



Manhattan International Netball Club

NETBALL is the world's most popular team game for women, and is played on all continents, in over 70 countries by over 7 million people. Within the Commonwealth netball has a higher number of active participants than any other sport. It actually began here in the United States as women's basketball in 1895, before it was exported to Britain and the British Commonwealth, which is where it gained in popularity. Netball is a fast, skilful team game based on running, jumping, throwing and catching. Teams may include up to 12 players but only 7 may take the court at any one time. It is an amateur sport, is registered as an official Olympic sport and has been part of the Commonwealth Games program since 1990.

In brief Netball:

- is played either indoors or out on a hard surface by two teams of seven players
- restricts areas in which team members play
- requires goals to be scored by throwing a ball through a ring which is attached to a post 3.05 meters high.
- requires players to pass or shoot within three seconds
- allows no contact which interferes with play
- restricts the number of steps players may take with the ball

ABOUT MANHATTAN INTERNATIONAL NETBALL CLUB

The Manhattan International Netball Club was established in 2000 by women with a love of netball and a desire to meet socially with others who enjoy the game. The Club membership has grown ten fold since it was formed and continues to grow rapidly.

The majority of Club members are women between 20-40 years of age working in professional careers in Manhattan. Members have a high disposable income, are active sportswomen and active socially. Given the social aspects of the Club, participation and interest of spouses and partners is high.



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The Club is prominent in the wider expatriate community and maintains close links with social, business and sporting groups. Through these networks, MINC has contact with hundreds of Australians, New Zealanders, British, South Africans and Caribbean nationals. We offer sponsors access to this group through our formal and informal networks.

MINC caters to competitive and social players. The Club runs weekly practices at a school in lower Manhattan and regularly fields three teams at local or national tournaments. The aim of the Club is to allow those who participate at a high level achieve their full potential, while also recognising that the Club provides a strong social network for its members. It balances these aims by having committees focused on coaching and development, as well as committees focused upon social events.

MINC is a registered not-for-profit organization and is run by a Board, which meets regularly to manage the financial, administrative functions of the club. Sub committees exist to manage the other aspects of the Club such as social gatherings and tournament hosting. MINC has close links with the USA Netball Association (USANA).

NOTEWORTHY ACCOMPLISHMENTS:

MINC is proud that 8 of its members have been selected for the USA National Squad, training for the World Championships in Jamaica in July 2003.

In August MINC players participated in a demonstration netball game at Madison Square Garden.

MINC is shortly to host a tournament in Manhattan – this will be the first netball tournament ever hosted in Manhattan, and teams from around the USA will be in attendance.

MINC is the only USA based Club invited to participate in the Canadian National Championships in 2003.



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SPONSORSHIP REQUIREMENTS:

MINC is seeking to partner with organizations that would benefit from a wide exposure to a women's sporting audience. MINC is particularly interested in hearing from organizations that have a strong interest in promoting women's sport in the USA. Netball is the most popular women's sport in the world, and it is MINC's aim to continue to promote its development in the USA through both short and long-term improvements to the membership benefits it offers

MINC is a registered not for profit organization and therefore all contributions are tax deductible.

In a typical year the following expenses will be incurred:

- rental of training venue on a weekly basis
- purchase of balls, bibs, training and medical equipment
- purchase of team playing uniforms
- purchase of team off court uniforms
- tournament entrance fees
- tournament umpiring fees
- travel to and from tournament venues (tournaments are often held locally in New York or New Jersey, but also are held in Connecticut, Georgia, Florida, Texas, Massachusetts and California among others)
- accommodation when traveling for tournaments
- payment for umpiring courses and examinations
- support of players in the USA national team

MINC has reached a point where it needs the financial support of sponsors to enable it to continue to be a successful organization; to continue to develop its players to international standard, to advance its coaches, to upgrade umpiring skills, to provide a strong social network for its largely expatriate membership and to promote the sport of netball in the USA.

We are seeking to build a mutually beneficial partnership with sponsors, and are eager to assist our sponsors gain maximum benefit for their sponsorship.



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“BRAND” MINC

If we were to sum up what MINC represents we would list the following attributes:

- Strong women
- Positive
- Sporty
- Successful
- Healthy
- Disciplined
- Fun-loving
- International

THE MINC TOURNAMENT

MINC is hosting its first netball tournament early in 2003 in New York, the first netball tournament ever to be hosted in Manhattan. We are inviting netball teams from all over the USA to this tournament and hope to attract between 15-30 teams and their supporters.

We hope to attract local New York and sports media to the tournament and will conduct a media campaign to raise the profile of the Club and of the sport.

We see this as a great opportunity to raise the profile of our sponsors too.

We welcome the opportunity to work with sponsors to maximize this promotional opportunity, for example through signage placement, distribution of marketing material, a raffle or distribution of samples/goods.



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SPONSORSHIP BENEFITS

We are eager to work with our sponsors to ensure they benefit as much as possible from the partnership. Benefits we have identified include:

- Promotional access to potential customers via the Club and all its networks into the wider expatriate community
- Advertising exposure via the MINC website which is accessed by MINC members, other Clubs and other expatriates. Our website is updated regularly and is a highly effective promotional vehicle with a wide reach. Many Club members have joined as a result of finding us on the Web
- Publicity opportunities at tournaments and a chance to reach other teams and their supporters. Some tournaments attract hundreds of spectators
- Publicity opportunities at social events. Our social committee runs an active social calendar
- An opportunity to extend your marketing database, for example via a raffle held at a tournament
- Access to our email database
- Potential media coverage in association with our media campaign



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SPONSORSHIP PACKAGES

The receipt of your funding may be recognized in a variety of ways. The following indicative packages have been designed to establish a benchmark and ensure parity between our various sponsors.

The Platinum Package - \$15,000 contribution

- Company logo on playing shirts or positional patches (patches are worn during all games to denote player's position). At this level your logo would be the only corporate logo on playing uniforms.
- Sponsor acknowledgement in media releases and involvement in media activities.
- Signage opportunity at MINC hosted tournaments. The first tournament is scheduled for early 2003 in New York. The Club will display one banner that is provided by the sponsor.
- Opportunity to provide product samples or brochures for distribution at tournaments throughout the season
- Opportunity to increase marketing database by collecting names at MINC hosted tournament, for example by holding a raffle. The raffle prize and the logistics of running the raffle are the responsibility of the sponsor.
- An opportunity to market directly to Club members quarterly via our Club emailing list
- One year's "click through" advertisement on the home page of our website at www.nynetball.homestead.com, as well as a feature on the Sponsorship page of the site



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The Gold Package - \$10,000 contribution

As above except where it applies to corporate logo on playing uniforms. At this level there are two options:

1. Corporate logo may appear with other corporate logos on playing uniforms, or
2. Corporate logo may be the sole logo featured on one team's uniform (MINC currently has three teams in the Club)

All other benefits are as per the Platinum Package

The Silver Package - \$5,000 contribution

- Company logo on club training t-shirt
- One year's "click through" advertisement on the home page of our website at www.nynetball.homestead.com, as well as a feature on the Sponsorship page of the site
- Opportunity to increase marketing database by collecting names at MINC hosted tournament, for example by holding a raffle. The raffle prize and the logistics of running the raffle are the responsibility of the sponsor.
- An opportunity to market directly to Club members twice annually via our Club emailing list

The Bronze Package - \$1,000 contribution

- One year's "click through" advertisement on the home page of our website at www.nynetball.homestead.com, as well as a feature on the Sponsorship page of the site

MINC is a registered not for profit organization and as such, all contributions to the Club are tax deductible.



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CONTACT MINC

We would be delighted to discuss sponsorship opportunities with you in more detail. We understand that you need to be confident that you will receive a good return on your sponsorship contribution. MINC is determined to work with sponsors to make sure they get the maximum benefit from sponsoring the Club.

If you have any questions about this sponsorship proposal please contact us:

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