



VICTORIAN NETBALL LEAGUE

COMMERCIAL GUIDELINES

Season 2024

Updated December 2023

CONTENTS

1. INTRODUCTION	2
2. UNIFORM (BRANDING)	3
2.1 LOGO POSITIONING – maximum size available.....	3
2.2 CASUAL / TRAVEL GUIDELINES	3
2.3 SUPPORT STAFF / TEAM MANAGEMENT DRESS GUIDELINES	3
2.4 OTHER CLOTHING / EQUIPMENT.....	3
2.5 PARTNER BIB PATCHES	4
3. VENUE SIGNAGE	4
3.1 CLUB SIGNAGE (SNC)	4
3.2 VENUE SIGNAGE (HOME VENUE)	4
4. SPONSORSHIP.....	5
4.1 CATEGORIES.....	5
4.2 Team responsibilities to Netball Victoria partners.....	5
4.3 CLUB SPONSORSHIP APPROVAL	6
4.4 VNL SPONSORSHIP RIGHTS.....	6
5. HOSPITALITY.....	6
5.1 TICKETING REQUIREMENTS (SNC)	6
5.2 TICKETING REQUIREMENTS (HOME VENUE)	6
6. VNL COMMUNICATIONS.....	7
7. VNL BRAND GUIDELINES	7
8. WEBSITES	7
9. NETBALL VICTORIA CONTRIBUTION TO VNL LICENSEES	8
9.1 BALL SUPPLIER - GILBERT.....	8
9.2 PHOTOGRAPHY SERVICES.....	8
9.3 FILMING	8
9.4 GRANTS.....	8
10. NETBALL VICTORIA CONTACTS.....	9
APPENDIX 1 - Team partner brand guidelines for match dress	10
APPENDIX 2 - Example club signage at SNC.....	11
APPENDIX 3 - VNL Club New Partner Notification Form	12

1. INTRODUCTION

Operating since 2008, the Victorian Netball League (VNL) is widely acknowledged as one of the strongest state competitions in Australia.

This competition is an integral part of the Netball Victoria (NV) development pathway and will continue to provide wonderful development opportunities for our players, coaches, technical officials and administrators.

The purpose of this document is to provide clarity around the commercial policies and properties for the VNL, whilst clearly identifying the roles and responsibilities of all parties.



2. UNIFORM (BRANDING)

All VNL clubs must obtain Netball Victoria approval of uniform and playing bib artwork prior to proceeding.

2.1 LOGO POSITIONING – maximum size available.

Team partner brand guidelines for match A-line dresses

A maximum of five partners may have the following placement on the playing dress:

Front - right chest position (Netball Victoria logo)	Minimum 5cm height (including clear space)
Front – left chest position (Club logo)	6cm high x 7cm wide
Side panel x 2 – same brand (Partner logo)	21cm high x 6cm wide
Bottom side panel x 2 (Player number)	Minimum 7cm high x 7cm wide
Top centre back (Partner logo)	5cm high x 18cm wide
Middle centre back (Uniform manufacturer's trademark)	2.8cm high x 5.5cm wide
Lower back (Partner logo)	5cm high x 18cm wide

Refer to **Appendix 1**

Note: Where possible Netball Victoria Logo and Club Logo must be the same height, noting however that club logos may be more horizontal.

Note: All Partner branding on team uniforms and apparel must be approved in writing by Netball Victoria before any uniforms go into production.

2.2 CASUAL / TRAVEL GUIDELINES

For all public appearances and team travel, players should wear their club tracksuit or official team uniform.

2.3 SUPPORT STAFF / TEAM MANAGEMENT DRESS GUIDELINES

Support staff and team officials on the team bench must wear the official tracksuit or official team uniform and wear appropriate footwear. For example, no thongs or high-heeled shoes (high-heeled shoes are not to be worn onto the court).

2.4 OTHER CLOTHING / EQUIPMENT

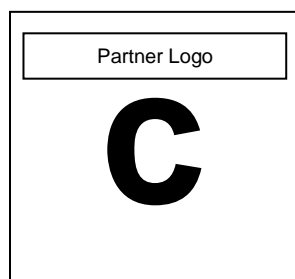
The VNL will maintain the rights to provide branding for the following properties:

- Umpire, umpire/court supervisor
- Competition physio/first aider uniforms
- Score bench
- Match balls

2.5 PARTNER BIB PATCHES

Positional bibs are a club asset for the 2024 season only. All partner branding on bibs must be approved in writing by Netball Victoria before going into production.

The logo must be placed in the centre top position on the front and back of all positional bibs worn during any VNL match.



Positional bibs are to be a minimum of 18cm (w) x 20cm (h) with playing position initials at least 15cm high. Bibs should include a 3cm clearance at the top to allow for a partner to be added.

3. VENUE SIGNAGE

The VNL owns and manages all signage relating to the VNL matches played at the State Netball Centre.

Should a VNL naming right partner be signed they will be entitled to game day signage. Additional partner signage will be erected on match night as determined by Netball Victoria.

3.1 CLUB SIGNAGE (SNC)

Each club is entitled to the following game day signage rights:

- Access to one corflute sign (1200mm x 600mm) – to be placed in front of score bench
- One additional sign (ie. pull up banner) placed at the end of the team bench (at the club's cost)

All logos must be supplied to the VNL by each club in both eps and high-res jpeg format.

It is recommended that this signage should only acknowledge two-three partners. Additional partners may be included if requested (layout permitting). For logo placement on signage please refer to **Appendix 2**.

Any signage being displayed on game day at the State Netball Centre (SNC) must receive prior approval from Netball Victoria with two weeks from the proposed match/es.

Please note that signage placement including club signage is subject to change at the discretion of Netball Victoria.

3.2 VENUE SIGNAGE (HOME VENUE)

As per the guidelines for Venue Signage at the SNC, the VNL will be provided with an allocation of four courtside signs at all VNL home games.

Each home club will have the right to the following courtside signage:

- 4 x home club signs (ie. A-frames, pull up banner, corflute static signs)

In addition, each home club has the opportunity to provide additional signage, including but not limited to:

- Venue entrance
- Venue foyer
- Walkways
- Venue roofline

4. SPONSORSHIP

4.1 CATEGORIES

The following sponsorship categories remain protected under the VNL competition, and no team can enter into a relationship with any company that operates in these spaces:

- Netball supplier – Gilbert
- Insurance – RACV car, home, travel, resort accommodation,
- Broadcast rights by whatever means of transmission, including but not limited to internet supplier – KommunityTV, Herald Sun, Sportscast.

NOTE: If your club has an opportunity or existing relationship with a company/organisation that falls within the above categories please contact Netball Victoria for clarification & discussion.

Netball Victoria has exclusive rights to the following for the purposes of branding:

- Bibs*
- Right chest of uniform
- Goal post padding (State Netball Centre games only)
- On court decal signage (State Netball Centre games only)

*Reviewed annually and confirmed by 30 November.

Netball Victoria has non-exclusive rights for the following categories:

- Courtside signage (subject to approval by Netball Victoria)
- Access to players

4.2 Team responsibilities to Netball Victoria partners

Netball Victoria seeks the assistance of teams participating in the VNL to assist in the delivery of benefits to VNL partners from time to time.

Teams may be asked to implement the following:

- Players to actively promote league partners and provide match day access to players and personnel for broadcast or other interviews
- Use their best efforts to prevent ambush marketing of the league partners

In accordance with the agreement any team appointing its own partners must ensure that:

- The appointment of team partners does not compete with league partners
- It seeks **prior written consent** from Netball Victoria before signing any partnership agreement
- It does not offer benefits excluded by the agreement (bib branding, on court decals etc.)

4.3 CLUB SPONSORSHIP APPROVAL

It is required that all VNL clubs participating in the VNL seek approvals with Netball Victoria regarding any Sponsorship or Partnership Agreements, prior to any signing or formalisation of those agreements, to ensure there is no conflict with current Netball Victoria partners and that the partner meets the guidelines around category suitability.

Please refer to Section 9 of the Participation Agreement (pages 13-15) for further details on sponsorship, endorsement, and transmission.

4.4 VNL SPONSORSHIP RIGHTS

The right to distribute promotional giveaways remains with Netball Victoria. Netball Victoria partners may conduct activations/promotions during the season. VNL Clubs wishing to provide partner promotional opportunities at the SNC should contact Netball Victoria for prior approval.

The VNL authorises each team to conduct an approved promotion or distribute an agreed number of promotional products at each home game.

The details and nature of the promotion will need to be communicated to Netball Victoria one month prior to the game date for Netball Victoria approval.

VNL brand guidelines

Any collateral proposed by teams (or team associates/partners) must be submitted to Netball Victoria for approval prior to production.

5. HOSPITALITY

Netball Victoria may provide hospitality at selected matches and finals for partners and stakeholders. Netball Victoria will invite club partners to attend relevant hospitality opportunities at an agreed cost.

5.1 TICKETING REQUIREMENTS (SNC)

Netball Victoria has a responsibility to provide admission tickets to a range of stakeholders:

- Sponsors/partners
- Netball Victoria/Netball Australia

Netball Victoria has the right to reserve sections of SNC seating for these purposes.

5.2 TICKETING REQUIREMENTS (HOME VENUE)

Clubs have a responsibility to provide one (1) complimentary admission ticket to VNL home games to a range of stakeholders:

- VNL appointed umpires for matches
- Netball Victoria appointed Court Supervisor
- Netball Victoria appointed Umpire Supervisor
- Netball Victoria staff representative (tickets as requested)

Ticket requirements from Netball Victoria will be requested two weeks prior to the scheduled home game.

6. VNL COMMUNICATIONS

Netball Victoria will be responsible for producing all communication, including social media and match reports. All VNL clubs are encouraged to participate and contribute including providing players, coaches and officials for content.

Netball Victoria will provide local media outlets with weekly match reports and imagery on request.

Clubs are encouraged to share Netball Victoria's weekly social media stories.

For further information please contact the Netball Victoria Media and Communications Manager.

7. VNL BRAND GUIDELINES

Use of the VNL logo

The VNL logo should appear on any collateral, publication, correspondence, advertisement/s etc. where team partners are acknowledged.

The VNL logo should be the same size as team logos and be positioned adjacent to the team logos. Each club is provided with all relevant logos, which are used when referring to the VNL.

Any marketing collateral developed by clubs must be submitted to Netball Victoria for approval prior to production and distribution. Please allow seven working days for approval where possible.

NOTE: PENALITIES MAY BE IMPOSED IF THE ABOVE GUIDELINES ARE NOT STRICTLY ADHERED TO.

The colour logo should be used when printing any literature, programs, flyers etc. in colour or on apparel. The mono logo should be used when printing in black and white.

Unacceptable use of the logo

When using the VNL logo, please do not compress, extend, crop or distort the logo or print it on an angle. The logo must be at least 16mm in height.

8. WEBSITES

Websites are an important tool for clubs to communicate with players, officials and supporters and the wider community. They are the ideal platform for any pressing club news or updates, as well as the replication of local media coverage relating to your club, and a great marketing tool.

VNL Clubs have the opportunity to set up a free Wix website and use one of the Netball Victoria templates as a starting point. Clubs are able to fully customise their website including layout, colour choices, features, menu configuration and much more. Competition fixtures and ladders can be integrated into the Wix website and will be automatically updated as matches occur.

Netball Victoria will provide continued support to any clubs using a Wix website. Clubs can upgrade their Wix website to a premium one (at a cost) or they may choose to use their own website platform.

The VNL website (<https://vic.netball.com.au/victorian-netball-league>) provides a hub for all VNL information.

9. NETBALL VICTORIA CONTRIBUTION TO VNL LICENSEES

Netball Victoria will provide the following contributions to each licensee for the season:

9.1 BALL SUPPLIER - GILBERT

As part of the ball supply agreement each club will receive 16 netballs. These netballs MUST be used for all VNL club training sessions, matches and in media opportunities where netball(s) are included. VNL clubs can purchase additional equipment, using the discount code provided.

<https://gnsports.com/collections/gilbert-netball>

9.2 PHOTOGRAPHY SERVICES

Photography services will be available during the season and clubs can request images as required.

9.3 FILMING

Netball Victoria has partnered with Sportscast to livestream 4 matches per round throughout the 2024 VNL season.

The livestreaming will allow clubs to provide an additional asset to partners and increase the competition's reach to existing and new audiences. Matches will be streamed on the Netball Victoria Facebook page and News Corp's KommunityTV platform.

Each club will be featured in an even allocation of livestreamed round matches throughout the year.

Clubs will be provided with the following assets in the matches they are playing:

Asset	Definition/Specification	Share of Voice (SOV)
Partner Wall Graphic	10 sec sting across ¼ and ¾ time breaks	2 x Partner Wall Graphic/Partner Hierarchy per team (¼ and ¾ time)
TVC – Full Screen	Full screen TVC played during ½ time break	1 x TVC during ½ time breaks per team

Clubs will be required to produce their own content and can change their content between each match.

9.4 GRANTS

Netball Victoria may provide clubs with a small grant for administrations costs. Both the dollar amount and whether it will be provided will be at Netball Victoria's discretion.

10. NETBALL VICTORIA CONTACTS

For information about the VNL Commercial Guidelines, please contact:

Jannelle Jorgensen

Partnership Specialist

Phone: 0411 239 020

E-mail: jannelle.jorgensen@netballvic.com.au

For information about the VNL Media, please contact:

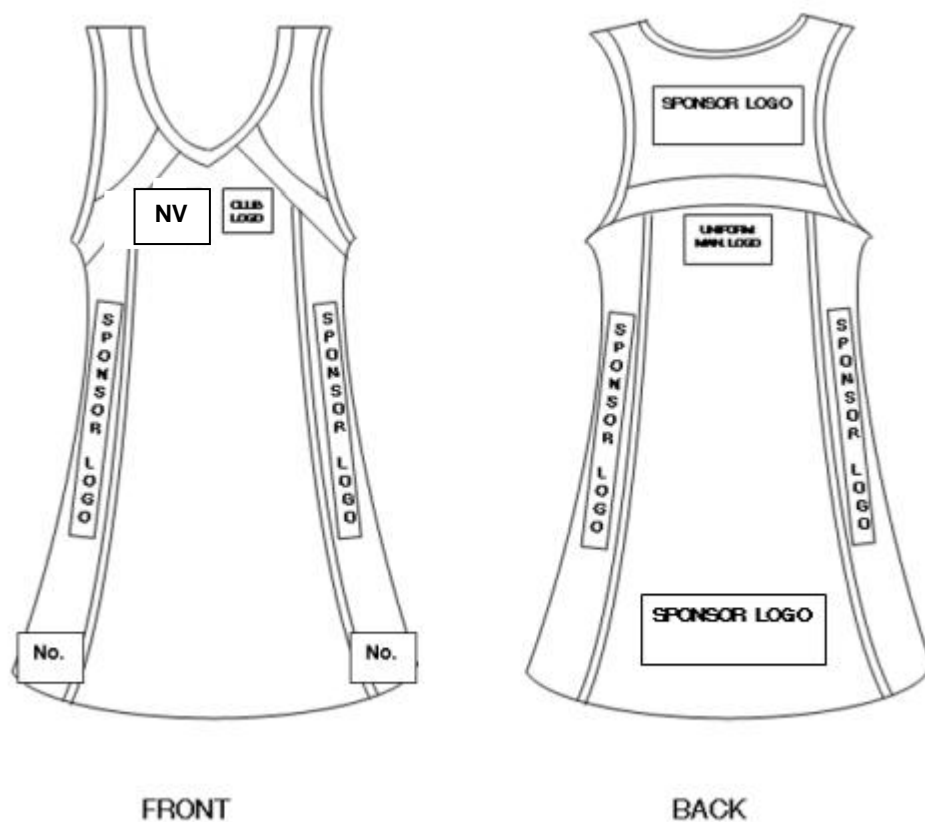
Joss Roche

Media & Communications Manager

Phone: 0402 347 277

E-mail: joss.roche@netballvic.com.au

APPENDIX 1 - Team partner brand guidelines for match dress



Logo positions - maximum size available

A maximum of five partners may have the following placement on the playing dress:

Front - right chest position (Netball Victoria logo)	Minimum 5cm height (including clear space)
Front – left chest position (Club logo)	6cm high x 7cm wide
Side panel x 2 – same brand (Partner logo)	21cm high x 6cm wide
Bottom side panel x 2 (Player number)	Minimum 7cm high x 7cm wide
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Middle centre back (Uniform manufacturer's trademark)	2.8cm high x 5.5cm wide
Lower back (Partner logo)	5cm high x 18cm wide

* NB - Size of logos are not to scale in images above.

APPENDIX 2 - Example club signage at SNC

Design layout of club score bench signage



APPENDIX 3 - VNL Club New Partner Notification Form

All information on this form provided to the Netball Victoria will be kept confidential.

Team	
Submitted by	
Date submitted	
New partner	
Replacing partner	
Term of agreement	
Category	
Team Exclusivity	

PLEASE TICK RELEVANT BOX (or specify amount)

<input type="checkbox"/>	\$0 – \$500 Cash per year
<input type="checkbox"/>	\$500– \$2,00 Cash per year
<input type="checkbox"/>	\$2,500 – \$5,000 Cash per year
<input type="checkbox"/>	\$5,000– \$10,000 Cash per year
<input type="checkbox"/>	\$10,000 – \$25,000Cash per year
<input type="checkbox"/>	\$25,000 – \$50,000 Cash per year
<input type="checkbox"/>	\$50,000+ Cash per year
<input type="checkbox"/>	Other: _____

PLEASE TICK RELEVANT BOX (or specify amount)

<input type="checkbox"/>	\$0 – \$500 Contra per year
<input type="checkbox"/>	\$500– \$5,00 Contra per year
<input type="checkbox"/>	\$5,000 – \$25,000+ Contra per year
<input type="checkbox"/>	Other: _____

Netball Victoria ACKNOWLEDGEMENT

Acknowledged by: _____

Date: _____

Comment