



2023 Sponsorship Proposal

PARTICIPATION 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-Opens 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: PARTICIPATION PARTNER

Aims of Association

The Alice Springs Netball Association has clearly outlined in its Strategic Plan (2022-2026) its desire to increase participation in Netball within the Alice Springs Community. ASNA has a vision of providing participation opportunities for all members of the community. This includes all genders, ethnicities, and age groups. ASNA will be delivering the below programs throughout 2022.

- Weekly Toddler Sport Programs for children aged 2-5 years
- Weekly Walking Netball for people aged 50+ years
- Regular Mixed Netball Program – the most recent mixed netball program held in Nov/Dec 2021 had 28 teams registered with over 295 participants
- Men's Competition
- After-school Netball Competitions
- KFC Alice Springs Winter Netball Competition
- School Incursions and remote visits

The contribution of the Alice Springs Netball Association Participation Partner will go directly towards supporting and funding the implementation and development of these programs helping netball in Alice Springs to develop an active, healthy, and inclusive community.

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

Sponsorship Benefits

- Signage on fence facing Undoolya Road at the front of the stadium
- Logo on social media and website pages
- Logo included on regular social media promotion and email communication of the following ASNA participation pathways:
 - Toddler Sports Programs
 - Walking Netball
 - Mixed and Men's Competitions
 - School Competitions
- 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 Mixed Netball



Alice Springs Walking Netball Program

