

SPONSORSHIP PROPOSAL

MARCH • 30 • 2021

FRANKSTON & DISTRICT NETBALL ASSOCIATION

PENINSULA WAVES



INSTAGRAM FOLLOWERS
FDNA - 736
WAVES - 1562

FACEBOOK FOLLOWERS
FDNA - 2519
WAVES - 2862

DIRECT DATABASE
2000+ MEMBERS



SATURDAY COMPETITION

FDNA has 13 Clubs - 190 teams
3000+ visitors weekly

INDOOR COMPETITIONS

In addition to Saturday Competition, FDNA hosts an abundance of teams across a range of competitions including but not limited to mixed nights, female nights, schools, walking netball, NetSetGo and many more:
130 social teams & 40 schools
1700+ visitors weekly

ASSOCIATION TOURNAMENT

FDNA hosts it's Junior Association Tournament annually with teams from across the state participating in several age divisions:
20+ associations & 100 junior teams

PENINSULA WAVES
(VICTORIAN NETBALL LEAGUE)
3 TEAMS - 36 PLAYERS

WAVES MENS TRAINING PARTNER
1 TEAM - PLAYERS

PENINSULA ELITE NETBALL
4 TEAMS - 42 PLAYERS

FDNA SQUAD
9 TEAMS - 95 PLAYERS

SPONSORSHIP OPPORTUNITIES

CALENDAR YEAR, ANNUAL UNLESS STATED. PRO RATA IF APPLICABLE.

Indoor Stadium Signage (sponsor provides signage to our specifications)
Full 12 months not available until 2022 due to new stadium redevelopment.
2021 - 6 months only, due to stadium redevelopment

Outdoor Courtside Signage (sponsor provides signage to our specifications)

Website Exposure (including listing on Business Directory):
choice of Frankston Netball AND/OR Peninsula Waves:
*Premium section
*General section
*Major Sponsor Page Footer

Monthly Digital Media Sponsor Acknowledgement (Facebook & Instagram)
*Sharing sponsor (pre approved)
*New post

Tournament Naming Rights
Competition options:
*Saturday
*Spring
*Indoor
Negotiable for individual rounds/events

Quarterly Email Direct Marketing to Member Database
i. A4: \$1000each or \$3500pa
ii. A5: \$500each or \$1500pa
iii. A7: \$100 each

Team Uniform Branding Waves and Squad
*Umpire and Staff can also be included
*Pending existing apparel agreement
*No change to existing.

Coach/Umpire Leadership Program Naming Rights
* Annual event: includes apparel, promotion across the region & Peninsula, keynote speaker opportunity.

School Clinic Naming Rights (cost per clinic)
*Negotiable if annual. Includes promotional material into schools, keynote speaker opportunity and inclusion in social media promotion

Branding on Holiday Clinics: all marketing and certificates (per term)
*One Term
*All 4 Terms

VNL Peninsula Waves Home Game Host Naming Rights (per night/round)
*Includes 10 x VIP tickets

Indoor Stadium Goal Post Padding Branding (each)
*2021 - 6 months only due to stadium redevelopment

SPONSORSHIP OPPORTUNITIES

CALENDAR YEAR, ANNUAL UNLESS STATED. PRO RATA IF APPLICABLE

Company Email
Signature Branding
(maximum 3 business')

Umpire Uniform
Sponsorship

Keynote speaker at an
FDNA or Peninsula
Waves event

Editorial email Direct
Marketing to Member
Database (maximum
twice per year)
*Sponsor to supply
content

Outdoor Goal Post
Padding Signage
(each)

Merchandise
Branding—e.g elite
drink bottles to
provide to athletes
* Sponsor to provide
branded merchandise

Weekly Youth
Kindness Award
sponsor per Saturday
season
*Child friendly and
appropriate voucher
or gift

Create your own 2021 sponsorship package by selecting multiple items

*Select one or more of these items to create your custom 2021 FDNA and Peninsula Waves Sponsorship Package.

For more information or to discuss your 2021 FDNA and Peninsula Waves sponsorship package, please call;

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W: www.frankstonnetball.com.au
W: www.peninsulawaves.com.au



FDNA & PENINSULA WAVES

From the Board of Management, all our staff, players, officials and volunteers, we would like to take the time to thank you for support in 2021.

THANK YOU!

