

VENUE NAMING RIGHTS PARTNERSHIP



STADIUMS
QUEENSLAND

NAMING RIGHTS PROPOSAL

OPPORTUNITY

NETBALL QUEENSLAND IS SEEKING TO APPOINT THE INAUGURAL NAMING RIGHTS PARTNER FOR BRISBANE ARENA.

The opportunity presents a rare and innovative marketing platform to associate with the state's premier women's sport and entertainment facility.



THE VENUE

The venue, currently referred to as the Queensland State Netball Centre (QSNB) or Brisbane Arena, is a state of the art 5,000 capacity indoor sports and entertainment arena, located within the precinct of the Queensland Sport and Athletics Centre (QSAC) in Nathan, Queensland. The \$44.65 million venue is currently under construction (due for completion December 2018) and when completed will include:



**5,000 CAPACITY
SHOW COURT**



7 **ADDITIONAL
COMMUNITY COURTS**



**ELITE PERFORMANCE
TRAINING FACILITY**

including gymnasium and sports
science / sports medicine clinic



**netball
QUEENSLAND**
**ADMINISTRATIVE
HEADQUARTERS**



**CAFE, WIFI PRECINCT,
ADDITIONAL RECREATIONAL
ACTIVITIES**

The venue will become the new home for the Lorna Jane Queensland Firebirds in Suncorp Super Netball as well as the spiritual home for netball in Queensland. The venue will also host additional sporting teams, entertainment experiences and community events and will deliver premier local, national and international sport and non-sport content across the year.



EXPOSURE

425,000+
PARTICIPANTS AND SPECTATORS PER YEAR

.....

1,300,600+
FIREBIRDS TELEVISIONS AUDIENCE (2018)

.....

33 MILLION
VEHICLE DRIVING BY VENUE PER YEAR

The venue will deliver diverse sport and entertainment content year round with netball as the primary tenant. Netball content alone will deliver **DIRECT BRAND EXPOSURE TO OVER 105,000 PATRONS** a year who will attend the venue to compete in, or experience netball.

Lorna Jane Queensland Firebirds fixtures in the 2017 Suncorp Super **NETBALL SEASON ATTRACTED A TOTAL TELEVISION AUDIENCE OF 1,300,600 ACROSS THE SEASON** through a combination of live broadcast on Channel Nine and Telstra Digital. Suncorp Super netball has a large, passionate and influential fan base with over **1 MILLION AUSTRALIANS** 18+ identifying themselves as **AVID FANS OF THE LEAGUE** with a higher than national average representation of female consumers (53% v 51%) aged between 25-34 (21% v 18%).

In addition, the venue will host significant **OTHER NON-NETBALL RELATED SPORTS AND ENTERTAINMENT CONTENT WITH FURTHER BRAND EXPOSURE TO AN ESTIMATED 70,000 PATRONS** a year through direct venue attendance alone. The majority of these events will also deliver much **BROADER EXPOSURE VIA THEIR PRESENTATION ON BROADCAST** (television and digital) platforms.

The venue is also part of the larger Queensland Sport and Athletics Centre precinct which attracts an average **ANNUAL PATRONAGE IN EXCESS OF 250,000** per year.

Located on two of Brisbane's main arterial roads (Kessels and Mains), **EXTERNAL BRANDING WILL RECEIVE EXPOSURE TO OVER 32 MILLION VEHICLES** per year with the adjacent park n ride carpark offering consistent brand exposure to a further **250,000 COMMUTERS** a year.

BENEFITS

OBJECTIVES THAT WILL BE DELIVERED ON FOR A NAMING RIGHTS PARTNER WOULD INCLUDE BUT NOT BE LIMITED TO:

- **HUGE BRAND AWARENESS IN A HIGH TRAFFIC LOCATION**
- **SIGNIFICANT MEDIA EQUIVALENCY VALUE**
- **POSITIVELY IMPACT BRAND IMAGE**
- **STIMULATE SALES, TRIAL AND USAGE OF YOUR PRODUCT**
- **ENTERTAIN CLIENTS AND PROSPECTS**
- **GAIN ON-SITE SALES OR SUPPLY RIGHTS**
- **IMPROVE BRAND CREDIBILITY**
- **NETWORK WITH CO-SPONSORS**
- **MONEY CAN'T BUY EXPERIENCES**
- **NATIONAL BRAND EXPOSURE AND REACH THROUGH INTERNATIONAL SPORTS AND MUSIC EVENTS HOSTED AT VENUE AND THROUGH CHANNEL 9 AND TELSTRA BROADCAST OF SUNCORP SUPER NETBALL**

ARTIST IMPRESSION

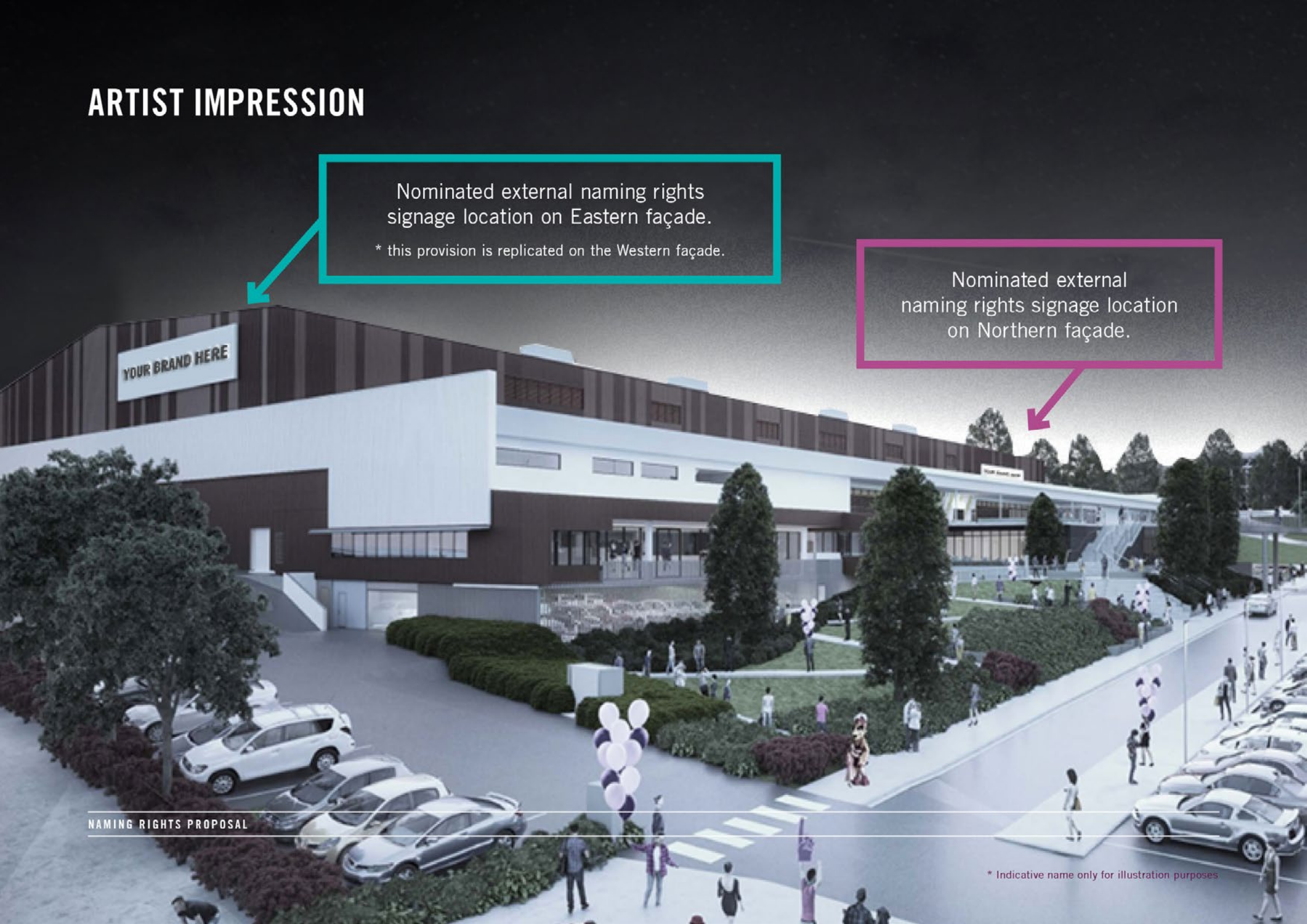
Nominated external naming rights
signage location on Eastern façade.

* this provision is replicated on the Western façade.

Nominated external
naming rights signage location
on Northern façade.

NAMING RIGHTS PROPOSAL

* Indicative name only for illustration purposes



FULL SCOPE INCLUSIONS

EXTERNAL PLAZA

SHOW COURT

5,000 CAPACITY

COMMUNITY COURTS NO.7

PUBLIC FOYER

CAFÉ

FOOD AND BEVERAGE NO.2

VIP SUITES / FUNCTION SPACES

NQ ADMINISTRATION

CENTRAL VENUE MANAGEMENT

TICKET OFFICE

PARENTS ROOM

SSSM CLINIC

GYMNASIUM

ELITE CHANGE ROOMS NO.2

COMMUNITY CHANGE ROOMS NO. 4

UMPIRE CHANGE ROOMS NO.2

PUBLIC AMENITIES

DOPING CONTROL

GREEN ROOM

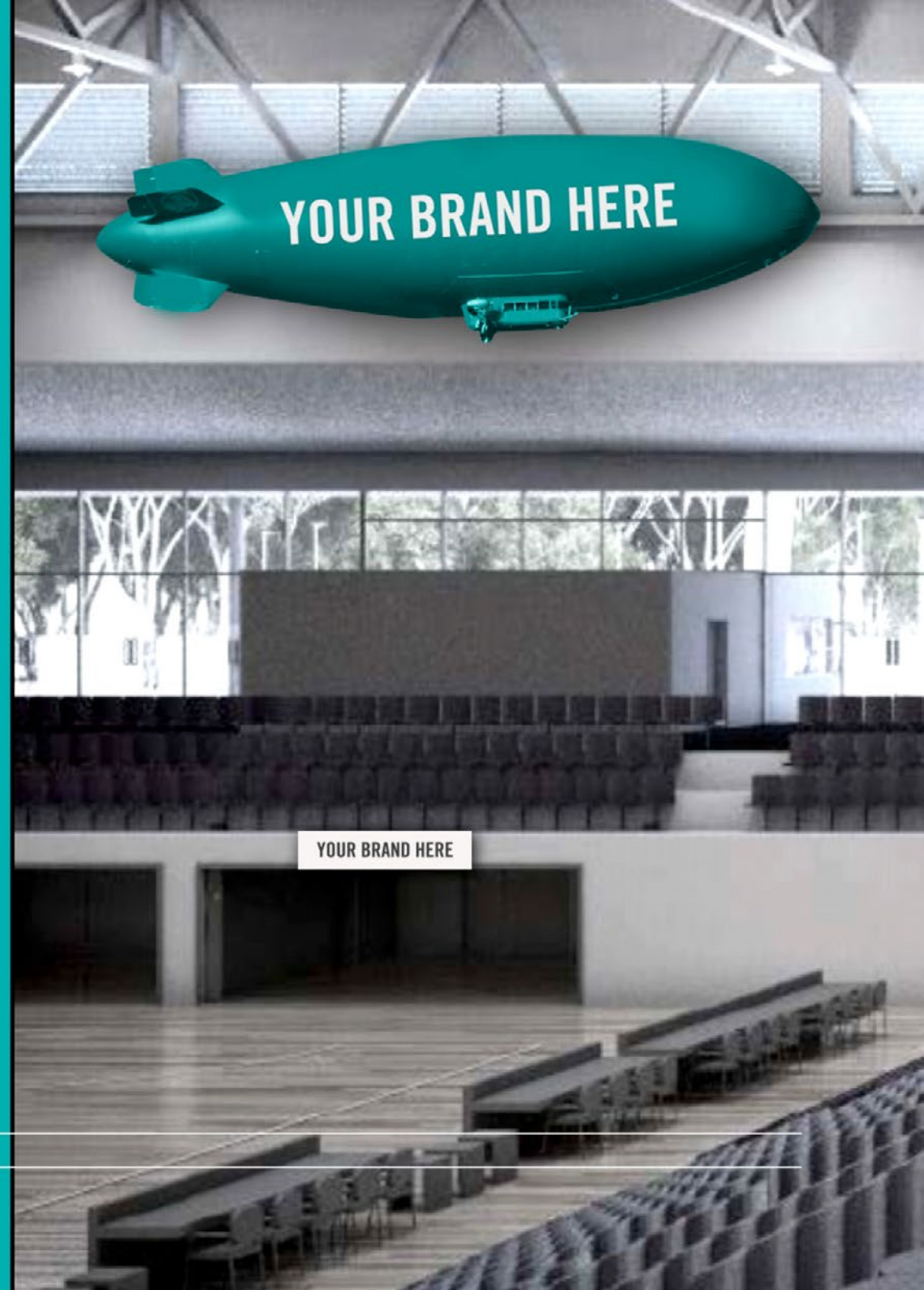
MEDIA / PRODUCTION ROOM

FIRST AID ROOMS NO.2

HYDRATION ROOM

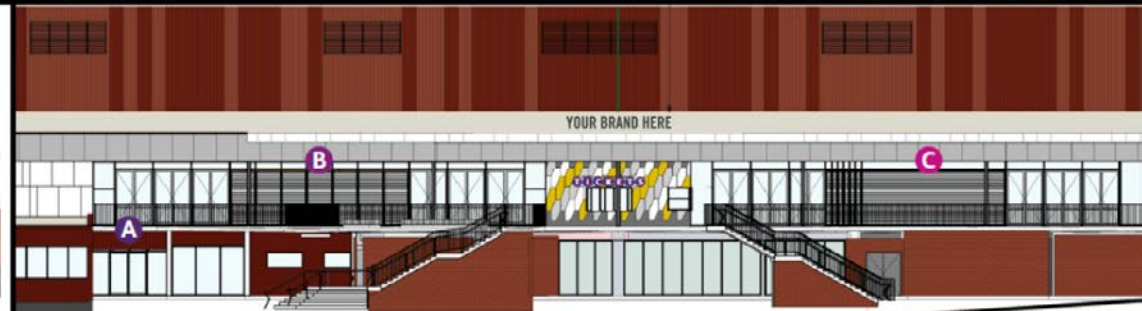
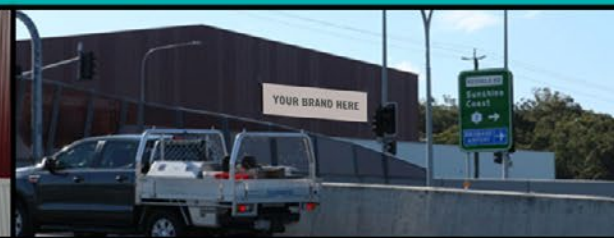
LAUNDRY

NAMING RIGHTS PROPOSAL



EXTERNAL HERO SIGNAGE

SITUATED ON BUSY INTERSECTION OF MAINS AND KESSELS RDS, NATHAN.
EXPOSED TO DRIVE BY TRAFFIC OF **33 MILLION CARS ANNUALLY!**
VISIBILITY TO **425,000 VISITORS** TO THE PRECINCT.



SPECIFICS: 1 X EAST FACING FACIA SIGN (16M X 2.4M)

1 X WEST FACING FACIA SIGN (16M X 2.4M)

1 X FRONT FACING ENTRY SIGN (10M X 1.5M)

INTERNAL HERO SIGNAGE

PRIME POSITIONING INSIDE THE 5,000 SEAT SHOW COURT WITH
CLEAR VIEW OF SIGNAGE FROM ENTRANCE!

VISIBLE TO OVER **250,000 PEOPLE ANNUALLY**
WHO ENTER THE VENUE TO EXPERIENCE LIVE ENTERTAINMENT EVENTS.

1.3M BROADCAST AUDIENCE DURING FIREBIRDS MATCHES!

ADDITIONAL BROADCAST AUDIENCE FOR **RESIDUAL SPORT** AND
ENTERTAINMENT PRODUCTS WITHIN VENUE.



SPECIFICS: 1 X SUSPENDED SIGN AT SOUTHERN END OF COURT (6M X 1M)

2 X SUSPENDED SIGNS ON EAST AND WEST WALLS ABOVE COMMUNITY COURTS

INTERNAL & EXTERNAL WAYFINDING SIGNAGE

SPREAD THROUGHOUT THE INTERNAL AND EXTERNAL AREAS AND EXPOSED TO **OVER 450,000 PEOPLE** WHO VISIT THE QSAC PRECINCT ANNUALLY.



SPECIFICS: 4 X STADIUM DIRECTIONAL SIGNS (1200 X 185MM)
1 X PLAZA INFORMATION SIGN (1200MM X 470MM)



4 X INTERNAL DIRECTIONAL SIGNS (750MM X 250MM)
1 X WINDOW GLAZE (650MM X 230MM)

PARK 'N' RIDE SIGNAGE

ONE OF THE **LARGEST PARK'N'RIDE HUBS IN QUEENSLAND.**
EXPOSURE TO OVER 450,000 PEOPLE VISITING THE QSAC PRECINCT ANNUALLY.

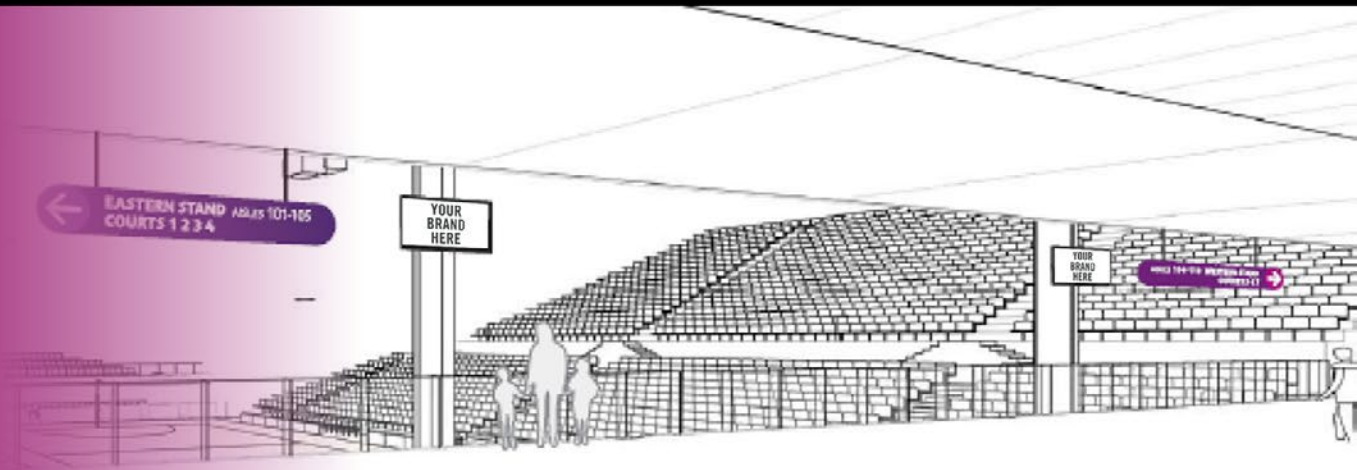


SPECIFICS: TBC X PARK 'N' RIDE DIRECTIONAL SIGNAGE, UP TO 30 SIGNS DISPLAYING ARENA LOGO

DIGITAL VENUE SIGNAGE

WITH 250,000 VISITORS ANNUALLY, YOU WILL RECEIVE **PRIME POSITION**
ON ALL DIGITAL PRECINCT SIGNAGE THROUGHOUT THE ARENA.

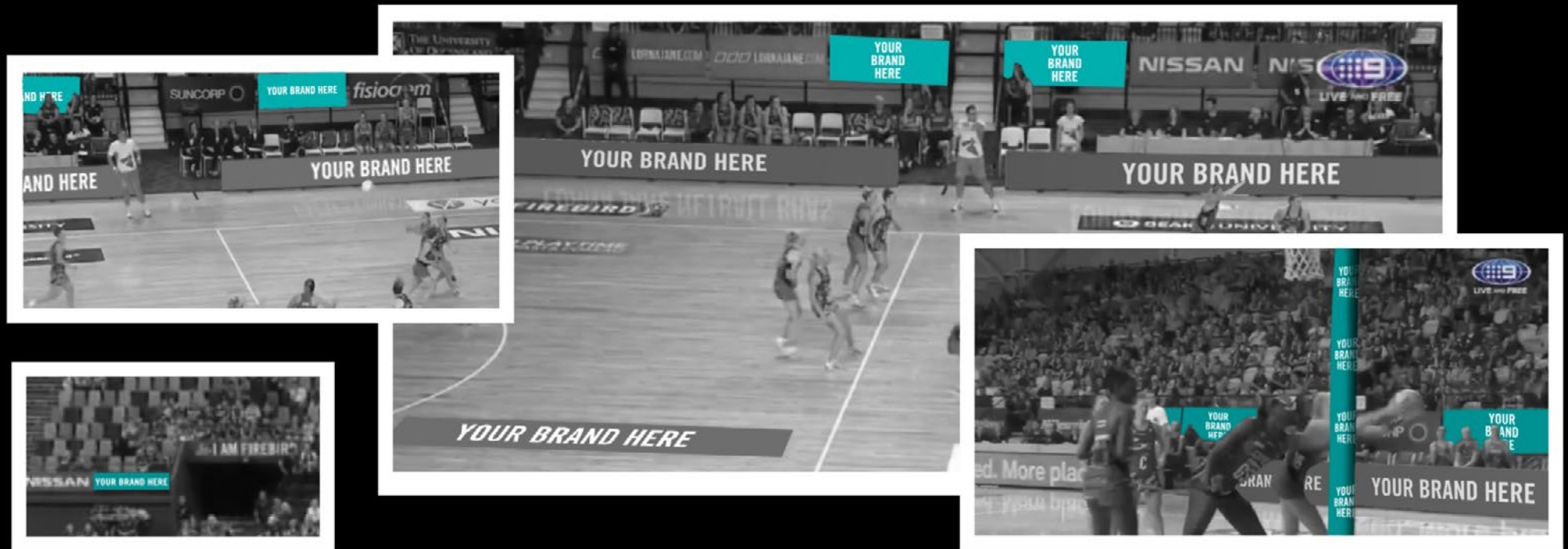
**CONSTANT CONTENT LOOPED THROUGH
THE DIGITAL SIGNAGE PACKAGE** – VOLUME PER LOOP TBC



SPECIFICS: 57 X 55" TV SCREENS PLACED AROUND VENUE

BRANDED ASSETS – HIGH EXPOSURE

PREMIUM STATIC SIGNAGE IN STADIA AND BROADCAST VISIBILITY



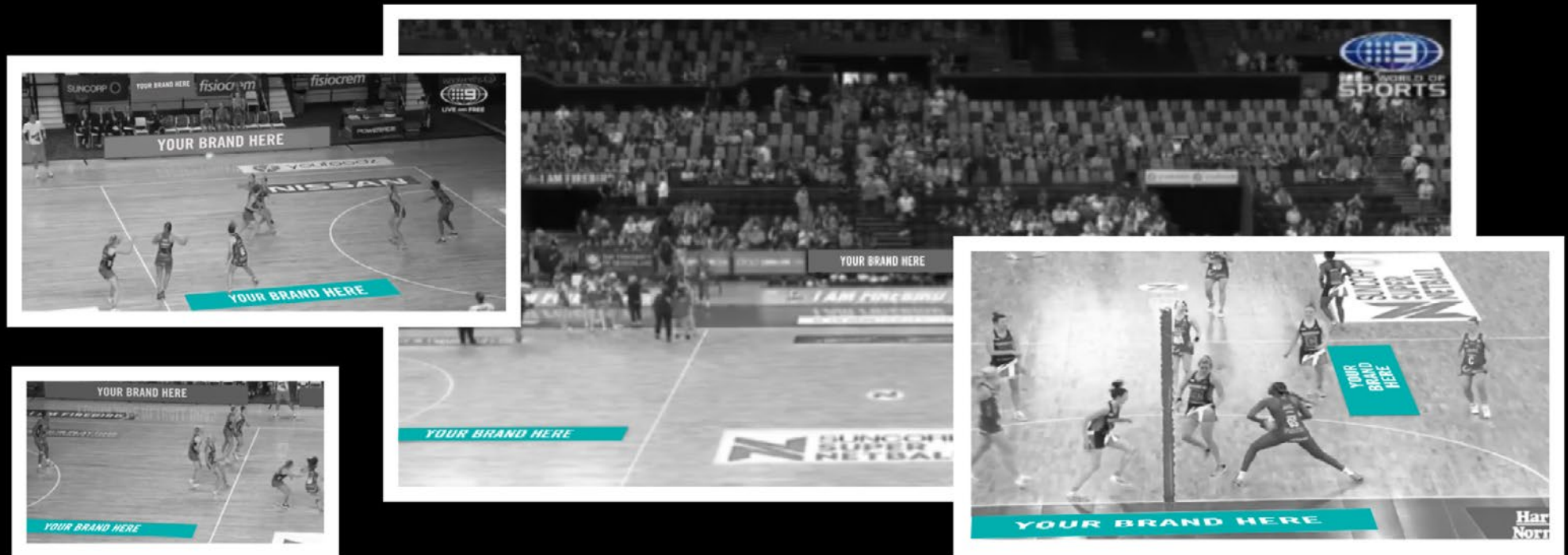
BRANDED ASSETS – HIGH EXPOSURE

LED ALLOCATION HIGH LEVEL EXPOSURE ON BROADCAST



BRANDED ASSETS – HIGH EXPOSURE

ON COURT STATIC DECAL IMPACTING BRAND VISIBILITY

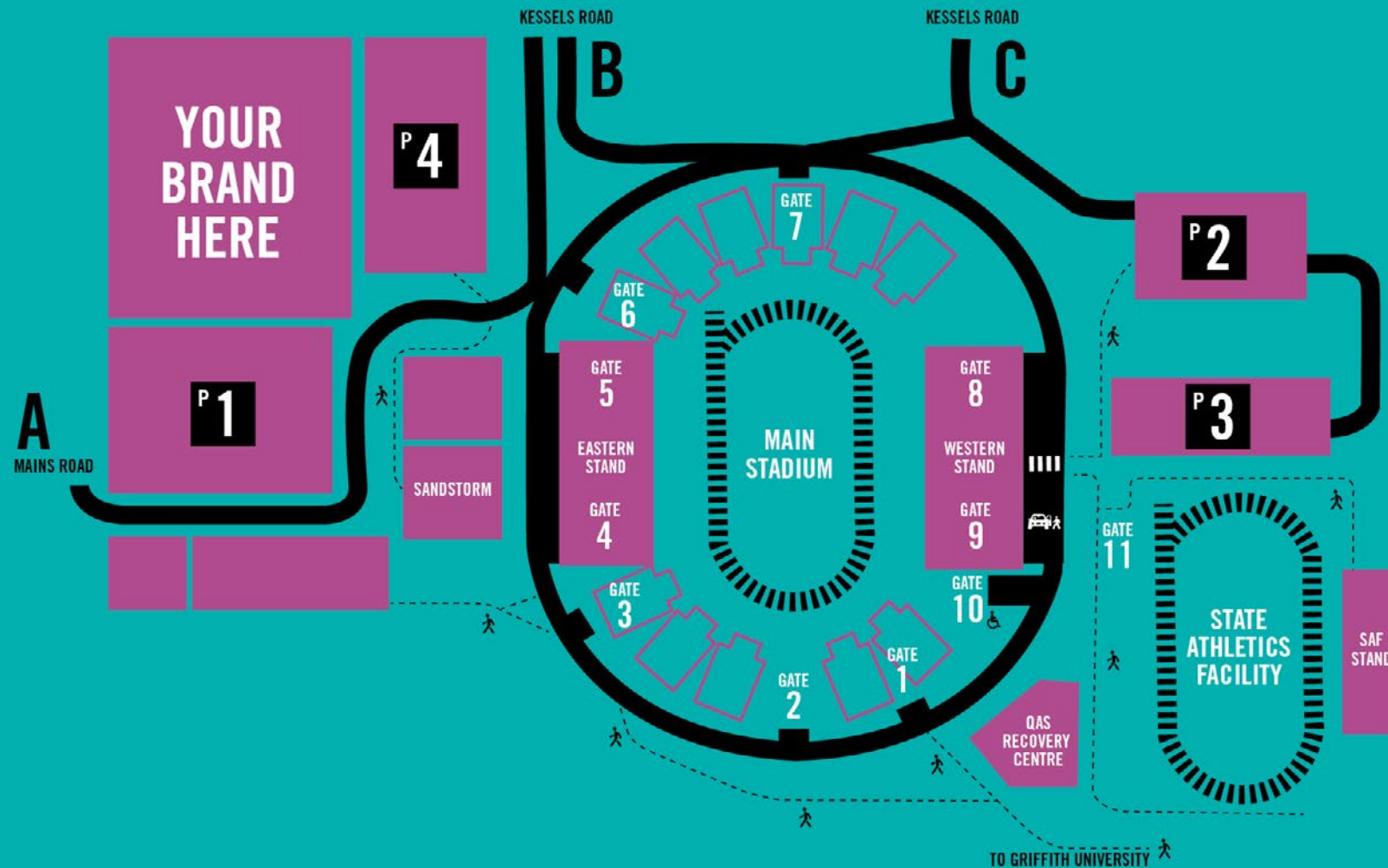


BRANDED ASSETS – HIGH EXPOSURE

CONSUMER AND FAN ENGAGEMENT



PRECINCT MAP





ABOUT NETBALL QUEENSLAND

NETBALL QUEENSLAND



QUEENSLAND FIREBIRDS

The most successful team in the National Championship, 3 Premierships in the last 5 years. 3 x Australian, 1 x International representative.



MEMBER ORGANISATION OF NETBALL AUSTRALIA

A key member in the National Netball structure, with one of the largest state participation numbers.



SUPPORTING INDIGENOUS AND DIVERSE COMMUNITIES

Delivering programs of support and inclusion, participation and education to support communities.



NOT FOR PROFIT

State Sporting organisation Peak Body - body driving investment straight back to grass roots and development of netball in Queensland.



MEMBERSHIP

*2,759 Firebirds Members, and 66,000+ Netball Queensland members.
79 affiliated netball associations across QLD, total contactable participant base of more than 195,000 .*



NQ COMMUNITY

360 netball clubs and over 66,000 registered players and non-playing participants.



NETBALL - FAST FACTS



70
NATIONS

20 M
PARTICIPANTS

300 K
COMMUNITY IN QLD

PARTICIPANTS
FORMER PLAYERS
OFFICIALS
VOLUNTEERS & FANS

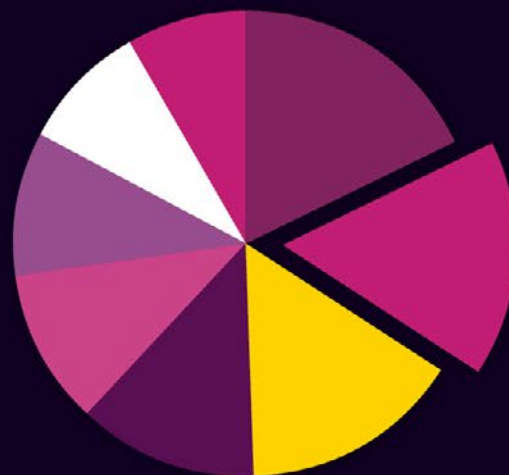
YOUNG AUDIENCE

*Netball fans are some of the **youngest** across the major sporting codes & are **overwhelmingly female***

[PERCENTAGE OF FEMALE]

FANS
UNDER **25**

FEMALE FANS



BASKETBALL	20%
NETBALL	18%
SOCCER	17%
TENNIS	14%
NRL	12%
AFL	11%
RUGBY UNION	10%
CRICKET	9%

[PERCENTAGE IN EIGHT MAJOR SPORTS]



NETBALL
66%



TENNIS
55%



BASKET
BALL
45%



AFL
45%



NRL
43%



SOCCER
37%



CRICKET
36%



RUGBY
UNION
33%

Source: Repucom, 2015 Netball Queensland Commercialisation Report

WHAT ARE WE ABOUT?

empowering

[WOMEN FROM ALL BACKGROUNDS]

Community OF PASSIONATE FANS

FAMILY ENGAGEMENT

COMMUNITY
PARTICIPATION

inspiring role models

FRIENDSHIP

CONFIDENCE [AND] STRENGTH

FROM SCHOOL TO ADULthood



QUEENSLAND FIREBIRDS SOCIAL MEDIA



36,500



29,200



15,300

TOTAL **81,000**

CROSS-PLATFORM
AUDIENCE GROWTH OF

83%
OVER THE PAST
24 MONTHS



80% OF FOLLOWERS ARE WOMEN
51% OF FEMALE FOLLOWERS AGED 25-54
(INFLUENTIAL HOUSEHOLD DECISION MAKERS)



82% OF FOLLOWERS ARE WOMEN
50% OF FEMALE FOLLOWERS AGED 25-34

NETBALL FANS HAVE GREATER LOYALTY TO SPONSORS

62%

RANK 1ST ACROSS
MAJOR SPORTS

Netball fans are likely to notice products / services of brands that sponsor things they are passionate about

51%

RANK 2ND ACROSS
MAJOR SPORTS

Netball fans are likely to consider a product / service from a brand that sponsors things they are passionate about

33%

RANK 4TH ACROSS
MAJOR SPORTS

Netball fans have brought a product / service from a brand as a direct result of them sponsoring something they are passionate about

Sponsorlink Question: Attitudes to TV advertising and sponsorship in sport

ENGAGING WITH PARENTS

NETBALL FANS ARE MORE LIKELY TO NOTICE SPONSORSHIP & ENGAGE WITH SPONSORS



53%

+10% PTS V GEN. POP.

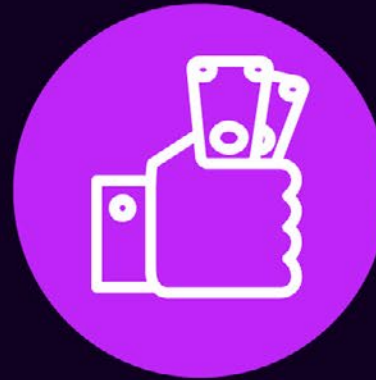
"I am more likely to notice products or services of brands that sponsor things I'm passionate about"



36%

+7% PTS V GEN. POP.

"I am more likely to recommend products or services of brands that sponsor things I'm passionate about"



30%

+6% PTS V GEN. POP.

"I have bought a product or service as a direct result of a brand sponsoring something I am passionate about"



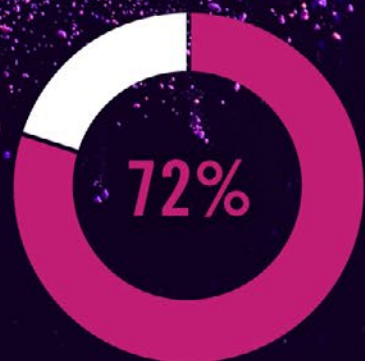
53%

+10% PTS V GEN. POP.

"I feel brands make a strong statement about themselves through sponsorship"

LOYALTY TO SPONSORS

CONSUMER ATTITUDES INFLUENCE BRAND PERCEPTION



State that they are likely to **follow up on an athlete** and their sport after watching a **personal profiling story**



25%
NETBALL



20%
OTHER

[FANS]

State that seeing a sports fan or celebrity using a brand is like a **personal recommendation**

WOMEN'S SPONSORSHIP

I think brands should invest more in women's sport.

41%

33%



BRAND PERCEPTION

If a brand supported women's sport, I would view the brand more positively; I would actively seek out information about the brand.

41%

29%



References: Economic Value of Women's Sport-2014 Repucom report FAN DNA Question- Celebrity perception

References: Economic Value of Women's Sport-2014 Repucom report FAN DNA Question- Celebrity perception

IDEAS FOR ACTIVATION OF PARTNERSHIP – Experiential Integration & Content

DESIGNED TO ACHIEVE BRAND IMPACT THROUGH CONTENT AND
EXPERIENTIAL ENGAGEMENT FOR FANS AND PLAYERS EXTERNAL TO VENUE



NETBALL QLD COMMUNITY INTEGRATION

Integration of your content to Netball Qld community (300,000+) through communication channels – email, SMS, newsletters, etc.

Link with Netball QLD and QLD Firebirds media partners – Newscorp (Courier Mail newspaper and digital subscriptions), Austereo (Hit105 and Sea radio stations), Channel 9, Goa (Outdoor Billboards) and Telstra (Telstra Live App).



TOURISM & EVENTS QUEENSLAND LICENSE

Engage and work with the Queensland Government (Tourism & Events Queensland) – driving awareness of the partnership and amplifying the national reach.



PLAYER AMBASSADOR

Opportunity to use a Firebirds player as the face of a partnership program.

SUNCORP AND NETBALL QUEENSLAND – MAJOR BROADCAST



SIGNIFICANT NATIONAL EXPOSURE

Access to Channel 9 – Wide World of Sports – National Broadcast Advertising



- Netball holds a current Free to Air major broadcast on Channel 9 Wide World of Sports and also every match streamed live via the Telstra App and Telstra Live.
- Achieve national reach through broadcast advertising – the naming rights partnership will include a suite of broadcast access for Your Brand during all live 2019 Netball matches on Channel 9, Gem, and Telstra Live.
- More than 240 x 30 second advertisements throughout the season – 4 main advertisements during every match live.
- More than 1.4million viewers of Suncorp Super Netball in 2018 across channels.

PLAYER AMBASSADOR FOR YOUR BRAND

**OPPORTUNITY
TO USE A
FIREBIRDS
PLAYER AS
THE FACE OF A
PARTNERSHIP
PROGRAM.**



QUEENSLAND FIREBIRDS BRAND METRICS – SEASON 2018

FIREBIRDS VIEWERSHIP INCREASED 54%

BENEFITING FROM A SWITCH TO NINE'S MAIN CHANNEL
AND PLAYING IN THE SEMI-FINAL.



CUMULATIVE
VIEWERSHIP[^]



CUMULATIVE
ATTENDANCE[^]



4,211,956

+22% V 2017

239,917

+4% V 2017



1,375,830

+54% V 2017 RANK: 1ST

68,702

+33% V 2017 RANK: 1ST

KEY INSIGHTS

SSN VIEWERSHIP OBSERVED AN UPLIFT OF 22% IN 2018 SEASON,
PRIMARYLY DUE TO THE SWITCH TO NINE'S MAIN CHANNEL.

THE FIREBIRDS SAW A 54% INCREASE IN VIEWERSHIP AND THE
LARGEST CUMULATIVE VIEWERSHIP OF ALL TEAMS.

THE MAGPIES HAD 10 FEATURE GAME BROADCASTS IN 2018,
TWO MORE THAN LAST SEASON (INCLUSIVE OF THE SEMI FINAL).

2018 SUNCORP SUPER NETBALL SEASON

TOTAL Q1 MEDIA VALUE FOR QUEENSLAND FIREBIRDS
HAS INCREASED 79% TO \$2.58 MILLION, WITH ALL
TOP 4 MAJOR PARTNERS GENERATING GROWTH.



2018 SSN SEASON

\$2.85M

TOTAL Q1 MEDIA VALUE

+79% v 2017

26H 57M 29s

DEDICATED TV EXPOSURE

+54% v 2017

AVERAGE AUDIENCE BY BROADCAST STRUCTURE,
REGULAR SEASON (000s)

■ 2017 ■ 2018



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[^]Viewership & attendance includes games from round 1 to the Semi-Finals.

[^]A feature game is any fixture broadcast live on Channel 9 in Sydney, Melbourne and Brisbane.

[^]Source: OzTAM & Nielsen Television Audience Measurement, Nielsen Sports Analysis

[^]A feature game is any fixture broadcast live on Channel 9 in Sydney, Melbourne and Brisbane.

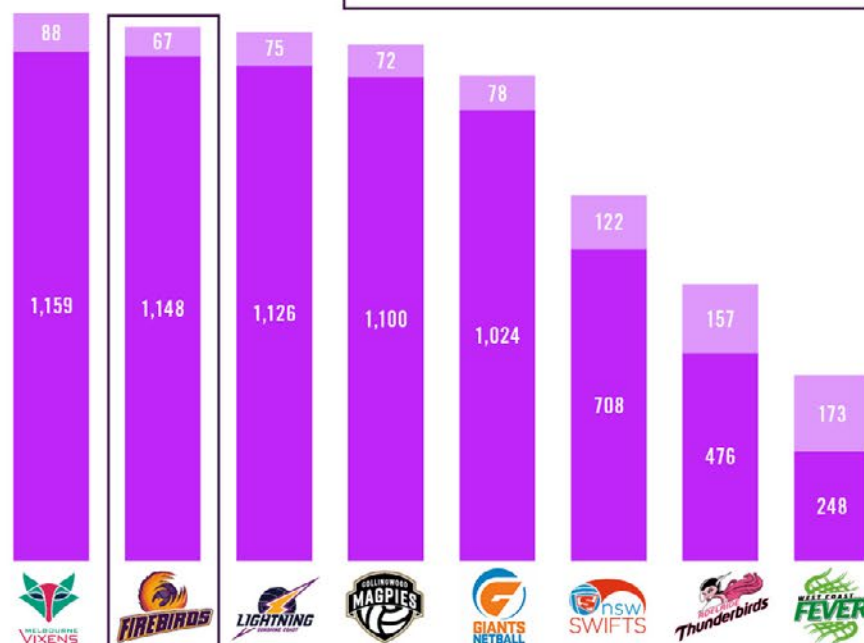
[^]Source: OzTAM & Nielsen Television Audience Measurement

QUEENSLAND FIREBIRDS BRAND METRICS – SEASON 2018

FIRBIRDS ARE RANKED 2ND OVERALL

THE FIREBIRDS WERE THE SECOND MOST WATCHED TEAM DURING THE REGULAR SEASON, ONLY SLIGHTLY BEHIND THE MELBOURNE VIXENS.

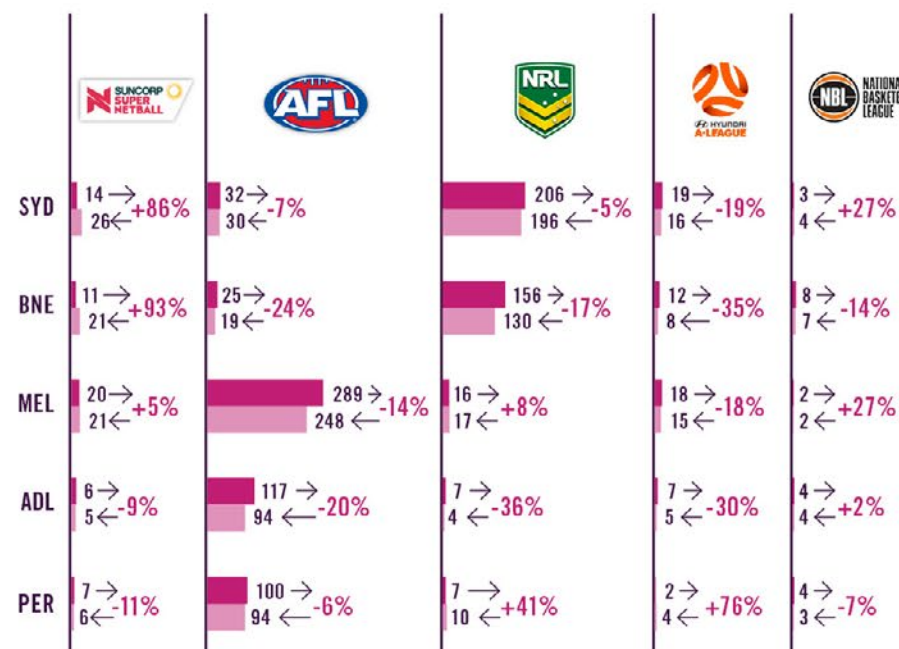
CUMULATIVE AUDIENCE
BENCHMARKING REGULAR SEASON
(000s)



AVERAGE AUDIENCE BENCHMARKING

NETBALL OUTPERFORMS THE AFL IN BRISBANE, THE NRL IN MELBOURNE AND THE A-LEAGUE IN ALL METRO MARKETS ON AVERAGE SO FAR THIS SEASON.

AVERAGE METRO FTA AUDIENCES (LIVE GAMES ONLY) (000s)



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*A feature game is any fixture broadcast live on Channel 9 in Sydney, Melbourne and Brisbane.

*Source: OzTAM & Nielsen Television Audience Measurement

SSN - Round 1-14, AFL Round 1-20, NRL Round 1-21, A-League & NBL Full Regular Season

Source: OzTAM & Nielsen Audience Measurement

QUEENSLAND FIREBIRDS BRAND METRICS – SEASON 2018

END OF SEASON KEY TAKE AWAYS

2018 SUNCORP SUPER NETBALL
- ROUND 1 TO SEMI FINALS.

\$1.38M

CUMULATIVE TV VIEWERSHIP



Cumulative Viewership has seen an uplift of 482k viewers compared to last year.

\$2.85M

TOTAL QI MEDIA VALUE



QIMV has increase 79%, YOY, primarily due to the increase in audience ratings.

\$1.12M

LORNA JANE TOTAL QI MEDIA VALUE



Lorna Jane generated 39% of all QIMV generated for Queensland Firebirds partners.

26:57:29

TOTAL DEDICATED TV EXPOSURE DURATION

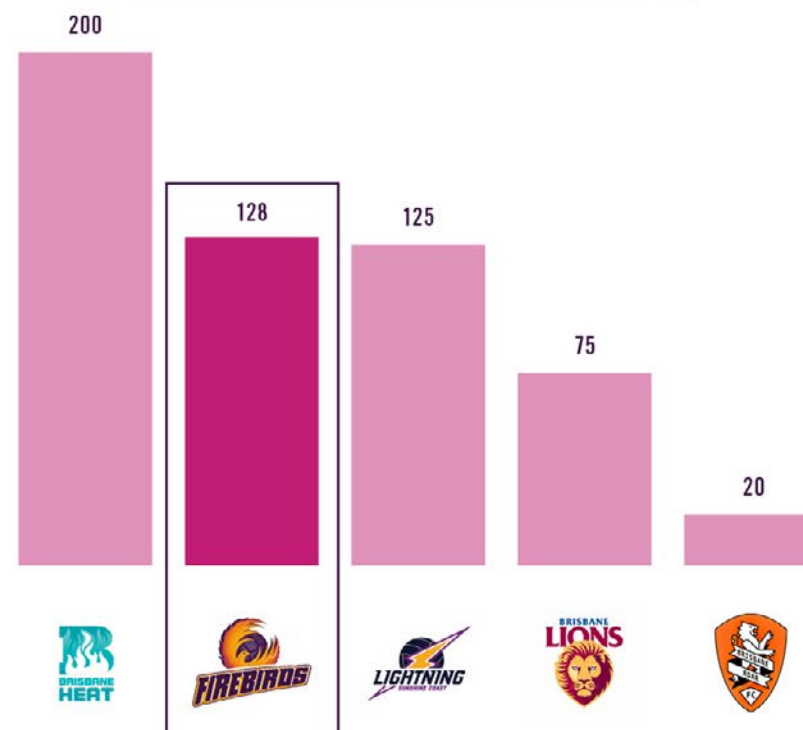


QLD Firebirds partners dedicated TV exposure duration has increase 54% year-on-year.

QUEENSLAND FEMALE VIEWERSHIP

QUEENSLAND FIREBIRDS ONLY SIT BEHIND THE BRISBANE HEAT FOR AVERAGE FREE TO AIR VIEWERSHIP OF WOMEN'S SPORTING CODES.

FTA AVERAGE AUDIENCE MAJOR SPORTING CODES/CLUBS^ (000s)



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Source: OzTAM & Nielsen Television Audience Measurement, Nielsen Sports QI Database

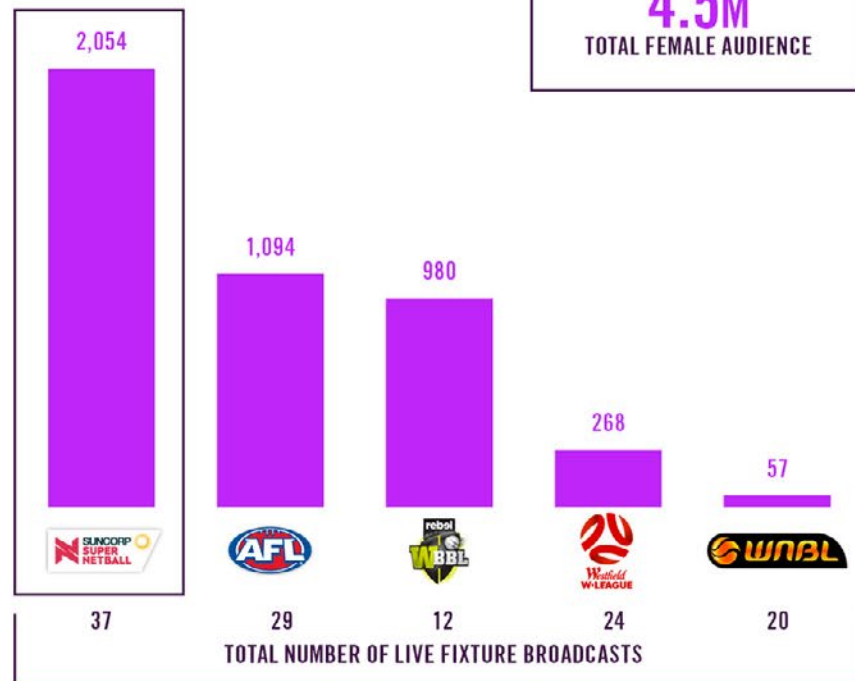
*All figures are reported from the last completed season of the respective code, live matches only.
Source: OzTAM & Nielsen Television Audience Measurement

QUEENSLAND FIREBIRDS BRAND METRICS – SEASON 2018

SSN LEADS FEMALE VIEWERSHIP

SUNCORP SUPER NETBALL GENERATED 46% OF ALL FEMALE VIEWERSHIP FOR THE LIVE FIXTURES OF WOMEN'S SPORTS LEAGUES

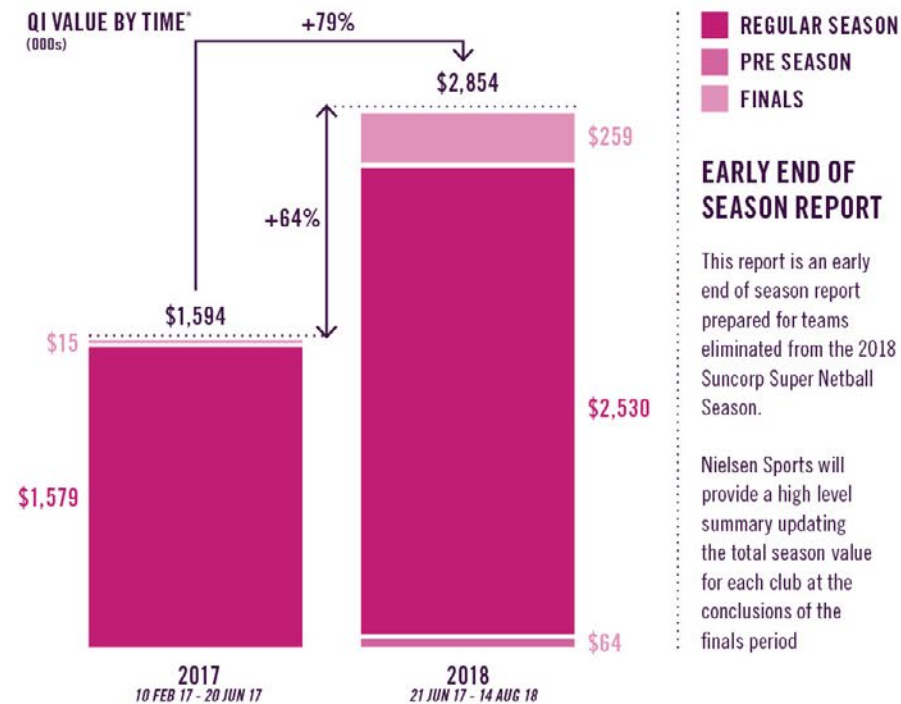
TOTAL FEMALE AUDIENCE
LIVE MATCHES ONLY, LAST COMPLETED SEASON(000s)



EARLY END OF SEASON REPORT

QUEENSLAND FIREBIRDS GENERATED \$2.85M IN Q1 MEDIA VALUE TO THE CONCLUSION OF THEIR FINALS CAMPAIGN IN 2018. Q1 MEDIA VALUE WAS 64% HIGHER THAN LAST SEASON FOR THE REGULAR SEASON

Q1 VALUE BY TIME*
(000s)



EARLY END OF SEASON REPORT

This report is an early end of season report prepared for teams eliminated from the 2018 Suncorp Super Netball Season.

Nielsen Sports will provide a high level summary updating the total season value for each club at the conclusions of the finals period

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*Suncorp Super Netball is the 2018 season, up to and including round 14 (Local Market Fixtures included).
Source: Nielsen OzTAM ratings

*Note: Pre-Season refers to exposure from the 21st of June 2017 to 19th April 2018
Regular Season refers to exposure generated from one week Pre-Round 1 two days post the completion of Round 14 (i.e. the following Tuesday).
Finals refers to any exposure from this point onwards until two days post the Grand Final.
Source: Nielsen Sports Q1 Database

THANK YOU

Please contact Justin White to organise further discussions around the naming rights partnership program.

SUBMISSIONS ARE CURRENTLY OPEN

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