



2024 AMMNA FUNDRAISING PLAYER SPONSOR INFORMATION

PLAYER SPONSORSHIP

Funding Background

Player sponsors have become the cornerstone in our ability to offset costs for our elite players and their domestic and international representation duties for their country and sport. Our top athletes incur costs of circa 10k per annum to play at state and international level every year, making your donation critical in ensuring all players are not financially discluded from achieving their dreams.

Our goal is to cost cover as much of every players costs with individual players sponsorships. The Player Sponsorship program launched in CY23, offsetting a massive 30% of tour costs on a per athlete average. With a grant from Netball Australia, this grew to a record 50% of cost coverage per player which is history-making for the category. We continue to work within our community and players networks as we strive to make the pay-to-play in elite ranks for international men's netballers a thing of the past. In fact, we can't wait for the day when our hard-working athletes and financially remunerated for the work they do in being a world-class athlete.

Player Sponsor Reciprocal Value

As a volunteer-led organization with no paid resources, AMMNA drives much of its partner value through activations with the athlete you have chosen.

- **Athlete Ambassador Access:** Sponsors are able to access your athlete for any ambassadorial activity associated with your brand. This can include integration into your advertising, social media content prepared by the athlete to share on your channels, guest speaking in your networks and publishable content for your website where needed. We provide athletes with access to images and brand content so this can be made available to you when creating content through your channels. This partner benefit is on demand – and sponsors should engage directly with the athlete.
- **Social Media Content Attribution:** Sponsors receive 1 x Kelpies Page Post, Up to 3 x Athlete Page Stories and unlimited usage of our image and branding in your own social channels for brand led content you want to create.
 - Each year prior to the Kelpies Tour commencement, we create social media content to recognize each of our sponsor in one collective post.
 - During tour, your chosen athlete/s will post on their social media stories to thank their sponsors. It is important you or your business follow them so you can be tagged in this content so viewers can create the link to your brand. This partner benefit will automatically be scheduled with no action required of you.
- **'Founding Sponsors' Alumni:** Sponsors who support our formative years as a commercial product under the new Kelpies brand will be recognised on our website as founding sponsors. Your support will remain published on our website in future years not just the current, commencing late 2024 as a new initiative. This partner benefit will automatically be scheduled with no action required of you.

For player sponsors who commit to over \$1000, if there is anything further you would like to include in your package, please engage our team who will email you this package so any bespoke requests can be considered. Please be aware our volunteer staff do not have the usual marketing and PR resources of a fully funded organization, but we will do all possible to meet reasonable requests.

On behalf of our organization, thankyou for creating social impact in our player networks – helping us overcome financial barriers for inclusion which makes you forever a part of this athlete's journey in elite sport!



Contacts

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