

Sponsorship **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



Department of
Local Government, Sport
and Cultural Industries



alcohol
thinkagain



fortix



WAAMH
Western Australian Association
for Mental Health



**2022
STATE
SUMMARY**

**TOTAL PARTICIPATION
207,424**

**DISCOVER
VOLLEYBALL**
PROGRAMS & PRODUCTS



ACTIVE VOLLEYBALL WA ENGAGEMENT

**20,558
MEMBERS**



**189
CLUBS & AFFILIATES**



**55%
MALE**



**45%
FEMALE**

**CaLD
9,204
PARTICIPANTS**



**SCHOOL
21,454
PARTICIPANTS**



**INDIGENOUS
1,219
PARTICIPANTS**

**530
REGISTERED
COACHES**

**834
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.

**PUBLIC OPEN SPACES
60,400**

TOTAL PARTICIPATION INCLUDES PUBLIC BEACH, PARK POLES & VOLLEYMATES

VOLLEYBALL WA PROFILE

**252,276
WEBSITE VIEWS**

**244,789
VOLLEYBALL IN WA
FACEBOOK FOLLOWING**

**62,517
VOLLEYBALL IN WA
INSTAGRAM FOLLOWING**



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OUR PROPOSAL

Volleyball is a sport for everyone, regardless of ability, age or background. It can be played for fitness, fun, or in an elite competition environment. Volleyball has a positive social impact on our community.

As a year-round sport with no dedicated sporting facility, delivering the game to our broad community has many challenges. As an amateur sport athletes are self funded.

Volleyball WA look for partners who share similar values of inclusiveness, accessibility, health, wellbeing and community.

Volleyball WA are currently looking for sponsors to provide cash and/or in-kind support for the **Perth Steel**.



THE OPPORTUNITY



Perth Steel

The Perth Steel are our state representative team who each year battle it out nationally against five other teams.

The Perth Steel have a men's and women's team. Squad members must first trial in order to be selected.

In 2022, the WA Steel Women's Team won Silver and the Men's Team Bronze.

In 2023, the league was re-imagined and the Steel Men's and Women's team both won gold and the Club Championship Trophy.

Experience the win here -
www.youtube.com/watch?v=266_d9QduPg

THE OPPORTUNITY



The Australian Volleyball Super League

The all-new Australian Volleyball Super League is a competition that entertains those who attend in person or on TV, with three hours of high-paced, exciting volleyball every weekend during August and September.

The new Super League is the opportunity for Clubs to brand themselves and their players, promote their talent, create connections with fans and increase value for investors.

The Australian Volleyball Super League aims *HIGHER*, feels *FASTER*, and entertains *HARDER*.

THE OPPORTUNITY – TIER ONE

Perth Steel Men's Team Presenting Rights & Uniforms

VALUE \$25,000
(CASH/IN KIND)

The WA Steel Men's Team is looking for a sponsor to help cover the playing costs of the team. Presenting rights to the Men's Team provides this top tier sponsor with their logo on the playing top plus:

- Courtside signage at home games (2) (At cost to NISSAN)
- Match day activation/merchandise opportunity (At cost to NISSAN)
- 4 tickets to the VIP hospitality area per home game
- TVC's on living streaming of home games (TVC provided by NISSAN)
- Digital/Social Media promotion including ad in monthly eDm
- Team experiences such as meet and greet with player or Ambassador/Influencer video content
- Acknowledgement of the sponsorship on our VWA website, Facebook & LinkedIn pages. Acknowledgement of the sponsorship on the WA Steel Facebook page.
- Logo on the VWA Website, Annual Report, Volley Awards program and Annual Printed Calendar

The logo position on the uniforms is:

- Centre Bottom Front



EXPOSURE FOR YOUR BRAND



The Numbers That Count for ROI

- The total participation in our sport in WA is 207, 424
- VWA have 20, 558 members.
- We have 189 clubs and affiliates each with their own membership bases.
- Our website received 252,000 + page visits last year.
- Volleyball WA Facebook followers across the state number 244, 789
- Instagram followers across the state total 62, 517
- Volley Voice our monthly e-newsletter is distributed to our subscribers of just over 13,000 people
- The Perth Steel social media this season had an individual reach of over 155,000 and TIKTOK videos were viewed more than 731,000 times. News of the win appeared on Seven News Perth and also in the West and Perth Now.

*For further information about
this opportunity and to discuss
how you can sponsor volleyball in
WA, please contact Volleyball WA.*

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