



AMMNA

**SPONSORSHIP &
PARTNERSHIPS**

ABOUT US

As the peak national body for our category domestically, the Australian Men's & Mixed Netball Association (AMMNA) has a proud 40+ year history. Through the passionate work of a long list of dedicated volunteer administrators and officials, and a growing population of netball-loving male participants and athletes – we have paved the way for a new era for the category. These 5-decades of progress has culminated to position the 2020's as our breakthrough era.

AMMNA is seeking brands and organisations to partner with us as we emerge as an innovative new commercial product and category for the sport of netball. We know we offer a unique story and product for brands to work with – being the only big 5 code where the male product is emerging against an established booming female category that has existed for several decades. This playbook will introduce you to opportunity spaces to explore with us.

To learn more about our current strategy titled Stake in the Game, follow our insta handle page links @australianmensnetball.



COMMERCIAL IMPACT

Creating unique and differentiated brand recognition for partners in a major Australia sport, in it's fastest growing category.

- Male participation is the **fastest growing category in netball**, earmarking itself as an emerging sets of elite athletes and programs for partnership with unique marketability and brand differentiation. Partnering with our teams, players, products or organisation allows sponsors to leverage this new, fresh, disruptive and differentiated brand association that stands out from other sports.
- In our breakthrough years, more viewers tuned into the Kelpies broadcast than a full weekend of 8 elite women's netball games. Fans are flocking to the male category, who through mainstream media had over **2 million unique views** via newsprint, commercial TV / radio and broadcast for the 2023 and 2024 seasons.



SOCIAL IMPACT

Our partners help solve a 40+ year cycle of elite athletes representing their country under a pay-to-play model, and remove financial barriers that often cut representative careers short.

- Our research indicates an international athlete who represents their state and country for 10 years will accumulate over \$100,000 in direct expenses to play at the peak of their sport. With low to no access to government funding and grants, all tour costs are subsidised by players paying out of pocket. Our partnerships help relieve this long term impact on the financial health and livelihood of our players.
- Our international feeder teams have similar accessibility issues – with 15 year old first time representatives fitting the bill for 10k per year to represent their state and country. This barrier to entry results in common cases for athlete attrition who do not have surplus income in their families to pay for their international representation costs.



SPONSORSHIP & DONATIONS

Partners are able to choose their own model where the investment size can be varied to suit your desired participation.

PICK YOUR PARTNER LEVEL

PRINCIPAL PARTNERS

Principal partners are those brands who wish to support multiple levels, teams, competitions of AMMNA. These packages are negotiated specific to the requirements of our partners and range from 250k to \$1m.

PROGRAM PARTNERS

Program partners are those brands who wish to support a specific domestic or international program or product with AMMNA. These packages are negotiated specific to the program and range from 50k to 250k.

TOUR PARTNERS

Tour partners are those brands who wish to support a specific domestic or international tour with AMMNA. These packages are negotiated specific to the tour and range from 10k to 50k.

TEAM SPONSORS

Team sponsors are those brands who wish to support a specific team of AMMNA on an international tour. These packages range depending on the team chosen to sponsor and the broadcast opportunities (5k to 50k)

PLAYER SPONSORS

Player sponsors are for businesses who wish to support local talent or a specific athlete who would usually need to self fund their tour. These packages start from \$500 or everyday donations can be given online for any value

PICK YOUR SPONSOR PACKAGE

ONLINE PROMOTION

AMMNA has several online channels where your business can be promoted as a sponsor, as well as broadcast

UNIFORM PROMOTION

Major sponsors can select a garment that their brand is promoted on, including playing strip and game day uniform

ATHLETE PROMOTION

Our athletes can be used for brand ambassador work in channels you already exist to show your community support

PARTNER PROMOTION

AMMNA is part of a broader community of members and partners in netball who can be leveraged for promotion

OTHER PROMOTION

Specific promotional needs can be considered by contacting our tour management team



Contact Us
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