



Sponsorship
Proposal
2024





2250 Members



13 Clubs



24 Courts



2000 Games
Each Season



6011 Followers
1314 Followers



Established since 1981 Townsville City Netball Association Incorporated (TCNAI) is a professionally operated and significantly sized sporting association that provides opportunities for individuals of all ages, skill levels, competitiveness and ambition to participate in a very enjoyable sport.

With a 21% increase in participation in 2023, netball was historically a female dominated sport that now expands opportunities for boys, mens and mixed netball pathways.

TCNAI offers Junior, Senior, Premier League, Social, Mixed and Walking Netball competitions. Programs available include Little Netty's from age 3, NetSetGO from age 5, inclusive programs, and development for players, umpires, coaches and officials.

TCNAI hosted Netball Queensland's largest participation event of 2023, Junior State Age. Over 220 teams participated (14 more than the same event hosted in Brisbane 2022) with approximately 6000 spectators attend the event each day. The event bought an estimated \$9.3 million economic benefit to the wider Townsville community (University of Queensland study).

Townsville City Netball Association was awarded Community Organisation of The Year, Inclusion Award & finalist for NetSetGo Centre of the Year by Netball Queensland in 2023. Members of our Association have been recognised as Volunteer of the Year, Community Coach of the Year, Senior Coach of the Year and Netball Queensland Youth Advisory Committee Chair and Netball Queensland Board members.

The association currently has over 2250 members creating significant player and supporter foot traffic into our Association. Located in the thriving Murray Sports Precinct, TCNAI observes significant car and foot traffic around the majority of our facility with high visibility.

With 20 hard courts and 2 grass, TCNAI is the largest netball facility outside of SEQ, and remains the only regional association eligible to host Netball Queensland's major events (which require at least 20 courts)

Acknowledgement of Country

Townsville City Netball Association Inc (TCNAI) acknowledges the Traditional Owners of the lands where its grounds and facilities are located, the Bindal and Wulgurukaba People, and pays its respects to all Elders past, present and emerging. The TCNAI also recognises the outstanding contribution that Aboriginal and Torres Strait Islander people make to netball in Townsville and celebrates the power of netball to promote reconciliation and reduce inequality.



1,017,000

PEOPLE PLAYED NETBALL BETWEEN JULY 2022 & JUNE 2023.

Netball has held its rank as the number one female sport in Australia with AusPlay data.

Why netball

Partner with us



Grounds Sponsor

\$50,000

Located on over 35390m2 in the heart of Murray Sporting Complex TCNAI is home to over 28 netball courts, a canteen, amenities block, office, meeting & event facilities. With entry/exit via the main Gate House fronting an expansive carpark with high traffic you can make this location yours as the Grounds Sponsor.

Competition/Carnival Sponsor

\$10,000

Join naming-right sponsors such as McDonald's and MGE to target specific demographics for major events and ongoing competitions throughout the year including: Future Diamonds Carnival (U11), Senior Carnival, Social/Mixed Carnival & Indigenous Carnivals, Junior Set Go Competition & Walking Netball!

Squad/Program Sponsor

From \$1000

Join sponsors such as North Queensland Physiotherapy Centre to support specific programs or squads hosted by or representing TCNAI throughout the year including: Umpire, Performance, Development, Fun Squad, Indigenous and Inclusion. Sponsor a program, or support our programs by featuring your logo on our merchandise.

Supporting Sponsor

\$ Various

Looking for a unique way to support TCNAI and promote your business? Speak with the team about the many opportunities we tailor for you as a supporting sponsor.

Signage Sponsor

From \$750

With high foot within and around our facilities, along with significant car traffic around the majority of our facility located in the heart of Murray Sporting Complex feature signage at TCNAI promoting your business.

Court Sponsor

From \$2000

Feature your business with naming rights of a dedication court. This court would be known as Court ## - Your name. Your logo would feature on post pads at both ends, within the centre circle of your court and on digital artwork displaying our court layout. Add to your feature court with additional signage opportunities nearby!



Be seen - Local Media Examples

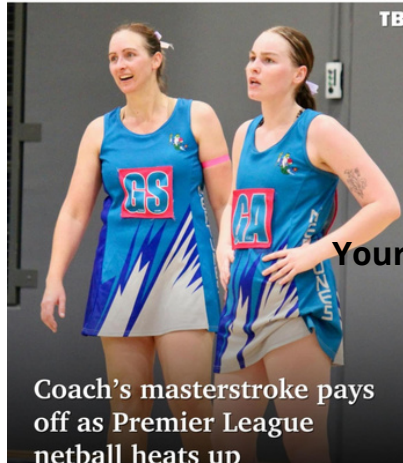
Townsville Bulletin
19 May 2023 · 🌐

Highlanders Netball Club and Saints Netball Club Townsville are emerging as the teams to beat while surprise results have shaken up early finals predictions 🏆 Catch up on all the action through the first two rounds of [Townsville City Netball Association Inc.'s Carmichael Ford Premier League](#) 📺 <https://bit.ly/3BGEUPl>



Townsville Bulletin
20 Aug 2023 · 🌐

A coach's tactical masterstroke paid off, a new Highlanders star emerged and the league's leading shooter netted an eye-popping tally 🌟 Catch up on everything from [Townsville City Netball Association Inc.'s Carmichael Ford Premier League](#) round 13 and see our 3-2-1s 📺 <https://bit.ly/45nF4Zv>



Townsville City Netball Association Inc. · 🌐
Posted by Instagram
31 Aug 2022 · 🌐

Catch [Runaways Premier League Coach Alicin Everson](#) discuss the [Carmichael Ford Premier League GRAND FINAL](#) with Trevor on The Sideline View this Saturday on [Power100](#) from 12 noon.

#netballnews #netty #localsport

Sharon Finnan-White First Nations Academy of Excellence
13 Sep 2023 · 🌐

Congratulations to Sonnyanne Raggett on her outstanding achievements in the [Townsville City Netball Association Inc. Carmichael Ford](#) premier league competition taking out the MVP, Senior Player of the Year and Goal Shooter in the Team of the Year! Not a bad effort for her first year in this competition and at the age of 15. Sonny was also recently selected in the [Northern Rays 16U](#) team for the [Netball Queensland Nissan State Titles](#) which commences this weekend. Selectors need to keep a close eye on Sonny as she has a big future in netball! ❤️🧡💚💙💜 ... See more

Townsville Bulletin
11 Sep 2023 · 🌐

[Townsville City Netball Association Inc.'s](#) top netballers of 2023 have been recognised following the thrilling conclusion to th... See more



Album 2023 Carmichael Ford Premier League

Townsville City Netball Association Inc. · 🌐
Posted by Shaantel Hampson
21 Mar 2023 · 🌐

📺 ROUND 1 | [Carmichael Ford Premier League Pre Season Cup](#)

- 📺 Runaways V SCALA Townsville Indigenous Diamonds
- 📺 Neptunes V Saints
- 📺 Phoenix V Burdekin
- 📺 Highlanders V Marian Vixens

#townsvilenetball #netball #elitesport #powerplay

Townsville City Netball Association Inc. · 🌐
Posted by Instagram
17 Mar 2023 · 🌐

Congratulations to [Carmichael Ford Premier League Player from Saints Netball Club & Junior player from Townsville Grammar School Sasha-May Fiegler](#) winning 🏆 the U17 National Netball Championships for Queensland!

#netball #elite #represent

Sponsorship Digital Activations

Growth on social media is consistently steady with over **6011 Facebook followers** (2022 - 5513) and **1314 Instagram followers** (2022 - 1000). Cumulative reach across the calendar year on our primary social platforms Facebook & Instagram **increased 106% (Facebook) and 128% (Instagram)** from January 2023 - January 2024.

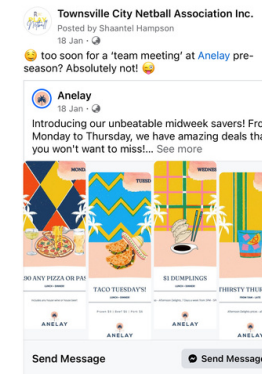
Engagement on these platforms is exceptional and continues to **see growth year on year** as a key channel of communication for new and existing members (40%) with 207 new enquiries (60%) managed through social media with a response time of under 2 hours. **High quality content** delivered by TCNAI continue to be used as examples of **best practice**, and re-shared by Associations, Club & stakeholders **across the state with a reach exceeding 400,000**.

The **website achieved 3478 site sessions** across the calendar year from 1802 unique users. Sessions were driven by Google (down 11% from 2022), direct (down 25% from 2022), Facebook (up 22% from 2022), Instagram (up 38% from 2022) and What's On (Townsville Events website) entering for the first year.

Evening Delights at Anelay is like Afternoon Delights however Friday and Saturday nights only from 9pm - 11pm.

- Asian Yum Cha Platter \$15
- Schooners, Byron's, Wine, Basic Spirits - \$\$+ at venue
- Anelay Vibes - until late 🥳🥳

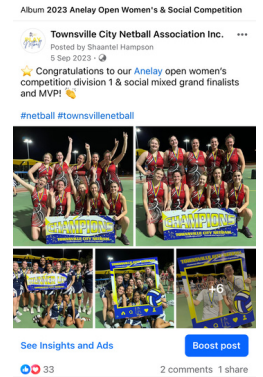
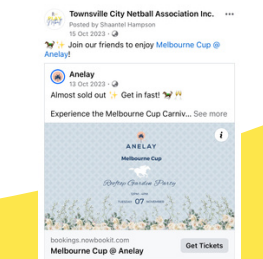
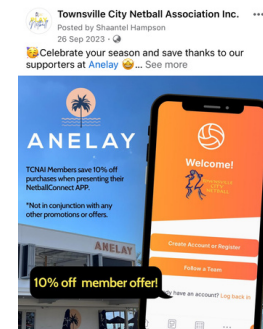
Plus, TCNAI members can enjoy 10% off purchases (not with any other offer) by showing your NetballConnect app!



We love mates of netball! Check out the new Anelay Mates Rates menu 🥳

TavEats - Follow

Sunsets, Mates, and Mates Rates – the perfect recipe for a legendary night at Anelay. Don't miss out on their mouthwatering midw... See more





We looking forward to working with you.

