



# 2023 ASNA Sponsorship Proposal

## INCLUSION PARTNER

The Alice Springs Netball Association,  
as the governing body for the sport in Alice Springs will:

- Provide a safe enjoyable, inclusive, and competitive environment
- Deliver innovative options for participation in netball across one's lifespan
- Exemplify consistency, transparency, and integrity through strong governance
- Promote positive collaboration with clubs and the broader community

### **Alice Springs Netball Association History**

The Alice Springs Netball Association was formed in 1971. In 2021, ASNA celebrating the 50<sup>th</sup> Anniversary of Netball in Alice Springs.

#### **Why Sponsor Netball?**

- Netball is the highest participation sport in Alice Springs boasting over 850+ players & officials.
- Netball is the highest female participation sport in Australia
- Netball Australia are making a substantial push to be included in the 2032 Olympics and therefore increasing the participation in Boys and Mixed Netball
- Alice Springs Netball Association (ASNA) has members ranging from 5 years old to 70 years old
- The majority of these members are aged 8-17 years with 468 juniors registered in 2022
- Netball is inclusive – our current programs run throughout the year and include
  - Net Set Go (5-10 years old)
  - Underage Competitions (11-17 years)
  - Senior Competitions
  - Mixed Netball Competitions
  - All Abilities Program
  - Junior Development Programs
  - Junior Umpire Development Program
  - Toddler Sport Programs
  - Walking Netball
  - School Incursions and Competitions
- Active social media accounts with over 1600 followers on Facebook and the recently launched ASNA Instagram page with followers increasing daily (300+ followers as of May 2021)
- We consistently have local athletes and coaches selected to compete and coach at the Underage National Championships.
- Each year, ASNA sends up to 8 teams to compete in the Northern Territory NT Link Championships. Along with the athletes, umpires, coaches and team managers are selected and given the opportunity to further develop on their skills and passions. ASNA recently competed at the 2022 NT Link Championships winning the Open Women's Championship
- ASNA have recently developed a Strategic Plan for 2022-2026 (See attached) identifying 4 key areas of development
  - Cohesive Culture
  - Improved Participation
  - Inclusive Competition
  - Fit For Purpose Facilities

### 2022 Season Statistics

- All female participants
- 127 Net Set Go participants (aged between 5-10 years old)
- 345 Junior participants (aged between 11-17 years old)
- 345 Senior participants (aged 18+)
- 8 x representative teams from under 13-19s competed at State Championships in 2022
- 7 x athletes selected in State U17 and U19 teams playing National Titles
- 12 x registered all abilities players who play against a club team weekly
- 1,646 Facebook followers
- 424 Instagram followers
- 20% indigenous Participation
- Large email communication database

### Current 2022 Season Sponsors

#### Major Competition Partner – KFC Alice Springs

- Naming rights of Alice Springs Netball Association A Grade Competition
- Large Signage on Stadium Fencing and Inside Stadium
- Logo on social media pages and website
- Regular affiliated social media posts
- Logo on Alice Springs Netball Apparel
- 2 x complimentary tickets to ASNA Awards Night Dinner
- **Core Value and Reason for sponsorship:** high value on community engagement and support of the local community

#### Major Junior Partner – Club Eastside

- Naming rights of Alice Springs Netball Junior Competition
- Large Signage on Stadium Fencing and Inside Stadium
- Logo on social media pages and website
- Regular affiliated social media posts
- Logo on Alice Springs Netball Apparel
- Provider of player of the match awards for all junior games
- 2 x complimentary tickets to ASNA Awards Night Dinner
- **Core Value and Reason for Sponsorship:** high value on building family environment and sense of community. Winner of Best Family Dining NT Award 2021

### **Umpire Partner – Get Physical**

- Signage on Stadium Fencing
- Logo on Social Media pages and Website
- Regular Affiliated Social Media Posts
- Logo on Alice Springs Netball Umpiring Apparel
- 2 x complimentary tickets to ASNA Awards Night Dinner
- **Core Value and Reason For Sponsorship** – Long time involvement in Alice Springs Netball. Promotion of healthy values, physical activity and building community

### **Affiliated Partners**

- Yepperenye Shopping Centre
- Redback Productions
- Trophy Central

### **Foundation Sponsors**

- Scope Building
- NT Link
- Bendigo Bank

## **PROPOSED SPONSORSHIP PACKAGE: INCLUSION PARTNER**

### **Aims of The Association**

Alice Springs Netball Association has clearly outlined an emphasis on creating an inclusive environment and competition in its Strategic Plan for 2022-2026.

ASNA sees three (3) main areas of focus to build a more inclusive environment over the next five years. These are outlined below

- **Indigenous Participation** – ASNA currently has approximately 20% Indigenous Participation in the winter netball competition. Best estimates place the Indigenous Population of Alice Springs at approximately 25%. ASNA has a goal of increasing the above participation to better represent the Alice Springs Community. More importantly we want to be a community leader in the sports community in providing a safe, inclusive, and welcoming environment.
- **Multi-Cultural Participation** – Alice Springs has a very large and growing multi-cultural community. As for Indigenous participation ASNA aims to be a community leader in providing a culturally safe environment for these populations.
- **All-Abilities Pathway** – The Thorny Devils is the all-ability pathway of the Alice Springs Netball Association. The Thorny Devils play a weekly game of netball against other ASNA club teams each week during the winter netball season.

### **Where Will Sponsorship Be Spent?**

- Assist the development of an Inclusion Sub-Committee
- Assist with the implementation of Indigenous and Multi-Cultural Rounds in the ASNA Winter Competition
- Support flexible uniform options
- Assist in developing relationships with local Aboriginal and Multi-Cultural organisations
- Continue to develop the All-Abilities population

### **Proposed Sponsorship Level – INCLUSION PARTNER (\$5,000+ GST)**

### **Sponsorship Benefits**

- Logo on Thorny Devils (All-Abilities Pathway) Uniforms and Apparel
- Logo on social media and website pages
- Logo included on regular social media promotion of the following ASNA programs and pathways:
  - Thorny Devils
  - Alice Springs Indigenous Netball Teams
  - Alice Springs Indigenous and Multi-Cultural Rounds
- Promotion of business throughout the Indigenous and Multi-cultural rounds in the Winter Netball Season.
- Signage on fence facing Undoolya Road at the front of the stadium

- Opportunity to offer ASNA Members special offers, promotions and deals which can be communicated via large email and social media database
- 2x Complementary tickets to ASNA presentation and sponsor events

Please see example of Social Media Promotion Below



Alice Springs Thorny Devils Team

