

Korfball Australia

Sponsorship Prospectus 2019



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Seeking to promote Korfball, as well as its ideals of teamwork and gender equality, throughout Australia

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What's Inside

About Us 04

Our Focus 05

National Team 06

Sponsorship Opportunities 07

National Championships 08

Partnership Opportunities 09

Bespoke Opportunities 10

What We Offer 11

Get in touch 12

About Us



Korfball is a fast-paced and dynamic game that is the only truly mixed team sport in the world. The principles are similar to those of netball, handball and basketball, but the unique defending and mixed sex rules make for a much more varied game at a much faster pace. Teams of eight players divide into two “divisions”, two male, two female players in each division. Each division starts in either attack or defense, and swaps ends (and roles) every two goals. The Korfball playing area consists of two large squares joined along the centre line, and within each square is a ‘korf’ set in one third from the back line. The korf is set at a height of 3.5m, half a meter higher than a basketball or netball ring. The rules prevent defending a player of the opposite gender, and shooting while closely defended, and moving with the ball. As such, the only way to score is with teamwork, and with tactics which involve players of one gender supporting their teammates of the opposite gender.

The sport of Korfball was invented in the Netherlands, in 1902, and has been played continuously since. In the years since, Korfball has spread all around the world, with the International Korfball Federation being founded in 1933. The IKF now has 68 member associations, on all continents bar Antarctica. Korfball has been an exhibition sport at two Olympics, and is an IOC recognised sport which was considered for inclusion in the 2020 Olympics. A World Championships was instituted in 1978, and is played quadannually. Continental Championships are also held every four years, and Korfball is included in the World Games, ensuring a steady stream of International competition.

Australia played in their first World Championship in 1984, and has qualified and participated in every edition since, including qualifying for the upcoming 2019 World Championships in South Africa. Korfball Australia was founded in 1978, and has been Australia’s representative to the IKF since then. Korfball Australia is charged by the IKF to develop and administer Korfball within Australia, and has taken an active role in developing the sport in the wider Asia-Oceania region.

Our Focus

Korfball Australia's activities can be broadly split into three main areas, and there are sponsorship opportunities available in each of them.



Grassroots Development

One of the primary focuses for Korfball Australia is grassroots development. This takes many forms, from assisting State bodies in their development programs, both youth and senior, supporting the running of State competitions, to assisting in the set-up of new State bodies.

Domestic Competition

The peak domestic competition in Australia is the National Club Championships. Held annually over a single weekend, this tournament is organised by Korfball Australia, and is the only time each year teams from the various State Leagues meet their interstate opponents. The tournament sees over a hundred of the nation's best players in the same place at the same time, competing for the top prize in domestic Korfball.



National Team

One of the major responsibilities of Korfball Australia is the organisation and development of the National Team. This is largely focused on the Senior team, but active efforts are underway to reactivate the former Junior and Youth programs in line with the recent IKF reorganisation of age-group competition, including U17 and U19 at World Championship level.



National Team



The 2019 World Korfball Championships will be held in Durban, South Africa, from the 1st to the 10th of August. Australia qualified for this tournament following the National Team's strong showing at the 2018 Asia-Oceania Korfball Championships, finishing third.

It will cost in excess of \$20,000 for the National Team to compete in South Africa, costs which are currently borne directly by the players. This will have the effect of preventing Australia sending the strongest possible team, as players who are unable to afford the travel won't make themselves available for selection. While fundraising efforts occasionally slightly alleviate the cost, the insular nature of the Korfball community means the same individuals are approached for help time and time again. It is hoped by widening the pool, we may be able to provide better support to our National Team, and maximise their opportunity to succeed in South Africa.

Sponsors who choose to support Korfball Australia through the National Team Sponsorship stream will gain exposure to a world-wide audience, with particular emphasis on Australia, South Africa and the Low Countries. Brand activations will occur across the Korfball Australia website, email list, and all Korfball Australia social channels, including Facebook, Twitter, Instagram and Youtube. Brands will also gain incidental exposure through social and traditional media on non-Korfball Australia channels, due to the interest in the event on these channels.

This sponsorship stream is ideally suited to businesses who seek exposure to a global market, particularly those which have interests in Australia as well as either South Africa, or the Low Countries. Other competing nations hail from Europe, Africa, Asia and South America, ensuring further exposure.

Sponsorship Opportunities

Gold



Gold Sponsorship is the highest level of sponsorship available, and is limited to a single exclusive opportunity.

Gold Sponsorship gives naming rights to the sponsor, which includes all official communications via traditional and social media, as well as tagging of your brand social profiles on all relevant posts. Your brand logo will be included in the header of all press releases and articles regarding the National Team, as well as appearing in prime position on the website homepage and National Team hub.

Brand activations will be negotiated, but will at a minimum include a stand alone sponsorship announcement, access to direct marketing campaigns via mailing lists and multiple exclusive social media promotions.

Significantly, your brand logo will also appear on the front of all playing and training uniforms of the National Team, ensuring your brand is seen in all visual media, including match broadcasts, around the globe.

\$8,000

Silver



Silver Sponsorship is our second highest level of sponsorship, and is available for multiple organisations, with the exact number subject to demand, but likely to top at at five or six

Silver Sponsorship will ensure your brand logo will be included below the header of all press releases and articles regarding the National Team, as well as prominently appearing on the website homepage and National Team hub.

Brand activations will be negotiated, but will at a minimum include a stand alone sponsorship announcement, access to direct marketing opportunities via mailing lists and several exclusive social media promotions.

In addition, your brand logo will appear on the back of all playing uniforms of the National Team, ensuring your brand is seen in all visual media, including match broadcasts, around the globe.

\$2,000

Bronze



Bronze Sponsorship is our third and final level of sponsorship, and is available for multiple organisations.

Bronze Sponsorship will ensure your brand logo will be included in a row in the footer of all press releases and articles regarding the National Team, as well as appearing on the website on the National Team hub.

Brand activations will be negotiated, but will at a minimum include a joint sponsorship announcement, access to direct marketing opportunities via mailing lists and exclusive social media promotions.

In addition, your brand logo will appear on the back of all training and warmup uniforms of the National Team, ensuring your brand is seen in all visual media, including pre-game of match broadcasts, around the globe.

\$500

National Club Championships



The 2019 Korfball Australia National Club Championships will be held on October 5th and 6th, in Maitland, New South Wales, just outside of Newcastle. This marks the first time the National Club Championships have travelled to New South Wales, an exciting development for all involved.

Costs for the National Club Championships are hard to exactly quantify, as many of the variable costs are borne by the clubs, and are then passed onto the players, or borne directly by the players. While Korfball Australia covers the organisation costs, this is a small fraction of the overall costs. Costs for the clubs include travel and accommodation, costs which do prevent some players participating in the tournament. It is hoped Korfball Australia, with your support, will be able to alleviate some of the clubs costs, to ensure the highest standard of competition is present at the nation's peak competition.

Organizations who choose to become a National Club Championships partner will gain exposure to a highly engaged nation-wide audience, with a particular focus on the Hunter region, with some expected level of third-party media exposure. Brand activations will occur across the Korfball Australia website, email list, and all Korfball Australia social channels, including Facebook, Twitter, Instagram and Youtube. Due to the local nature of the event, on-site activations will also be available for interested organisations, gaining exposure to upwards of 200 on-site participants, plus non-playing attendees, as well as increased exposure on social media.

These partnerships are ideally suited to businesses which seek exposure to a physical audience in the Hunter region, especially those who also desire some level of additional nation-wide exposure.

Partnership Opportunities

Premier

Premier Partnership is the highest level of partnership available, and is limited to a single exclusive opportunity. This partnership includes naming rights to the National Club Championships, which ensures your brand logo will be integrated into the official logo for the event, which will appear on all advertising material, including press releases and physical signage, as well as appearing in prime position on the website homepage and National Club Championships hub.

Brand activations in the lead up to the tournament will be negotiated, but will at a minimum include a stand alone sponsorship announcement, access to direct marketing campaigns via mailing lists and multiple exclusive social media promotions. All official communications via traditional and social media, will include the event logo, including your brand logo, as well as tagging of your brand social profiles where possible.

During the tournament, activations will include brand insertion into the livestream at the beginning and end of all breaks in play, watermark present during livestream, prominent multiple matchday outside signages (also visible on livestream), inclusion on presentation backdrop, as well as the opportunity for physical activations.

Our Premier Partner is also invited to send representatives to participate in the medal presentations for all grades, including making a speech, all included on the live stream.

\$5,000

Major

Major Partnership is our second highest level of sponsorship, and is available for multiple organisations, with the exact number subject to demand, but likely to top at five or six.

Major Partnership ensures your logo will appear on all advertising material, including in a row below the header of all press releases, on physical signage, and on the website homepage and National Club Championships hub.

Brand activations in the lead up to the tournament will be negotiated, but will at a minimum include a stand alone sponsorship announcement, access to direct marketing campaigns via mailing lists and exclusive social media promotions. All official communications via traditional and social media, will include your brand logo, as well as tagging of your brand social profiles where possible.

During the tournament, activations will include brand insertion into the livestream during all breaks in play, prominent matchday outside signage (also visible on livestream), inclusion on presentation backdrop, as well as the opportunity for physical activations.

\$1,000

Minor

Minor Partnership is our third and final level of partnership, and is available for multiple organisations.

Minor Partnership is designed primarily around game-day activations, and is therefore aimed more at local businesses who would benefit from local advertising. That being said, your logo will also appear on the Korfball Australia website, on the National Club Championships hub, and in the footer of all press releases.

Brand activations for the tournament will be negotiated, but will at a minimum include a joint sponsorship announcement, access to direct marketing opportunities via mailing lists and exclusive social media promotions.

During the tournament, activations will include matchday outside signage (also visible on livestream), as well as the opportunity for physical activations.

\$200

Bespoke Opportunities

Unsure if any of the packages are for you? Looking for a customised way to support Korfball Australia? Wanting to provide in-kind goods or services, rather than a monetary donation? Seeking to be involved with any of our grassroots development? Read on to find out how our bespoke opportunities could be for you.

We understand that the fixed packages available, flexible though they may be, don't always best suit your brand's needs. That's why we are pleased to offer Bespoke Opportunities, so that our team can work with you to ensure the best outcomes for both parties.

Not sure what it we mean by Bespoke Opportunities? It simply means we work with you to develop a relationship, and produce a partnership which is mutually beneficial. An example of this is coming on board as an official supplier or partner for your particular goods or services. This partnership could be in the form of donations, either monetary or of goods and/or services, in the form of preferential pricing, or even in the form of referral bonuses or kickbacks. As

an organisation, we would naturally then use your products or services exclusively, as well as market to our highly engaged user base.

Have an idea for a partnership which you think is too outlandish? Try us. Given how unique the sport of Korfball is, we well and truly understand that different is nothing to be scared of.

Just as we're open to any and all ideas around partnerships, we would love to hear your ideas around brand activation as well. We want to show our supporters off as best as we can, and as often as we can. Brand activations for our bespoke partners don't have to be centred around our flagship events, the National Club Championships and National Team competitions.

If your support is centred around Korfball Australia as an organisation, then our activations can exist outside of those events as well.

Due to the hugely varied and multi-layered grassroots development programs we have, we don't have fixed opportunities, but this aspect of our activities is perfect for a Bespoke Opportunity. If your business has a core demographic, we have a program which can tie in.

Our ability to develop Bespoke Opportunities extends to our seemingly fixed packages as well, with all aspects of the package being negotiable. This includes contract length, so for those companies who are in for the long haul, we're there with you.



What we offer



Unsure what it is we can offer your organization? Read on to find out the benefits of partnerships with Korfball Australia.



Through our agreement with the Australian Sports Foundation, all donations to Korfball Australia are tax deductible.



Direct user engagement through email and website traffic is proportionately high, users which we will ensure your organisation is exposed to.



Our social media profiles directly reach thousands of unique users, in Australia and around the world, a number which is growing across all platforms.



Reach via third party social profiles reaches into the tens of thousands, due to sharing of posts by international organisations, such as the IKF, around major events.



All partnerships are exclusive, meaning no competitors will be permitted to engage with Korfball Australia. Right of refusal is given for any potential conflicts.





2019 National Club Championships

Maitland, NSW, Oct 5 & 6



Get In Touch

If anything in this prospectus has sparked an interest, or if you would simply like more information on anything you found, please get in touch using the details on the next page. We look forward to hearing from you, and working together to develop a lasting and rewarding partnership.



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