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# PARTNERSHIP PROPOSAL



**VOLLEYBALL**  
WESTERN AUSTRALIA

*Serving up a unique opportunity!*





# VOLLEYBALL WESTERN AUSTRALIA

As the peak administrative body of Volleyball in Western Australia, Volleyball WA partners with businesses and organisation with a core purpose:

***“To inspire healthy minds and bodies through volleyball.”***

Our principal partners help shape the strategic development of Volleyball in WA and allow Volleyball to share one of the World’s most played sports throughout the state.

Our story is one of change and one that is entrenched in championing our six core values:

- **INCLUSIVITY**
- **HEALTH**
- **RESPECT**
- **COMMUNITY**
- **WELLBEING**
- **ACCESSIBILITY**

## CURRENT STRATEGIC PARTNERS



# 2021 STATE SUMMARY

# TOTAL PARTICIPATION 181,493

### EVENTS, PROGRAMS, CLINICS & COURSES

## 292

INCLUDES BEACH, INDOOR, INDOOR BEACH, CaLD, PUBLIC & CORPORATE

### PUBLIC OPEN SPACES

## 62,192

TOTAL PARTICIPATION  
INCLUDES PUBLIC BEACH & PARK POLES

### ACTIVE VOLLEYBALL WA ENGAGEMENT

## 19,385 MEMBERS

## 212 CLUBS & AFFILIATES



### CaLD

## 10,049 PARTICIPANTS

### SCHOOL

## 18,838 PARTICIPANTS

### INDIGENOUS

## 456 PARTICIPANTS

### 448 REGISTERED COACHES

### 678 REGISTERED REFEREES



### VOLLEYBALL WA AND COVID-19

DESPITE THE CHALLENGES OF COVID-19 VOLLEYBALL VERY PROUDLY WAS A SPORT THAT STILL MANAGED TO PLAY ALL ITS REGULAR SEASONS IN FULL OR REDUCED. THE STATISTICS REFLECT A STRONG YEAR AND INCREASING ENGAGEMENT WITH OUR COMMUNITY.

### VOLLEYBALL WA PROFILE

## 255,570 WEBSITE VIEWS

## 194,012 VOLLEYBALL IN WA FACEBOOK FOLLOWING

## 53,800 VOLLEYBALL IN WA INSTAGRAM FOLLOWING



# OPPORTUNITY ONE



## EVENT ACTIVATION PACKAGE

This is an opportunity for your company to run an activation at one of our events.

- Logo placement on event specific advertising and promotional literature
- Access to:
  - One Volley Voice (eDm) ad
  - Acknowledgement in the event specific website promotional article
  - Acknowledgement in the event specific Facebook promotional article
- An agreed location to best showcase the product
- Discounted VWA Corporate packages at Inner City Beach

**CASH SPONSORSHIP COST: \$0**

# OPPORTUNITY TWO



**VWA  
EVENT  
SPONSOR  
BRONZE  
PACKAGE**

This is an opportunity for a company to support a specific event.

- Package benefits include:
  - Signage at the event
  - Promotion of logo on VWA website
  - Acknowledgement of support in the Annual Report and Volley Awards program
  - Promotion of logo on event marketing material
  - One Volley Voice (eDm) ad
  - Acknowledgement of support in one website and one Facebook promotional article.
  - Opportunity to showcase products and services at event
  - Invitation to 'event specific' promotional activities
  - Free spectator entry to the event (if applicable)
  - Discounted VWA Corporate packages at Inner City Beach

**CASH / IN KIND SPONSORSHIP COST: \$2,500 (EXC. GST)**

# OPPORTUNITY THREE



## VOLLEY AWARD SPONSOR PACKAGE

This is a one-off opportunity to support our Awards night.

- Naming rights of a Volley Award
- Promotion of logo on:
  - VWA website
  - Volley Awards program and other event material
- Access to:
  - One Volley Voice (eDm) ad
  - Acknowledgement in event specific website promotional article
  - Acknowledgement in event specific Facebook promotional article
- Opportunity to showcase products at the event
- Acknowledgement of support in the Annual Report
- Discounted VWA Corporate packages at Inner City Beach

**CASH / IN KIND SPONSORSHIP COST: \$250 (EXC. GST)**

# OPPORTUNITY FOUR



## VOLLEY AWARDS MAJOR SPONSOR PACKAGE

This opportunity is currently open to a company who wants naming rights to the annual Volley Awards.

- Signage at event
- Promotion of logo on VWA website, the printed Annual Report, Volley Awards program and marketing materials plus the Annual Calendar
- Three monthly Volley Voice (eDm) ads
- Acknowledgement of support in website, Facebook and LinkedIn promotional articles
- Opportunity to showcase products at event
- Two complimentary tickets to the Volley Awards
- Invitation to and VIP hospitality at the WA State Open
- Discounted VWA Corporate packages at Inner City Beach

**CASH SPONSORSHIP COST: \$5,000 (EXC. GST)**

# OPPORTUNITY FIVE



## JUNIOR/YOUTH STATE TEAM SPONSOR WHITE PACKAGE

This opportunity gives companies the opportunity to support our youth and/or junior state representative teams who compete nationally in beach and indoor volleyball.

- Package benefits include:
  - Promotion of logo on VWA website
  - Acknowledgement in the VWA Annual Report
  - One Volley Voice (eDm) ad
  - Acknowledgement of support in one website, Facebook and LinkedIn promotional article
  - Discounted VWA Corporate packages at Inner City Beach

**CASH SPONSORSHIP COST: \$1000** (EXC. GST)

# OPPORTUNITY SIX

## JUNIOR/YOUTH STATE TEAM SPONSOR

### BRONZE

### PACKAGE

This opportunity gives a company the opportunity to support our youth and/or junior state representative teams who compete nationally in beach and indoor volleyball.

- Promotion of logo on VWA website
- Acknowledgement of support in the printed Annual Report, Volley Awards program and Annual Calendar
- Promotion of logo on state team specific advertising, uniforms and merchandise (subject to competition guidelines)
- Access to two Volley Voice (eDm) ads
- Acknowledgement of support in one website, Facebook and LinkedIn promotional article
- Complimentary ticket to the Volley Awards
- VIP hospitality at the WA State Open
- Discounted VWA Corporate packages at Inner City Beach

**CASH SPONSORSHIP COST: \$2,500 (EXC. GST)**



# OPPORTUNITY SEVEN



## VWA STEEL SPONSOR PACKAGE

The WA Steel are our state representative team, a Men's and Women's team is announced each year to compete in the Australian Volleyball League. Athletes are self funded so cash sponsorship is sort to offset their costs.

Benefits which can be negotiated include:

- VWA Steel naming rights
- Signage and marketing at home events
- Promotion of logo on WA Steel advertising, uniforms and merchandise (subject to competition guidelines)
- Complimentary tickets to the Volley Awards, VIP hospitality at the WA State Open and invitation to VWA Steel promotional activities
- Player appearances

Contact [marketing@volleyballwa.com.au](mailto:marketing@volleyballwa.com.au) to discuss the opportunity further..

**CASH SPONSORSHIP COST: P.O.A.**

# OPPORTUNITY EIGHT



## VWA PROGRAM SPONSOR PACKAGE

Volleyball WA runs several programs throughout the year, our Kids and Junior Volley programs offers access to our fastest growing markets. Supporting our Adaptive Volley program will help us offer the sport to those with physical and intellectual challenges.

Some of the benefits available for negotiation are:

- Proudly bought to you rights
- Logo on program staff uniforms
- Logo on program merchandise items
- Promotion of logo on VWA website
- Acknowledgement of support on printed Annual Report and Annual Calendar
- Access to Volley Voice (eDm) ad space
- Acknowledgement in website, Facebook and LinkedIn promotional articles
- Opportunity to showcase products at VWA events
- Complimentary ticket to the Volley Awards, invitation to VIP hospitality at the WA State Open.
- Discounted VWA Corporate packages at Inner City Beach

**CASH SPONSORSHIP COST: \$5,000 (EXC. GST)**

# OPPORTUNITY NINE



## VWA SPONSOR

This opportunity is for any organisation that wants to support the growth and development of our sport. Some of the negotiable benefits could include:

- Signage at Inner City Beach Courts, VWA promotional activities and VWA competitions and events
- Promotion of logo on:
  - VWA letterhead, stationary and email signature
  - VWA website, Annual Report, Volley Awards program, Annual Calendar and Media Wall
  - State team and event advertising
- Access to monthly Volley Voice (eDm) ad space
- Acknowledgement of support in website, Facebook & LinkedIn promotional articles
- Opportunity to showcase products at VWA events
- Two complimentary tickets to the Volley Awards
- Invitation to VIP hospitality at the WA State Open
- Free spectator entry to all VWA events and competitions
- WA Steel player appearances
- One Free VWA Corporate packages at Inner City Beach

**CASH / IN KIND SPONSORSHIP COST: FROM \$15,000 (EXC. GST)**

*For further information about this partnership proposal or to discuss how you can become a partner, please contact Volleyball WA.*

**Sascha Stone**

**Volleyball WA**

**Marketing & Communications Manager**

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