which we have a particular bond or similarity have the same effect.

4. Prominence

People with a high profile receive more media coverage just because they are easily recognised. In netball, it is important that you position your news from a well recognised netball personality i.e. the Regional or Association President or Captain of the Queensland Champions Cup team etc. It's critical to build the profile of the sport over time and this can be assisted by identifying good communicators who represent the sport and your Association well.

5. Human Interest

Human interest stories are a bit of a special case. They often disregard the main rules of newsworthiness; for example, they don't date as quickly, they need not affect a large number of people, and it may not matter where in the world the story takes place.

Human interest stories appeal to emotion. They aim to evoke responses such as amusement or sadness. Television news programs often place a humorous or quirky story at the end of the show to finish on a feel-good note. Newspapers often have a dedicated area for off-beat or interesting items.

In netball, we've had a number of interesting stories covered, from Mission Queensland Firebird player's pre-game routine i.e. a small superstition or warm-up ritual to twin sisters injuring the same limb within 1 week of each other. Think outside the square – and consider that if you find it interesting, that maybe the media and their readers will as well.

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MEDIA RELEASE TEMPLATE

Insert Association
logo here

'For immediate release' or 'Embargoed until - -/- -/2014' (to appear here aligned left)

Media Release

Date xx/xx/2014

Media release title here

Introductory paragraph (the key details on who, what, why, where, when)

Second paragraph (more detail on the introductory paragraph)

Additional paragraphs ...

Additional paragraphs

Additional paragraphs

-ENDS-

For further information contact:

(It's recommended to name at least two contacts)

Name:

Title:

Association:

Phone:

Mobile:

Email:

Website:

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INSERT DATE

PLAY netball with INSERT ASSOCIATION NAME

STAY fit and healthy while having some fun in 2014 and sign up to your local netball Association over the next INSERT TIME FRAME.

Netball sign on days will be held at INSERT NETBALL ASSOCIATION at selected dates during INSERT MONTHS or INSERT SPECIFIC DAYS.

For more information and dates for all other associations in the INSERT NAME OF REGION go to qld.netball.com.au

Mission Queensland Firebirds coach Roselee Jencke is encouraging people of all ages and skill levels to get involved in netball in 2014.

“Whether you want to play for fun or aspire to become a Mission Queensland Firebird there is something for everybody when joining your local Netball team,” Roselee said.

In 2014 Netball Queensland is calling for young aspiring netballers to have some fun while staying fit and healthy at the same time.

It is estimated that there are 1.2 million people in Australia who play Netball, making it one of the most popular sports in the country.

For more information about local netball contact:

ASSOCIATION:

PHONE/MOBILE/EMAIL

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Media Release Photos Tips

- Make sure the sponsors logos and relevant signage are visible
- Make sure people are looking at the camera
- Make sure the photos are high resolution
- Make sure shots are close up or mid-range shots
- Provide a caption for the photo.

Tips To Writing A Press Release

- Make sentences simple, short and sharp (no more than 25 words for the first paragraph)
- The first paragraph should contain the most important and relevant information including the five Ws (who, what, when, why and where) and it should make people want to read on
- Try to keep the release to one page if you can
- Create an angle for the story you think will be **relevant** to the media and the public
- Point out why the story is of interest to their readers or viewers (see 'Newsworthy' information above for more details)
- Send the release to the most relevant media outlets in your area. Include all local media that cover the area where the story has come from. Community radio and publications are also a good way to reach the local audience. If you have a story which you believe would be of interest to the Courier Mail or Sunday Mail, please contact the Netball Queensland Media Officer for guidance.
- It helps to call the publication and find out the name of the journalist or editor in charge and email it directly to them
- Follow-up with journalists i.e. telephone call to discuss the potential story and if they are interested, follow-up with an email and attach the press release
- When possible, send photos with the media release or make it clear that a photo opportunity is possible on request
- Use simple language, avoid too many adjectives and jargon
- Proof read your media release for spelling and grammatical errors
- Make it easy for the media to contact you – provide as much detail as you can and include two contacts. Include mobile numbers, email addresses and websites
- Use up-to-date logos and information on all material

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- Get an understanding of the media timings i.e. press deadlines (whether they are for daily or weekly media) and the same for television and radio
- Keep an up-to-date list of media in the area

How To Get Started And Useful Tips

- Ask parents of your players what they do for a living as part of your signing up process. As you will inevitably have the children of media professionals or photographers or PR Firms in your own ranks...make use of their contacts and expertise where possible
- Not confident writing a press release...no worries...call the paper directly or have a look at the templates in this guide for assistance or fill in a News Information Form and send it to info@netballq.org.au for assistance
- Be Positive...you might feel frustrated at a lack of coverage/inappropriate coverage/inaccurate coverage/controversial coverage, but ALWAYS approach your media contacts in a positive, friendly and professional way. Remember they don't OWE you coverage, you need them more than they need you
- Be Proactive...approach the journalist with ideas/angles/contacts, especially in the off season...remember if you find it interesting, most likely the journalist/paper will as well. In slow news periods a journalist can make a story out of nothing
- Appeal to emotions – Comebacks, triumph over adversity, historical statistics, family connections.
- NEVER Assume anything...if you want your Association/Region/Club mentioned...make sure you mention it...journalists are not mind-readers. They don't know that a local player is also a representative player or that Netball Academy player is also from the local Association...if you don't tell them, they don't know.
- Always think about sponsors...when talking about the competitions it's the Mission Queensland State Netball League (MQSNL), the Firebirds are Mission Queensland Firebirds...keep the sponsors happy and also encourage ALL players and staff to refer to things by their proper names, even in interview, that way the journalist is more likely to print it that way.
- Keep releases to ONE PAGE if possible and write MEDIA RELEASE at top centre of the page along with the date, include the name of your organisation early
- Confused or need help? Call Netball Queensland Media Officer, on 3848 6330 ext 12 or email info@netballq.org.au for help

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News Briefing Form

This form will assist you in sourcing information from your stakeholders to create strong newsworthy angles.

Your Name:

Job Title:

Phone and Email:

Where would you like the story and from what date is it relevant?

Association Website Y / N

Association e-newsletter

Press release for media

Do you have a photo?

Yes (if so, please send through via email) No One can be organised

Event/Story Angle/what you want achieved from a story:

What is happening – is this an event/occasion/carnival etc.

When is it happening – please include time and date

Where is it happening?

Why would people be interested in this?

Where can people go or call for more information?

Who can be quoted/speak on behalf within this story?

Is one of our sponsors involved? How can we maximise exposure for them?

Social Media

Social Media is a fantastic way to connect with your members and the public in an easy, cost-effective way.

Many local news outlets use Social Media as a way to source good local content (and sometimes controversial content). Therefore it is important not to take Social Media lightly and treat it as another Public Relations tool and always be professional whilst engaging with the public via Social Media. Use Social Media to promote your Association and the great things it is doing.

As an organisation it is highly recommended you set up a “Business Page” rather than a “Friends Page” in order to look professional and adhere to Facebook’s rules and regulations. If you have a

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Friends Page and would like to convert to a Business Page, this is a very simple process and the Netball Queensland Media Officer can assist you with this.

PRIVACY FOR PLAYERS

As social media continues to surge, more and more members are setting up accounts and connecting. This is fantastic way to connect, but also poses risks with what information is publically available. Members and Volunteers need to be aware of their privacy settings.

Anything that is published in social media, be it Twitter, Facebook, Google Plus or others. can be published in a newspaper as a direct quote or as an image – it is in the public domain and can be accessed, therefore members need to be aware that their actions on Social Media may have dire consequences for themselves, their Association and Netball Queensland. Netball Associations are encouraged to use a common sense approach while using Social Media and refer to the Social Media Policy for guidance.

An example of how local newspapers can use Social Media to the detriment of the sport and Association can be found here: <http://www.colacherald.com.au/2011/09/netballers-in-trouble-after-facebook-barbs/>

For tips and advice on adjusting your privacy settings or engaging with fans using Social Media, please contact the Netball Queensland Media Officer.

Photography is a great way to capture the moment and is essential from a media and sponsorship evaluation point of view. It is also important to use photos from events and carnivals on your Association website and social media.

Netball Queensland Photography

Netball Queensland supplies a contracted photographer for the State Events and Competitions. For promotional purposes, it may be possible for Associations to access pictures from the Netball Queensland photo library. Please contact the Marketing and Communications Department with your request.

For Competition and Mission Queensland Firebirds photography, Netball Queensland will utilise the services of a nominated photographer.

Photography at Netball Queensland Events

Flash photography is not permitted at any Netball Queensland run event played at an indoor facility. All photographers wishing to attend Netball Queensland Competitions first must obtain accreditation from Netball Queensland. For accreditation please submit requests to info@netballq.org.au

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Photography at Associations

If you are planning to photograph an event at your Association, current legislation requires you to seek **written permission from parents/guardians prior to the taking of any photograph of members under the age of 18 years**. The permission form should also state the reason for the photograph e.g. personal use or Association promotional material. It should also be stated that the material may be used electronically. For further queries please contact the Netball Queensland Media Officer.

<insert here new photography permission form>

Introduction to Sponsorship

Sport sponsorships are one of the best ways to create brand awareness, advertise products and services, as well as reaffirm a company's' reputation as a responsible corporate citizen in the business world. There are many ways a sporting club or team can obtain sponsorship deals that promote their sport, nurture their development and provide them with the necessary funds to purchase equipment and deliver key programs.

Sponsors essentially require sports properties that can be valuable, effective, and make a quantifiable contribution to their existing or planned marketing communications. However in order to achieve this objective, sponsors must be convinced that the sport is a good fit with their brand personality and prefer a uniqueness that is specific to their brand in order to prevent any consumer confusion.

Every sponsor wants media mileage and sporting events give them just this. With several exciting opportunities for unique advertising from newspapers to television to radios to apparel and other merchandise, sponsors explore these mediums to create brand awareness and breed familiarity for their customers. Sponsors believe sport sponsorship is ideal for many other things as well including networking, creating their own image as a responsible business house, and of course, non-profit reasons.

Types of Sponsorship

There are a number of different types of sponsorships:

- Naming rights sponsor – This level of sponsorship usually receives the highest status and therefore the most sponsorship activation. The naming rights sponsor should receive branding recognition equivalent to the event name itself on all marketing for instance name and / or logo on player uniforms (logo on left chest and text down side panels of player dresses), logo on player and support staff polo shirts, correct naming rights mentions in media releases and view of naming rights logo in any photo supplied to the media. Player appearances may also be of interest, depending on the company and their specific sponsorship objectives. Event invitations i.e. launch and annual dinners are also important to this level of sponsor – as is game day hospitality. The naming rights sponsor should be heavily featured in any communication piece i.e. website (with logo and links to their website), e-newsletters, media releases, event invitations etc.

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- Support sponsor – You can have more than one support sponsor, but these are usually of a lesser value than the naming rights sponsor. The support sponsor needs will vary depending on the value and their needs.
- Official supplier – If you consider the regular suppliers you work with during the year, there may be a way to give official supplier status which in turn will help your bottom line if there is a saving or rebate given for purchases. Keep in mind the cost of what you give back to the official supplier to ensure that the relationship is of value.
- Contra versus cash – It's important to consider a contra sponsorship in terms of the costs that you will incur in delivering the sponsorship. Cash is obviously more preferable, but if the contra offer works for your Association, that is great as well.
- How to tier your sponsorship – Depending on how many sponsors you have, you may need to consider a tiered system. Make sure that you band your sponsorship levels correctly in terms of the value and what they will receive. Assign colours from your Association logo to the levels, for example red, white and blue = tier 1, tier 2 and tier 3. Gold, Silver and Bronze levels are utilised at Netball Queensland level so these are not to be used to avoid confusion.

Sourcing Sponsorship

Seeking sponsorship is not easy and requires good planning, a good offer and most importantly good relationships. There are a number of things to consider when looking at potential sponsors:

- **Brainstorm potential companies** with your Association and club contacts – it's not only what you know, but who you know! Create a list of companies and contacts and even potential sponsorship opportunities which will be helpful when you are following up each idea at a later date.
- Know what you have to offer and the **value** of the sponsorship properties.
- Write a list of what your Association can offer and construct a **sponsorship proposal** (potentially at a few levels) that can be used when speaking with potential sponsor partners. That way everyone is on the same page if there are a few people out talking to businesses.
- **Know the company** (i.e. what do they currently sponsor, who are their key target audiences, what is the company's history, is there anyone involved in netball etc) and what is important to them. Your proposal should be tailored accordingly.
- Make sure there is a **fit** between the Association and the company i.e. consider how the Association with the company will benefit both parties. Consider the potential negatives of the relationship as well especially when considering sponsorships in fast food or other controversial categories. Please note that alcohol and tobacco sponsorships are not permitted.
- Understand how the sponsorship opportunity could work for the company (i.e. be the devil's advocate and consider the sponsorship opportunity from the **company's point of view**).
- Ensure you are not talking to a company which may **compete with an existing sponsor**. It is recommended that you highlight which category your existing sponsors are in, and then steer clear of these categories.
- Consider the **length of the sponsorship** (term).
- Agree who will seek sponsor partners and more importantly who will manage the relationships with the sponsor once it is across the line.
- Understand what needs to be done once a sponsor is obtained i.e. prepare the agreement for signing, ensure benefits are met during the year, keep in contact with a verbal report during the year; provide a written report at the end of the year.
- **Invoice** the company for payment at the start of the year not at the end.

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The process for obtaining new sponsors is typically:

- Initial **telephone call** to the decision maker (it may take a while to identify the correct person).
- Arrange a time to meet **face-to-face** to discuss the sponsorship opportunity, go through the proposal and get more information on the company.
- **Follow-up** after the face-to-face meeting by emailing the targeted proposal to the decision maker.
- One week after the face-to-face meeting, follow-up with a telephone call to gauge whether the company needs further information or whether they are interested. Each company is different in terms of this follow-up time as it really depends on who makes the final decision which is usually linked to budgeting timelines which also vary from company to company.
- **Negotiate** the finer details until both parties are happy.
- If the company is not interested at this time, make a note of their detailed feedback on your sponsorship spreadsheet as it might have been a timing issue which you can amend the next time.
- Once you have verbally agreed to the sponsorship arrangement, prepare two copies of the **contract** for both parties to sign. The contract should clearly state the term of the agreement and what each party will deliver. The Association keeps one original, and the other copy is given to the sponsor.
- Once the contract is signed, prepare a '**sponsorship activation list**' or 'to do list' linked to a calendar year. This will help the Association and the sponsor to ensure that each activity will be delivered.

Sponsorship Proposals

The sponsorship proposal is the selling tool for your Association. It should communicate the Associations' relationship to Netball Queensland and cover key milestones. The proposal is critical in communicating why the company should sponsor you so it's important to get it right.

PowerPoint is a good format to prepare your proposal in. There are design templates in PowerPoint that you can customise to suit your Association.

The proposal does not have to be too long but needs to cover:

- Association background and key milestones
- Associations' relationship with Netball Queensland
- Numbers i.e. how many players, coaches, managers, development opportunities your Association has to offer (only the relevant numbers of course!)
- Sponsorship opportunities – display each sponsorship opportunity i.e. background on the team or competition, what the company would get if they sponsored i.e. logo on uniforms, etc
- Values – you don't have to have specify the value of each sponsorship, but it helps if you know the value of what you're offering and what you'd be prepared to accept
- Contacts – don't forget to give your contact name, mobile number and email address. It usually helps to have 2 contacts listed in case the company needs to speak with someone urgently

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Contracts and Agreements

Here are some key elements to include in your sponsorship contract and agreements:

- Front page – identify both parties i.e. Association and Company name including logos and ABNs
- Term – identify the term of the agreement i.e. This agreement will commence on **<INSERT START DATE>** and terminate on **<INSERT START DATE>** unless terminated in accordance with this Agreement.
- Approvals – need to clarify the approval process for the Association and Company i.e. Prior to the printing, publication or distribution of printed materials or advertising, electronic advertising or other promotional materials by **<THE ASSOCIATION>** which contain the **<INSERT COMPANY>** Trademarks, **<THE ASSOCIATION>** will submit such printed materials or advertising, electronic advertising or other promotional materials to **<INSERT COMPANY>** for approval (which will not be unreasonably withheld). All approvals must be received in writing. All such printed materials or advertising, electronic advertising and other promotional materials will be at the cost of **<THE ASSOCIATION>**. The time given to **<THE ASSOCIATION>** for the approval of advertising and promotional material is a minimum of 2 working days (best case scenario, 5 working days).
- Competitors – Usually an Association will need to stipulate that they will not allow any competitor to be associated during the term.
- List of benefits
 - Association to provide:
 - Logos on player apparel – see appendix
 - Player appearances
 - Access to clinic participants
 - Naming rights of ...
 - Website – logo on the sponsor's page, link to the company website
 - Access to the Association database through e-newsletters and hard copy mail outs
 - Hospitality and tickets
 - Advertising in program booklets
 - Company to provide:
 - Cash
 - Contra
 - Other
- Notices – Any notice, demand, consent or other communication (Notice) given or made under this Agreement must be in writing and signed by a person duly authorised by the sender. Make sure you list the authorised contacts for both parties in the Agreement.
- There are other legal terms that are helpful to add in, but please see your Association's legal representative for further guidance (especially in terms of clauses around indemnity, insurance, termination of the contract, confidentiality, privacy, dispute resolution, costs and stamp duty, changes or cancellation of an event).
- Sign-off – At the end of the Agreement add a sign-off section where the Association and Company have 2 representatives' sign off the details of the Agreement. Don't forget to complete the Witness section and to date each signature.

A Netball Queensland Sponsorship agreement template is available, if you would like a copy please contact Karryn Wheelans – karryn.wheelans@netballq.org.au

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Maintaining Sponsors

It is far easier to maintain and renew a sponsor than to find a new one which is why keeping contact with a sponsor is so important.

Small things can make a difference. For example, an email to all sponsor partners at the conclusion of each game to update them on results and a friendly reminder a game is on rather than expecting them to know will be appreciated.

A **sponsor evaluation** at the end of the agreement period or in the case of a three year sponsorship, annually, is important. However this does not need to be an onerous task. Use the agreement as the starting point and report on that in terms of what was provided. Dot point against each component of the agreement and if you can use examples such as newsletter copies, media release or photos as proof of what was offered. Try to present this report personally to the sponsor partner if you can.

Categories of Sponsorship

Due to existing sponsorship relationships with Netball Queensland (and in some cases Netball Australia and ANZ Championship), the following categories are excluded in terms of sponsorship at the Association or Regional level at Netball Queensland events and competitions:

- Automobile
- Financial institutions and insurance (including credit cards, mortgages and loans) – currently with ANZ
- Beverages non-alcoholic (Coca Cola Amatil)
- Balls (current relationship with Gilbert)
- Footwear (current relationship with Asics)
- Baked goods and breads (current relationship with Mission Foods)
- Telecommunications (current relationship with Telstra)
- Medical supplies (currently with AlphaSport – Associations receive a rebate for using AlphaSport to purchase products such as tape and ankle guards etc)
- National retailers

Please note any alcohol and gambling is an excluded category across Netball in Queensland.

If you have received interest from a sponsor that does fall within these categories, please speak with Karryn Wheelans (karryn.wheelans@netballq.org.au) to discuss potential options.

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Your Logo Here

Netball Association **2014 Sponsor Partner Opportunities**

Netball is the largest participant sport for women in Queensland with over 47,000 members across the State. Netball has a strong community base with very strong and active grass roots support.

In the [redacted] area alone there are over [redacted],000 members who are actively involved in Netball. Added to this the many volunteers, immediate and extended families who spend much of their leisure time involved in Netball it is estimated that in excess of [redacted],000 people in the [redacted] area have some involvement either playing or supporting Netball in their immediate community.

Women are major decision makers in the home and influence many of the buyer choices made by the family.

[redacted] Netball is seeking to ensure that we can continue to offer young players and their families here in [redacted] receive a high level of general competition.

We also seek to support for players who have the interest and skill to move onto higher levels of Netball competition, the continued opportunity to do so.

We can only achieve this with the support of local businesses and individuals within our Community.

A Sponsorship partnership with [redacted] Netball will;

- Help grow and develop Netball at the grass roots level directly assisting young people and families in the immediate Community of [redacted];
- Build your business profile, and provide opportunities to promote directly to over [redacted],000 people in your business area.

The [redacted] Netball Association can provide sponsorship opportunities to local businesses and individuals for exposure in their local community at the [redacted] Netball Association State level carnivals, local representative carnivals and at the Courts throughout the netball season.

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Write the opportunities your Association can provide in terms of Carnivals, team involvement etc in bullet point form. For example the opportunity may relate to:

- Opportunity – related to Queensland Champions Cup and Mission Queensland State Netball League Competition
- Opportunity – related to Team representation
- Opportunity – Team participation in other Carnivals and events
- Opportunity – communicating to your Association's database i.e. website, e-newsletters, mail-outs etc

Your Association might choose to offer up different levels of sponsorship with relevant benefits to show the varying levels of involvement. As a guide we have prepared three different opportunities. As you know your Association best, there would be other benefits you might think of as well.

Tier 1 Opportunity e.g. Red

Valued between \$8,000 and \$15,000

- Company logo or name embroidered on the sleeve of Association Executive shirts, worn on home games and at all carnivals throughout the season.
- Player uniforms – logo on player uniforms – see appendix
- Public announcements – specify how many and when
- Naming rights (of a specific team or development program etc)
- Invitation to attend trophy presentations and other 'Event' representation opportunities
- Opportunity to advertise the sponsor's business in the newsletter and/or programs etc – printed or emailed (specify which and who many people receive this)
- Sponsor company logo displayed on the sponsor's page of the Association's member website linked to their website
- Regular updates and invitations to events and an end of the year sponsorship report to be provided (this only needs to be a simple one page summary with examples of where sponsor benefits were provided (examples of items as well as photos etc.)
- End of season logo on trophies

Tier 2 Sponsorship Opportunity e.g. Blue

Valued between \$3,000 and \$8,000

As a general rule, you would take out items from the Gold level and also reduce the quantity of items. For instance, if you offered 10 x grand final hospitality tickets as part of the Tier 1 level sponsorship, you would reduce that to 4 x tickets (depending on the value). At a minimum, you could include:

- Public announcements – specify how many and when
- Invitation to attend trophy presentations and other 'Event' representation opportunities

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- Opportunity to advertise the sponsor's business in the newsletter and/or programs etc – printed or emailed (specify which and who many people receive this)
- Sponsor company logo on the sponsor's page of the Association's member website linked to their website

Tier 3 Sponsorship Opportunity e.g. White

Sponsorship valued between \$1000 & \$3000

Again it is recommended that you take out items from the Silver level and also reduce the quantity of items. At a minimum you could include:

- Invitation to attend trophy presentations and other 'Event' representation opportunities
- Opportunity to advertise the sponsor's business in the newsletter and/or programs etc – printed or emailed (specify which and who many people receive this)
- Sponsor company logo on the sponsor's page of the Association's member website linked to their website

Sponsor Branding

Uniforms

The opportunity for sponsor identification on uniforms is available, however all Associations must follow the guidelines below in regard to size of logo permitted on playing and non-playing uniforms at events endorsed by Netball Queensland. If these guidelines are not adhered to, teams will not be permitted on court at Netball Queensland-run events.

All sponsor recognition on uniforms for Netball Queensland events must be approved by the Netball Queensland Marketing team via email. Note, please allow five (5) working days for approval.

In your email, please address the following heading:

- Association:
- Team(s):
- Contact name:
- Contact email:
- Contact telephone:
- Dates that uniforms will be first worn:
- Uniforms to be worn at which Netball Queensland event:
- Sponsor name(s):
- Artwork must be attached to the email and sizes of the logos must be communicated clearly

Note the following with regard to sponsor logo application on all garments:

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- Logos must be applied as per supplied artwork
- No logo can exceed the maximum length and height specifications, and no logo can exceed the maximum allowable square centimeter area
- **Please Note – maximum height and length measurements do not always equate to maximum square centimeter area**

Netball Queensland

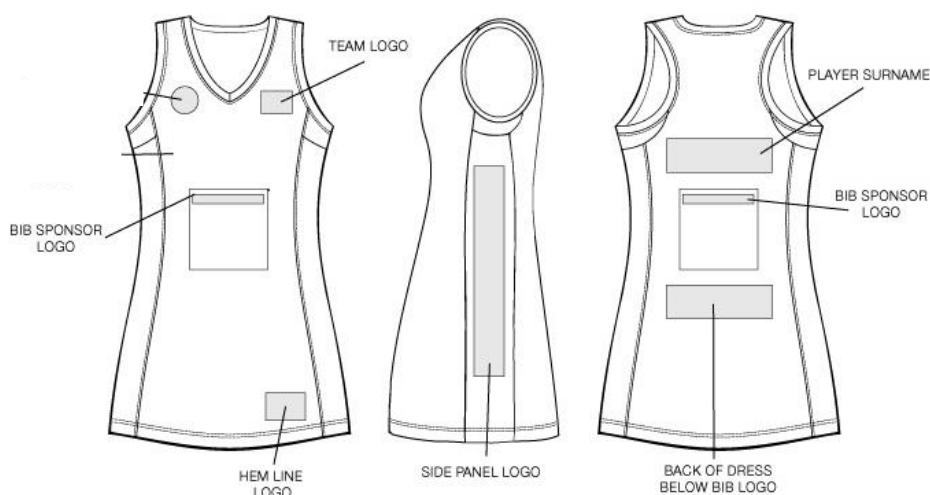
Netball Queensland reserves the right for sponsor identification on positional patches and playing uniforms at all state events and competitions. These include:

- Queensland Champions Cup
- Mission Queensland State Netball League
- Mount Franklin Challenge
- State Age Championships
- Challenge Carnival
- Sunshine Carnival
- Mission Foods Primary Schools Cup

In the event that there is a conflict between an event and team sponsor, the event sponsor takes sole priority and has exclusive rights.

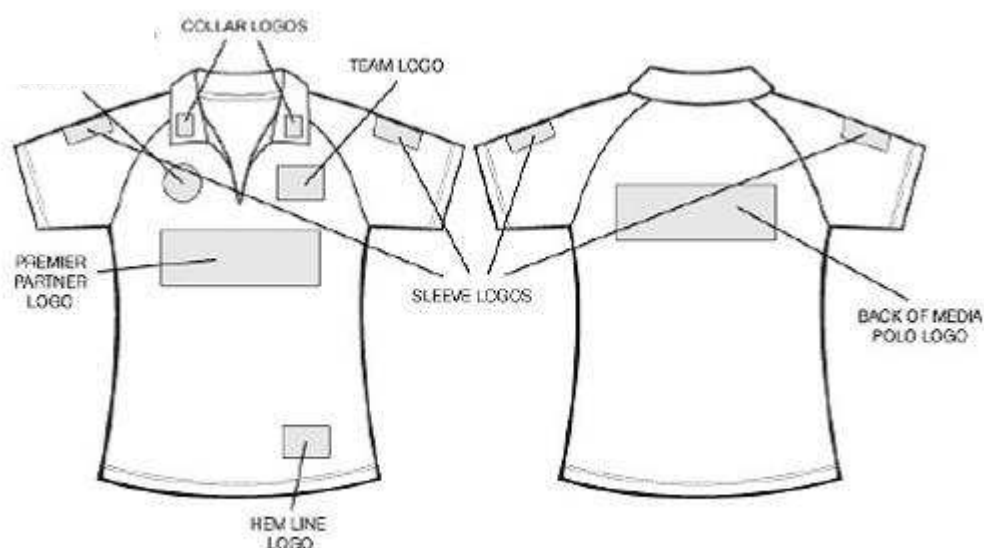
Associations

- Associations may seek sponsor identification on the playing uniforms and non-playing uniforms for any local association based competition under the following guidelines:
 - Playing dress (NOTE: THESE MEASUREMENTS ARE MADE FOR ADULT SIZE UNIFORMS SO PLEASE ALLOW RELATIVE MEASUREMENTS FOR JUNIOR CASES)
 - 1 x Left chest – 7cm wide x 6cm high maximum (42cm²)
 - 1 x Right chest – 7cm wide x 6cm high maximum (42cm²)
 - 2 x Bib (1 x front and 1 x back on top of the position) – 13cm wide x 3cm high maximum
 - 1 x Front hemline – 10cm wide x 6cm high maximum
 - 1 x Back below bib – 25cm wide x 7cm high maximum
 - 1 x clothing manufacturing brand – 4cm wide x 4cm high maximum (area may not exceed 16cm²)
 - 2 x side panels – 13cm wide x 45cm high



MARKETING

- Training shirts / warm-up shirts / polo shirts / formal shirts / singlets / tracksuit tops (for players / managers / coaches)
 - 1 x Left chest – 7cm wide x 6cm high maximum (42cm²)
 - 1 x Right chest – 7cm wide x 6cm high maximum (42cm²)
 - 1 x Front hemline – 10cm wide x 6cm high maximum
 - 1 x clothing manufacturing brand – 4cm wide x 4cm high maximum (area may not exceed 16cm²)
 - 2 x sleeves – 8cm wide x 8cm high
 - 1 x middle chest – 25cm wide x 7cm high
 - 2 x collar logos – 5cm wide x 5cm high
 - 1 x back – 25cm wide x 7cm high



- Tracksuit pants / shorts
 - 1 x Left leg – 8cm wide x 6cm high
 - 1 x Right leg – 8cm wide x 6cm high

MARKETING



- Any Club uniform queries must be directed to their Association.