



Geelong Netball Club

Player Supporter/Sponsor Package 2023



The Geelong Netball Club is an exemplary female sporting club. We encourage personal excellence and high performance outcomes through recognized pathways. We strive to enrich the lives of our community through the sport of netball.

#Amazing Athletes Amazing Women

At the Geelong Netball Club individual players have the option to seek out sponsorship to offset the costs associated with a successful and enjoyable VNL netball season. Your sponsorship provides the player with their playing uniform, registration fees, umpires etc. Sponsorship of one of our VNL players will also provide your business with a positive brand association with female players who aspire to excellence in their chosen sport.

Our club provides an environment for our players to develop via court work, strength and conditioning, physio and performance analysis which all comes at a cost to the club. Whilst we aim to keep fees at a minimum, at this stage, our club still needs to charge players.

In exchange for your generosity, the following terms and benefits will be available:

Sponsorship Package 1: \$700	Sponsorship Package 2: \$525	Sponsorship Package 3: \$350
<ul style="list-style-type: none">• 100% reduction in player fees owed to the club• Logo on club website• Logo on one (1) x dedicated social media post• Invite to Home Games and opportunity to promote your business• Promotion of business in home game collateral• Two (2) tickets to the Presentation Night	<ul style="list-style-type: none">• 75% reduction in player fees owed to the club• Logo on club website• Logo on one (1) x dedicated social media post• Invite to Home Games and opportunity to promote your business• Two (2) tickets to the Presentation Night	<ul style="list-style-type: none">• 50% reduction in player fees owed to the club• Logo on club website• Logo on one (1) x dedicated social media post• Invite to Home Games

OTHER IMPORTANT INFORMATION FOR POTENTIAL SPONSORS:

- Sponsors must fit within the VNL Commercial Guidelines
- Player Fees reduced pending value of sponsorship as outlined above
- Sponsors should not conflict with Geelong Netball Club values

We really appreciate your support and faith in our players and our great club. Once we receive your notice of commitment (attached), we will contact you to discuss logos etc.



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Notice of sponsorship commitment:

BUSINESS DETAILS			
Business Name:	_____		
Contact Person:	_____		
Email:	_____	Phone:	_____
Address:	_____		
Level of Sponsorship:	Level 1: \$700 100% of player fees covered	Level 2: \$525 75% of player fees covered	Level 3: \$350 50% of player fees covered
Player Sponsored:	_____		
Business Social Media Channels:	_____		
Business Website:	_____		
Business Summary:	_____		

I confirm I am authorised to sign and agree to sponsor the player listed above to the level specified for the 2023 season.

FULL NAME : _____

SIGNATURE: _____ **DATE:** _____

All payments are to be made via direct credit to:

Account Details:

Bendigo Bank
Geelong Netball Club
BSB: 633-000
Account no: 156198202

Email advice to Ainslie Bethune, the GNC Sponsorship Coordinator at

birregurraemporium@gmail.com. Ainslie will then be in touch to discuss logos etc.

Further sponsorship opportunities are available and can be tailored to your needs. Please contact Ainslie Bethune to find out more.

Once again, thank you for your support.



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Further Information about the Victorian Netball League, Reach and the Cougars:

VNL is the premier netball competition in Victoria that provides the best opportunities for talented netballers, ensuring a pathway for players, coaches, technical officials and administrators.

VNL Competition Stats

- Livestream Views: Facebook – 147,955, NewsCorp – 33,600, Kayo – 74,487
- No. of Games Broadcast: 106
- Netball Victoria Earned Media Exposure:
 - 877 clips
 - Total potential reach: 553.3 million
- Netball Victoria Owned Media Coverage:
 - 56 articles on Netball Victoria website
 - Total social media reach: 1.32 million (combined reach of posts across NV social channels)

Geelong Netball Club Social Media Stats: as at the end of the 2022 VNL Season

Facebook

- Total 2,182 followers
- 77 new followers in the previous 28 days.
- 6,798 page visits in the previous 28 days.
- 7,524 post engagements in the previous 28 days, an increase of 693%.
- 7,068 post reach in the previous 28 days.

Instagram

- In the previous 30 days, an 11.4% to 2,363 followers.
- In the previous 30 days, reached 58,700 accounts and engaged 2,908 accounts.
- Most viewed reel at 129,000 views.

Further Reach:

- No. of Games Broadcast via livestream channels: 6
- No. of Home Games: 2
- Home Game Attendance: 400+ across divisions
- The Geelong Netball Club has had at least one division in finals appearances since 2016
- Premierships in 2016 (U/19) | 2017 (U/19 & Division 1) and 2019 (Championship)
- Numerous athletes in State and National I pathway programs, with the Geelong Region being a prolific development area for SSN players