
PARTNERSHIP PROPOSAL



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



Department of
Local Government, Sport
and Cultural Industries



alcohol
thinkagain



fortix



Western Australian Association
for Mental Health



**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**

**55%
MALE**

**45%
FEMALE**

**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.

**DISCOVER
VOLLEYLIFE**

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

Note: Activations subject to VWA approval.

ACTIVATION COST AT THE EXPENSE OF THE SPONSOR

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 AWARDS TROPHY 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 (signage supplied by sponsor)
- 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 package for team building activity at Inner City Beach

CASH SPONSORSHIP COST: \$1,000 (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 Perth Steel are our state representative team, a Men's and Women's team is announced each year to compete in the Australian Volleyball Super League. Athletes are self funded so cash sponsorship is sort to offset their costs.

Benefits which can be negotiated include:

- Presenting rights
- Signage and marketing at home events
- Promotion of logo on Perth 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 Perth Steel promotional activities
- Player appearances and the like

Contact 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:

- Presenting rights
- Logo on program staff uniforms (at point of re-print)
- Logo on program merchandise items (at point of re-print)
- 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. (signage supplied by sponsor)
- 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
- 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.

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VOLLEYBALL
WESTERN AUSTRALIA

