

## Netball Portugal Sponsorship Deal

### Executive Summary

Netball Portugal is seeking strategic partnerships with leading companies to enter into a 5-year sponsorship deal. This collaboration aims to drive the growth of netball in Portugal, enhance brand visibility for sponsors, and contribute to community engagement and development. By aligning with Netball Portugal, companies can leverage a unique opportunity to associate with a dynamic and rapidly growing sport, benefit from extensive media exposure, and engage with a diverse and enthusiastic audience.

### Objectives

1. **Grow the Sport:** Expand netball's presence and participation across Portugal.
2. **Enhance Brand Visibility:** Provide sponsors with high-impact brand exposure through various media and event channels.
3. **Community Engagement:** Promote health, teamwork, and empowerment through sports, particularly among youth and women.
4. **Mutual Benefit:** Foster a symbiotic relationship where both Netball Portugal and sponsors achieve their respective goals.

### Value Proposition for Sponsors

1. **Brand Exposure:**
  - **Event Sponsorship:** Logo and brand visibility at local, regional, national and International tournaments.
  - **Media Coverage:** Exposure through broadcast, print, and digital media channels.
  - **Merchandise:** Brand placement on team kits, equipment, and promotional materials.
2. **Audience Engagement:**
  - **Fan Base:** Access to a dedicated and growing fan base.
  - **Community Programs:** Association with community development programs and CSR (Corporate social responsibility) initiatives.
  - **Digital Presence:** Promotion through Netball Portugal's social media platforms, website, and newsletters.
3. **Networking Opportunities:**
  - **Events:** Invitations to exclusive events, networking functions, and hospitality opportunities.
  - **B2B Engagement:** Opportunities for business-to-business engagements through sponsored events.

## Strategic Fit

Sponsoring Netball Portugal aligns with corporate social responsibility goals, enhances brand loyalty, and demonstrates a commitment to community health and wellness. Companies can leverage this partnership to strengthen their brand image, promote their products/services, and engage with a diverse audience.

## Marketing and Media Plan

1. **Event Marketing:** High visibility at all netball events, including matches, tournaments, and community outreach programs.
2. **Digital Campaigns:** Dedicated social media campaigns, email marketing, and content collaboration to highlight sponsorship.
3. **Media Partnerships:** Collaborations with local and national media outlets to maximize exposure.
4. **Promotional Activities:** Joint promotional activities, contests, and activations to engage the community and fans.

## ROI and Measurement

1. **Brand Metrics:**
  - **Brand Awareness:** Pre- and post-sponsorship brand awareness surveys.
  - **Media Impressions:** Analysis of media coverage and social media engagement.
2. **Business Metrics:**
  - **Sales Impact:** Correlation of sponsorship activities with sales performance.
  - **Customer Engagement:** Metrics on customer interaction and engagement at events and online.
3. **Community Impact:**
  - **Participation Rates:** Increase in netball participation and community program involvement.
  - **CSR Goals:** Contribution to corporate social responsibility objectives.

## Financial Commitment

Netball Portugal proposes a tiered sponsorship structure with varying levels of investment and corresponding benefits. This structure ensures that companies of all sizes can participate and find value in the partnership.

- **Platinum Sponsor:** €5,000 annually
- **Gold Sponsor:** €3,000 annually
- **Silver Sponsor:** €2,000 annually
- **Bronze Sponsor:** €1,000 annually

Each tier offers a comprehensive package of benefits, with Platinum sponsors receiving the highest level of exposure and engagement opportunities.

**Conclusion** Partnering with Netball Portugal offers companies a unique and valuable opportunity to enhance their brand, engage with a growing sport, and contribute to community development. This 5-year sponsorship deal promises mutual benefits and a significant return on investment through increased visibility, community engagement, and brand loyalty.

We look forward to discussing this exciting opportunity further and exploring how your company can become a key partner in the growth of netball in Portugal.