



2023 Sponsorship Proposal

PATHWAYS 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 50th 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: PATHWAYS PARTNER

Aims of Association

The Alice Springs Netball Association takes a great deal of pride in providing elite development pathways and representative opportunities to members of the Association, in particular the junior members. In 2022, ASNA had eight representative teams compete at the NT Championships in the age groups of under 13-19 divisions.

Following this ASNA had seven athletes selected for the U17 and U19 Northern Territory Netball Teams selected to compete at the National Carnival. In addition to this ASNA had a number of representative umpires, coaches and officials at both Alice Springs and Northern Territory Netball levels.

In 2022, it cost ASNA \$35,000 to send teams to the NT Link tournament held in Darwin. It is the aim of ASNA to be able to absorb a large majority of this cost in order to make representative opportunities affordable for all members of the Association.

Proposed Sponsorship Level (\$5,000+ GST)

Major partner of Alice Springs Netball Association to help decrease cost and improve accessibility of participation both at club and representative level.

Sponsorship Benefits

- Large logo on Alice Springs Netball Association Apparel. This includes ASNA polo shirts and Alice Springs Uniforms that will be worn at NT Link Titles to be held in Darwin in 2023. 80+ ASNA athletes will attend the championships in Darwin with other associations of Palmerston, Katherine, and Gove
- Logo on social media and website pages
- Logo included on regular social media promotion of the following ASNA programs and pathways:
 - NT Link Teams and Championships
 - Alice Springs Academy Programs
 - NT Netball Athletes, Coaches and Officials
- 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 NT Link Representative Teams & Uniforms

