



2024 AMMNA FUNDRAISING TEAM SPONSOR INFORMATION

TEAM SPONSORSHIP

KELPIES BRAND REACH

The Kelpies brand is the newest national team to join broadcaster Foxtel's sporting portfolio. As a part of this netball network, Sponsors get access to a global audience who consume the Australian product as the best broadcaster of netball internationally.

Reach to domestic and global audiences include:

- 16m viewers of Netball Worldwide based on the last World Cup
- Up to 1.2m viewers of Aus Diamonds (who we curate raise for) based on 2023 viewership
- Up to 800k viewers of Kelpies game in inaugural season
- Over 2m unique male category media activations via TV, newsprint and radio interviews / articles in 2023
- Participation base of over 1m active Australian's, on par with AFL (League has circa 350k comparatively)
- Fastest growing category is boys and men in netball

NAMING RIGHTS SPONSOR

Naming rights sponsors are the platinum level of partnership, where your brand is identified on uniform, in broadcast imagery and by commentary. It is estimated naming rights sponsors receive hundreds of brand references through a broadcasted game, making the brand coverage similar to a long format TVC. This is then accompanied by integration into all other brand assets and presence – making the exposure multi-channel and all-year round. The value of naming rights sponsors for First Tier Sports is up 7 figures, with second tier and emerging sports starting from 200k. Naming rights sponsors are preferred to be long term, given your brand becomes a part of the category / sport brand.

PLAYING UNIFORM SPONSOR

Playing uniform sponsors are the gold level of partnership, where your brand is identified on game day kit, viewed in broadcast for the duration of the games. The value of playing uniform sponsors for First Tier Sports is between 100k and 150k if standalone, with second tier and emerging sports starting from 25k.

OTHER UNIFORM SPONSORS

Non-playing uniform sponsors are the silver level of partnership, where your brand is identified on pre-agreed uniform items that are worn in warm up, by coaches, by umpires – which all offer a different outlet to expose your brand. The value of uniform sponsors for First Tier Sports is between 50k and 150k if standalone, with second tier and emerging sports starting from 12k.

GOLD, SILVER & BRONZE INCLUSION

Gold, silver and bronze sponsors / partners will also get access to the same benefits of being a player sponsor – including ambassadorial access to athletes, social media coverage and website content.

OTHER TEAM SPONSOR PACKAGES – MAKE YOUR OWN

Please refer to our Partner Playbook for further information on the sponsor benefits you can pick from in structuring your preferred returns, which we can then price custom.

Contacts

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