

Partnership
OPPORTUNITIES



2024



ABOUT US – Gippsland Region

Gippsland Stars is an elite netball program that operates in the Victorian Netball League.

The club is aligned with the Gippsland League consisting of the region's ten largest towns/cities.

Bairnsdale, Drouin, Leongatha, Maffra, Moe, Morwell, Sale, Traralgon, Warragul and Wonthaggi,

while the league covers six local councils; Baw Baw, Bass Coast, East Gippsland, Latrobe City, South Gippsland and Wellington.

The program also encompasses players from the entire region including district League's and local netball associations. The AFL Gippsland map attached shows the locations of senior league netball clubs across Gippsland.



VNL PROFILE

Boasting the title of the premier netball competition in Victoria, the Victorian Netball League prides itself on developing some of Australia's best athletes, coaches, umpires and officials.

Highlighting the importance of the VNL in the pathway, there are a number of current and former VNL head coaches having held coaching roles at SSN clubs, and a large number of umpires and bench officials officiating SSN matches.

With 15 games per round encompassing 10 clubs across two divisions (Championship & 23 Under), the VNL continues to be a pivotal competition in the Netball Victoria pathway.

VNL Livestream

4 games livestreamed per Round

12,000+ views per round (including finals)

VNL Social Media Engagement via NV Channels as at 31 July 2022

Instagram – approx. 207,000 (av. 5,500 per post)

Facebook – approx. 300,000 (av. 7,675 per post)

Twitter - approx. 104,000



WHY SPONSOR GIPPSLAND NETBALL?

Netball offers a captive audience of thousands every weekend during the season and the Gippsland Stars is the representative pathway team for the entire Gippsland region.

As well as community netball's reach, sporting clubs support community togetherness and encourage a healthy and social lifestyle for its participants and fans.



WHAT DOES YOUR CONTRIBUTION MEAN?

- Allows the club to run a high level program
- Assists the club to provide a positive experience and encourage representative netball for all participants
- Reduces playing costs for the Gippsland Star's players
- Assists in growing netball and pathways in the region



AVAILABLE PACKAGES SEASON 2024

PREMIER PARTNERSHIPS:

Included benefits

- Recognition on all advertising material and collateral as a premier partner of Gippsland Stars
- Logo Displayed on all components of player uniform and kit
- Logo on A frame sign in front of team bench at VNL games (SNC & home venue).
- Home game title sponsor & Company signage displayed at home game.
- Display of company logo on the home page and sponsors page of the Club website. Company logo included in all media releases
- Logo representation on all social media posts through Facebook, Instagram, Team app.
- Team App advertising banner
- Access to 2 x monthly Company post on social media.
- Access to club athletes for content and PR.
- Access to home game benefits including tickets
- Naming rights to club awards including shooting award & MVP with weekly social media advertising
- Livestream advertising options

Custom benefits upon negotiation

GOLD PARTNERSHIPS:

Included benefits

- Recognition on all advertising material and collateral as the gold partner
- Logo Displayed on components of player uniforms
- Company signage displayed at home game.
- Display of company logo on the home page and sponsors page of the Club website.
- Logo representation on social media posts through Facebook, Instagram, Team app.
- Access to club athletes for content and PR.
- Access to home game benefits including tickets

Additional benefits upon negotiation

SUPPLIER PARTNERSHIPS:

Included benefits

- Recognition on select advertising material and collateral as the supplier partner
- Company signage displayed at home game.
- Display of company logo on the home page and sponsors page of the Club website.
- Logo representation on social media posts through Facebook, Instagram, Team app.
- Supplier partners can access contra deals that are recognized by the club as the 'official supplier'

Each package can be billed in a single or multiple instalments to suit your business. Each package would be ideally entered into for two seasons.



FOR MORE INFORMATION

Contact Gippsland Stars Operations Manager Carlie Dwyer

gippslandstars@outlook.com