



2018 WA NETBALL LEAGUE

Commercial Manual



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1. INTRODUCTION

The purpose of this manual is to provide commercial guidelines for the 2018 WA Netball League season.

The Commercial Manual may not be exhaustive and in the event that there is a commercial activity that is not covered in this manual that a team wants to undertake, approval must be sought from Netball WA prior to any commitments being made. This manual has been developed for the 2018 season and is subject to revision and variation in subsequent seasons. Any teams seeking to enter into commercial arrangements for seasons beyond 2018 should consult Netball WA.

APPROVAL PROCESS

Anything listed in this document as requiring approval from Netball WA must be submitted in writing to the relevant person at Netball WA, as per the contact information listed in Section 9 of this document. Netball WA will not unreasonably withhold approval. In the first instance, all requests for approvals should be directed to Heath Bailey, Competition Coordinator at Netball WA.

This manual should be read in conjunction with the 2018 WA Netball League Operations Manual.

Definitions

WANL – the WA Netball League, wholly owned and operated by Netball WA

Clubs – Netball WA affiliated Clubs operating team/s in the WA Netball League

Teams – the individual teams participating in the WA Netball League

2. SPONSORSHIP

Netball WA holds complete rights to all sponsorship of the WA Netball League.

From time to time, Netball WA will enter into new sponsorship agreements in addition to those previously listed. Where possible, Netball WA will notify WANL clubs of agreements once they are finalised.

Teams are entitled to source team sponsors. Teams can sell their properties and retain all of the income. Properties which can be used by teams in sponsorship agreements include but are not limited to the following:

- Premier sponsor of the Team – one (1) only
- Support sponsors
- Integrated Team logo – one (1) only
- Logo presence on team match and training kit

- Courtside a-frame signage – only two (2) sponsor signs per team per match
- Opportunity to host co-branded official team events (i.e. pre-season launch day)
- Media release announcing the partnership
- Logo presence on team collateral and website
- Opportunity to include promotional material on team social media accounts/website and/or communications
- Opportunity for members of the team to appear at sponsor events
- Opportunity for members of the team to appear in sponsor marketing and promotions

Netball WA acknowledges that teams may identify properties relevant to their team outside of this list. Should a team wish to incorporate any properties in addition to those listed in this document, they must first seek formal approval from Netball WA.

Netball WA reserves the exclusive right to activate sponsorships and branding across a number of properties. Unless released, teams are not permitted to sell these properties as part of their sponsorship agreements. These include but are not limited to the following;

- Umpires
- Score bench
- Ball persons
- Event staff
- Hydration stations
- Pre and post match activation, including sampling and promotional giveaways

TEAM SPONSOR

The team is limited to one (1) Premier Team sponsor. The Premier Team sponsor is the highest level of sponsorship. This sponsor could be integrated into the team name and logo subject to any potential conflict. Team sponsors must be approved by Netball WA no later than 2 months prior to the commencement of the season.

TEAM SUPPORT SPONSOR/S

Teams are entitled to enter into agreements with an unlimited number of support sponsors. The support sponsors are the secondary level of sponsorship. Teams may wish to develop individual levels within their group of support sponsors.

A team may enter into an agreement with a support sponsor at any time, however it is important to note that once uniforms have been produced no further branding can be added unless approved by Netball WA.

On request, Netball WA will provide teams with assistance where required in regards to sponsorship. Please contact the Netball WA Commercial Operations Department with any queries.

Netball WA encourages teams to seek individual legal and financial advice when negotiating and contracting sponsorships.

Should a team perceive that a potential sponsorship may conflict with any Netball WA relationship they should contact the Netball WA Commercial Operations Department.

Teams entering into sponsorship arrangements must contact the Netball WA Commercial Operations Department prior to entering into any binding agreements. This process will ensure open communication and that the entitlements of both parties are protected.

COMPETITION NAMING RIGHTS PARTNER

This category is currently vacant.

WANL PARTNERS

Current as at 1st September 2017

PARTNER	Contract end date	Sponsor Level	DESIGNATION	Status
Healthway (Smarter than Smoking)	2017 (proposed for 2018-19)	Team Partner	Major Partner of the WA Netball League	Active
Insurance Commission of WA (Belt Up)	2020	Major Partner	Major Partner of WA Netball League	Active
The University of Western Australia	2019	Partner	Partner of Netball WA	Active

Healthway is a State Government entity providing sponsorship to sport, arts and community organisations to promote healthy messages, facilitate healthy environments, reduce the promotion of unhealthy messages, and increase participation in healthy activities.

Healthway partners with Netball WA to promote the Smarter than Smoking message. As a Healthway sponsored sporting organisation, Netball WA and its related competitions cannot enter into sponsorships that may be deemed unhealthy which includes but is not limited to alcohol, junk food and confectionary.

Healthway has selected Netball WA and the WA Netball League competition as a key partner because it recognises that our players are important role models in the community.

The following sponsorship categories are protected by the WA Netball League, (WANL) and teams cannot enter into a sponsorship deal in any of these categories in respect of a team.

- (a) Alcohol, fast food, beverages and confectionary
- (b) Telecommunications
- (c) Health Services
- (d) Hydration Products
- (e) Banking & Financial Services
- (g) Netball ball supplier
- (h) Media

Any proposed sponsorship arrangement involving any of the products listed above must be discussed with and approved by Netball WA, as per the approval process outlined in Section 1 of this document.

Healthway, promoting the Smarter than Smoking message are now categorised as a “Team Partner” and should be acknowledged where other team partners are acknowledged and shown.

TEAM RESPONSIBILITIES TO LEAGUE PARTNERS

Netball WA seeks the assistance of teams to deliver WANL partner benefits on behalf of Netball WA.

Teams must ensure the following:

- Its players actively promote WANL partners and provide match day access to players and personnel for broadcast and other interviews.
- When appointing its own team sponsors or suppliers:
 - It obtains the prior written consent of Netball WA
 - The appointment of team sponsors or suppliers does not compete with WANL partners or the sponsorship categories
 - The team commercial properties granted to team sponsors are only as specified by Netball WA in the WA Netball League Commercial Manual
- Placement of the Smarter than Smoking logo on the Region website where other sponsor logos are recognised
- Use their best efforts to prevent ambush marketing of WANL partners
- WANL is referred to by its correct name –WA Netball League
- Deliver any specific Partner deliverables outlined in MOU’s drawn up with individual clubs.

PLAYER APPEARANCES

Teams are required to assist Netball WA in fulfilling all player appearance requests including providing :

- One (1) team ambassador to promote the Smarter than Smoking message. The Team will be required to facilitate access to the Ambassador throughout the WANL season.
- League Team Coach to be available for two (2) hours at an agreed time for the purpose of recording coaching tip videos for the “Coaching Tips” series.

Netball WA will provide each WANL Team with \$1,000 (incl GST) for the access to the above mentioned Ambassador and Coach access (on provision of a tax invoice).

3. KIT GUIDELINES

MATCH AND TRAINING KITS

Match and training kits will be provided by each participating team, pending approval by Netball WA. ISC is the preferred match kit supplier of Netball WA.

Teams do not need to produce all of the non-playing items illustrated in the following pages however should teams wish to produce these items they must adhere to the guidelines provided.

Note:

- Only items from the match kit as approved by Netball WA can be worn by players on the court in any official WANL match and during warm up and cool down. No caps or hats are permitted to be worn.
- Netball WA strongly encourages teams to enforce players to wear official training or match kit at all player appearances and media appearances.

a. Formal Number 1s

- Defined as the formal team uniform that can be used as an alternative to training apparel – worn at formal occasions such as post/pre match events, team travel uniform and on the match day bench for team officials.
- Formal Number 1s can be a shirt with collar, jacket and pants or skirt.
- Heels are not permitted to be worn on the court arena floor at the State Netball Centre and at other venues where this rule may apply.

b. Compression Gear/Undergarments

- These include, but are not limited to, upper body tops, shirts, tights, socks, shorts and bike shorts.
- As there is currently no official compression gear supplier for the WA Netball League, teams are permitted to have an independent arrangement with a compression gear supplier.

UNIFORM BRANDING GUIDELINES

Brand Guidelines for Match and Training Kit

Teams have the ability to design their own “uniform blocks” in partnership with their uniform provider. All designs are subject to WANL approval within the agreed timeframes.

Sponsor logo placements and sizing guidelines are outlined in the following pages.

Only one sponsor brand can be placed in each logo position. Logos cannot exceed the maximum allowable square centimetre area.

The WANL logo must be positioned as specified on all Match and Training Kit items. The League logo must be no smaller than 42cm².

Total Maximum Area – Sponsor Branding

The concept of a “total maximum area” for sponsor branding, as opposed to a prescriptive specification (i.e. 10cm x 4cm or 40 cm²), provides teams with flexibility for applying Sponsor Brands to the Match and Training Kit.

For the avoidance of doubt, the total maximum area is calculated based on the ‘brand mark’, which includes all associated graphics in the brand mark, as opposed to simply the brand mark text.

Team Sponsor Brands can be applied to various locations on the Playing and Training Kit (a standard guide is provided in the Manual). The position of Team Sponsor Brands is provided as a guide and Teams can opt to utilise other spaces on the Playing and Training Kit, up to the total maximum area allocated to Sponsor Brands, subject to standard League approval processes.

The location and size of the following logos/marks on Playing and Training Kit brand cannot be moved:

- WANL Logo
- Player Surname
- Team Logo
- Bib Sponsor
- Lower Front Logo

PRIMARY APPAREL

Match Dress

Logo	Allocation	Length	Height	Maximum area	Partner
Manufacturer's logo	Team	n/a	n/a	16cm ²	
WANL logo	Netball WA	6cm (max)	7cm (max)	42cm ²	
Team logo	Team	7cm (max)	6cm (max)	42cm ²	
Upper front logo	Team	25cm (max)	7cm (max)	150cm ²	
Lower front logo	Netball WA	14.5cm	7cm	150cm ²	Smarter than Smoking
Side Panel logo (x 2)	Team	13cm (max)	45cm (max)	500cm ²	
Bib Sponsor (front & back)	Netball WA	7cm (max)	4cm (max)	n/a	
Back logo (below bib)	Team	25cm (max)	7cm (max)	150cm ²	
Hem line logo	Netball WA	10cm (max)	6cm (max)	50cm ²	
Player Surname	Team	20cm (max)	5cm (max)	n/a	

Additional information -

- The top of the back of dress (below bib) branding must start no more than 3cm below the bib.
- Side panel logo can have different brands on each side panel.
- It is the team's responsibility to ensure side panel and hemline logos are not encroached upon once dresses are hemmed. Please allow enough room to ensure this happens.
- Refer bib branding options on next page.



Bib dimensions

The dimensions of each bib are **22cm (w) x 22cm (h)**. The positional lettering on each bib is 15cm high, with 5cm space at the top of the bib for the bib sponsor logo.

Colour of bibs

Each team is required to order two sets of bibs at a minimum – one set of bibs that match the primary dress colour, and an alternate bib colour in the event of uniform colour clashes occurring.

It is a requirement that teams purchase two sets of each bib colour to allow for situations when the blood rule is enforced and to assist with the speed of player positional changes. The bib lettering must be a contrasting colour to the that of the bib.

Sponsor acknowledgement opportunities on uniforms are limited by the following:

Player Bibs, Hem and lower front of the dress positions are reserved for WANL sponsors.

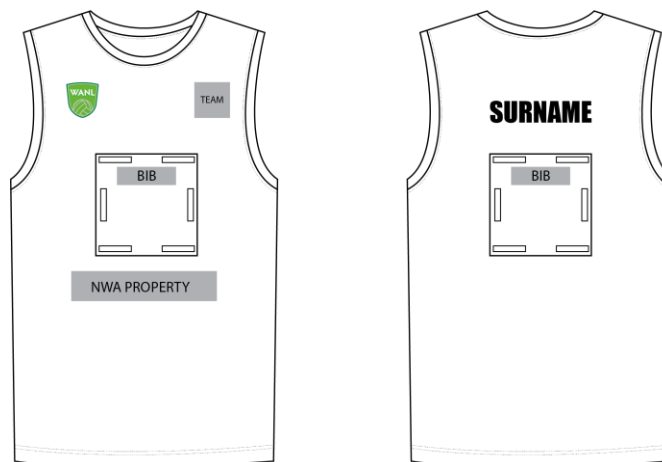
A team sponsor name and/or logo (up to six different sponsors permitted including manufacturer and integrated team logo sponsor, and must be approved by Netball WA who reserve the right to endorse or reject any proposed sponsor) may only appear once on any playing article of clothing (i.e playing uniform, skirt, shirt, socks, and knickers) and may not exceed 64cm².

Identification of the manufacturer on players and officials clothing may only appear once on each article, the maximum not exceeding 16cm².

MENS MATCH KIT

Playing Top

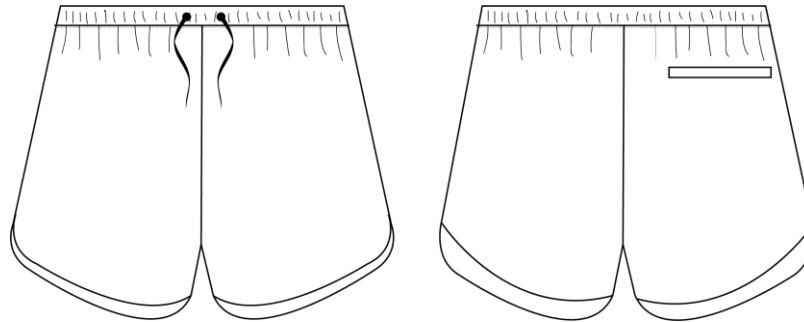
Logo	Owner	Maximum Length	Maximum Height	Maximum area	Partner
WANL logo	Netball WA	6cm (max)	7cm (max)	42cm ²	
Team logo	Team	7cm (max)	6cm (max)	42cm ²	
Lower front logo	Netball WA	14.5cm	7cm	150cm ²	Smarter than Smoking
Bib Sponsor (front & back)	Netball WA	7cm (max)	4cm (max)	n/a	
Player Surname	Team	20cm (max)	5cm (max)	n/a	



Additional information -

- The top of the back of top (below bib) branding must start no more than 3cm below the bib.
- Refer bib branding options on page 10.

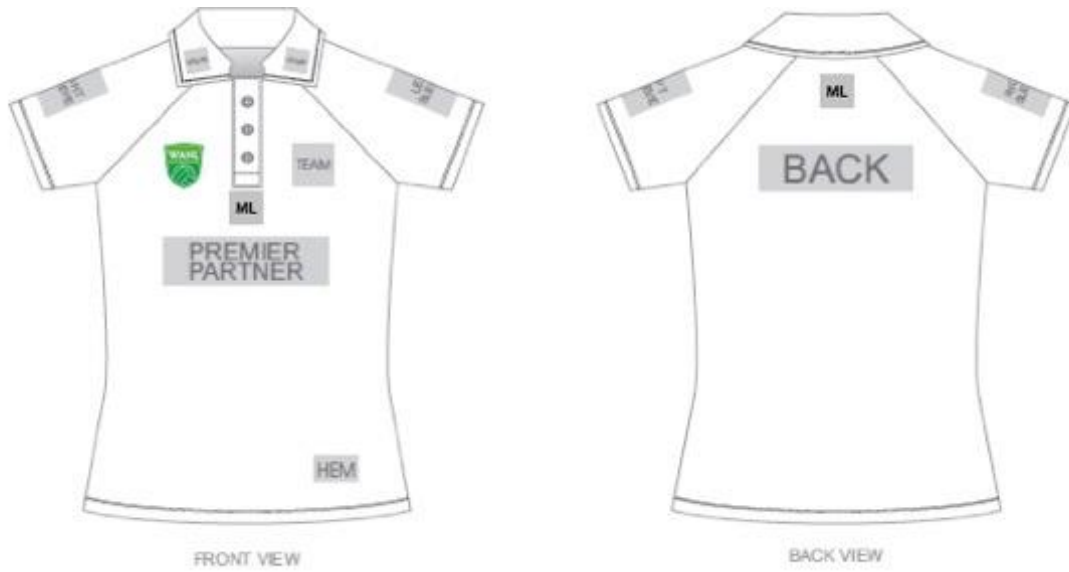
Playing Shorts



SECONDARY APPAREL

Media polo

Logo	Owner	Maximum Length	Maximum Height	Maximum area
WANL logo	Netball WA	6cm	7cm	n/a
Manufacturer's logo		n/a	n/a	16cm ²
Team logo	Team	7cm	6cm	42cm ²
Team Sponsor logo	Team	25cm	7cm	150cm ²
Right Sleeve logo	Team	8cm	8cm	48cm ²
Left Sleeve logo	Netball WA	8cm	8cm	48cm ²
Collar logo	Team	5cm	5cm	25cm ²
Back logo	Team	25cm	7cm	150cm ²
Hem line logo	Netball WA	10cm	6cm	50cm ²



Warm-up tee

Logo	Owner	Maximum Length	Maximum Height	Maximum area
WANL logo	Netball WA	6cm	7cm	n/a
Manufacturer's logo	Team	n/a	n/a	16cm ²
Team logo	Team	7cm	6cm	42cm ²
Team Sponsor logo	Team	25cm	7cm	150cm ²
Back logo	Team	25cm	7cm	150cm ²
Right Sleeve logo	Team	8cm	8cm	48cm ²
Left Sleeve logo	Netball WA	8cm	8cm	48cm ²
Hem line logo	Netball WA	10cm	6cm	50cm ²
Player Surname	Team	20cm	5cm	Not relevant



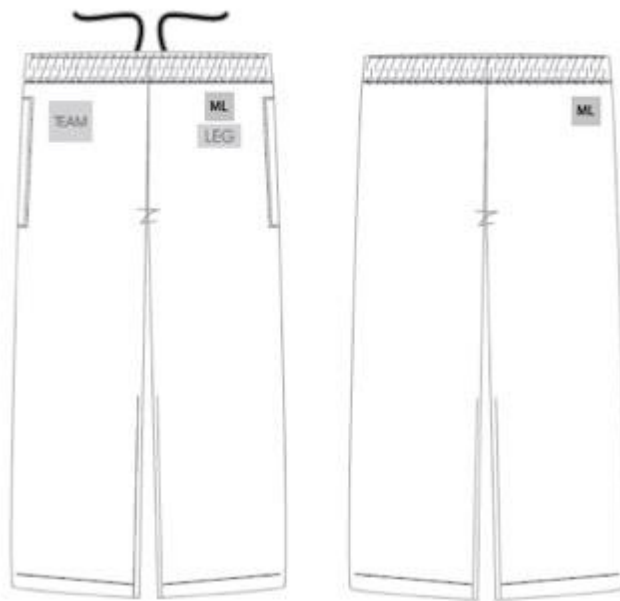
Tracksuit Jacket

Logo	Owner	Maximum Length	Maximum Height	Maximum area
WANL logo	Netball WA	6cm	7cm	n/a
Manufacturer's logo	Team	n/a	n/a	16cm ²
Team logo	Team	7cm	6cm	42cm ²
Chest logo	Team	7cm	4cm	21cm ²
Right Sleeve logo	Team	8cm	8cm	48cm ²
Left Sleeve logo	Netball WA	8cm	8cm	48cm ²
Back logo	Team	25cm	7cm	150cm ²
Hem line logo	Netball WA	10cm	6cm	50cm ²



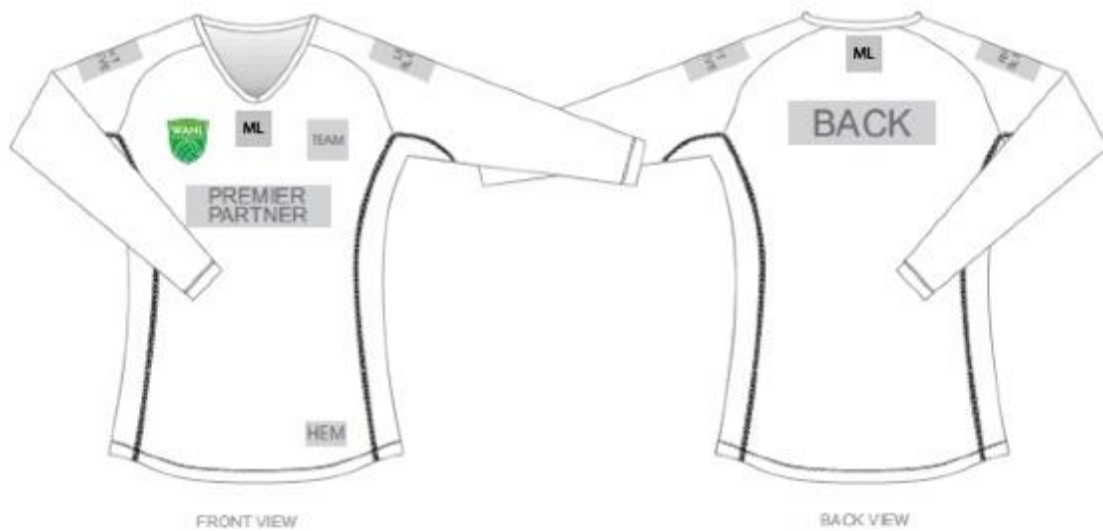
Tracksuit pant

Logo	Owner	Maximum Length	Maximum Height	Maximum area
Manufacturer's logo	Team	n/a	n/a	16cm ²
Team logo	Team	8cm	6cm	48cm ²
Leg logo	Team	8cm	6cm	48cm ²



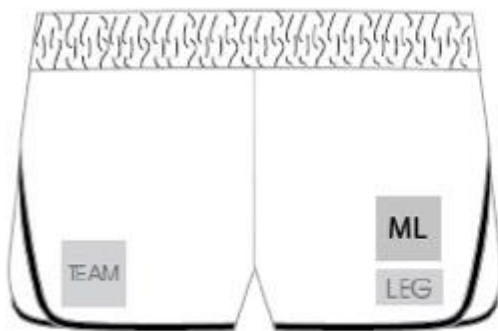
Long sleeved training tee

Logo	Owner	Maximum Length	Maximum Height	Maximum area
WANL logo	Netball WA	6cm	7cm	n/a
Manufacturer's logo	Team	n/a	n/a	16cm ²
Team logo	Team	7cm	6cm	42cm ²
Team Sponsor logo	Team	25cm	7cm	150cm ²
Right Sleeve logo	Team	8cm	8cm	48cm ²
Left Sleeve logo	Netball WA	8cm	8cm	48cm ²
Back logo	Team	25cm	7cm	150cm ²
Hem Line logo	Netball WA	10cm	6cm	50cm ²

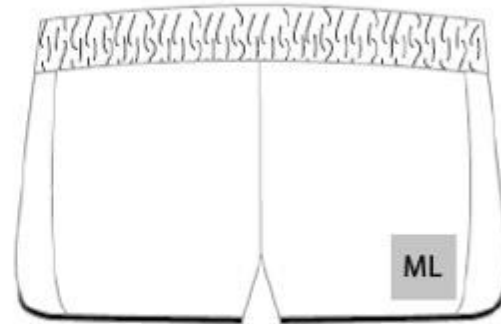


Training short

Logo	Owner	Maximum Length	Maximum Height	Maximum area
Manufacturer's logo	Team	n/a	n/a	16cm ²
Team logo	Team	8cm	6cm	48cm ²
Leg logo	Team	8cm	6cm	48cm ²



FRONT VIEW



BACK VIEW

UNIFORM APPROVAL PROCESS

Netball WA will approve the sponsor logo dimensions on all team uniforms not sublimated during production at a suitable time prior to each season starting. Each item in the match kit, training kit and formal number 1s will be measured to ensure the logo dimensions are correct.

Should any sponsor logos exceed the maximum dimensions, clubs will need to immediately replace relevant items at their own cost.

OTHER CLOTHING/EQUIPMENT

Netball WA maintains the right to provide branding on the following properties:

- Coaches
- Medical personnel
- Ball persons
- Umpires
- Score bench officials
- Hydration Stations including and not limited to eskies and chilly bins. Teams are prohibited from covering hydration stations with towels or other items.
- Photographers' bibs.

4. SIGNAGE

At each game, each team will be given the opportunity to utilise two (2) 2.4m (length) x 0.6m (height) signs in front of their benches.

Placement of all signage will need to be approved by Netball WA and teams must adhere to the following parameters:

- Sponsor brands should in general be alternated in placement, with a maximum of two consecutive signs featuring the same team sponsor brand, to avoid one brand dominating at the expense of the League naming rights sponsor. The exception is in front of the home team bench where the same team sponsor brand can be on two A-Frames in this location.
- Tier 1 A-frame and corflute dimensions are 2.4m (length) x 0.6m (height). This enables clean, integrated and professional presentation of all signage. When preparing signage, consideration should be given to utilising consistent sized signage when located in blocks/runs. **Note: any signage outside the prescribed dimensions (2.4m x 0.6m) must be approved by Netball WA.**

SIGNAGE ENTITLEMENTS

The following signage guidelines need to be adhered to by all teams:

a. Team rights

Tier	Definition	Quantity available to each team	Additional information
Tier 1	<ul style="list-style-type: none"> • Signage that is within the field of play and includes the court, team benches (signage in front of team bench) • Placed 3.05m away from the court sideline (run-off area) 	<ul style="list-style-type: none"> • Two (2) A-frame signs 	No one brand to have more than 33% of Tier 1 signage
Tier 2	<ul style="list-style-type: none"> • Defined as free standing team sponsor flags/banners, sponsor props and designated sponsor areas e.g. branded couches 	<ul style="list-style-type: none"> • Sponsor props/areas to be approved by Netball WA 	<ul style="list-style-type: none"> • Flag/banner size to be no greater than A frame boards (2.4m x 0.6m)

SIGNAGE TEMPLATE

The signage diagram below outlines Tier 1 signage layout. Teams can then populate a venue specific signage plan complying with signage guidelines outlined previously.

Netball WA will send teams an original signage template for their venue if required.



Please note: Signage plans will vary from venue to venue based on the court space available.

The following items of signage remain the property of Netball WA:

- Post pads
- Centre circle
- Floor decals

OTHER SIGNAGE

Free standing banners and player banners

Home team is permitted to display free standing banners and/or player banners inside their venue. All teams must supply artwork to Netball WA if they intend to do so.

Free standing banners and player banners can feature up to 3 commercial brands. Note the commercial brands featured are limited to the team's major partners that are on the playing dress. Consideration should be given to including Smarter than Smoking in this space as one

of the 'Team Partners'. No commercial brands can be in conflict with any Healthway message and therefore they should not relate to alcohol, fast food, beverages and / or confectionary.

SIGNAGE APPROVAL PROCESS

Teams are required to submit their sponsor signs and artwork to Netball WA for approval 7 business days prior to your first home match.

Teams are to advise Netball WA in writing of any changes on an on-going basis, at least one week prior to the relevant game once the signage has been approved.

5. TICKETING

Individual tickets may be purchased at the venue on match days.

Season passes may be purchased at the door on match days.

Grand final tickets may be purchased at the door of the venue on the day of the Grand Final.

SINGLE GAME

Adult	\$10
Concession	\$5
16 & Under	Free

SEASON PASS

Valid at all venues and on dates listed in the fixtures including finals

Adult	\$90
Concession	\$60

GRAND FINAL TICKETS

Adult	TBC
Concession	TBC
16 & Under	TBC

6. MATCH DAY ACTIVITY

MATCH PROGRAM AND RUN SHEET

Netball WA will produce a run sheet for each match day fixture during the WANL season. Teams are encouraged to add to the run sheet for each home match of the regular season.

All teams must advise Netball WA of the specifications for the relevant sponsor advertisements and the Netball WA sponsor hierarchy.

Teams may produce a match program for home matches. **All match programs must be submitted to Netball WA for approval before production.**

THEMED ROUNDS

Netball WA has the exclusive right to designate and commercialise official themed rounds and matches.

MATCH DAY PARTNERS

Clubs are entitled to offer home matches to partners to become the ‘Match Day Partner’. This can either be packaged into partner contracts or could be used a way to create extra revenue. Clubs must seek approval from Netball WA, as per the approval process outlined in Section 1, before offering a home match to a Match Day Partner.

The table on the next page outlines the promotional giveaways clubs are entitled to distribute at each **home** match:

Team Owner Entitlements	Details	Additional information
Permitted to distribute three (3) team sponsor branded giveaways at every home game	Netball WA must approve artwork and nature of giveaway	Giveaway must be relevant to the netball audience and not be in competition with a licensed product. The three (3) giveaways must not be produced by the one sponsor.
Team marketing collateral such as flyers, team posters and team stickers	As per approval guidelines teams must receive Netball WA approval before printing and distributing collateral	WANL logo must appear on team poster and team sticker (refer to ‘Brand Guidelines’ section)

Guidelines

- Defined as any activity that will take place pre-match, during the match or post match either on court in the venue or outside the venue.
- Due to health and safety regulations, items are not permitted to be thrown into the crowd.

TEAM MASCOTS

- Netball WA encourages the team mascots to attend matches at the cost of the relevant clubs. Both the home team and away team mascot are permitted to attend a match with the permission and agreement of the hosting side.
- The mascot is not permitted to be in the actual ‘Field of Play’ during official match time. ‘Field of Play’ refers to the actual court area and the 3.05m run off.

- Mascots must not be on court during League sponsor activation during the ¼ time and ¾ time breaks, unless agreed to by the sponsor.

MASTER OF CEREMONIES (MC)

Netball WA will develop an MC Script template for all clubs to utilise throughout the season. The home team will be responsible for providing the MC for each home game as well as ensuring the MC notes are received and followed. Netball WA will provide Clubs with match day MC script updates two weeks prior to the date of their home game. Netball WA sponsors, plus key Netball WA messaging will be recognised in the MC notes.

7. WANL IP/BRAND GUIDELINES

Netball WA is the sole owner of the WANL logo and any other logos developed to identify the competition (the “Logos”). **All uses of the logos must be approved in writing by Netball WA.**

USE OF NETBALL WA INTELLECTUAL PROPERTY

Any collateral proposed by teams needs to be submitted to Netball WA for approval prior to production. The full core team logo and the full core League logo must appear on all products.

a. Teams and Clubs must utilise the WA Netball League logo on the following items:

- All team collateral - including but not limited to, posters and membership brochures
- All marketing collateral
- Advertising material, including TVCs and press ads
- Homepage of each club’s website including a hyperlink to the Netball WA website
- All communication materials such as press releases, websites, e-newsletters etc.

b. Design:

- The WA Netball League logo at a minimum must be the same size as team logos and/or team sponsor logo (on an area basis – not height and width).
- The WA Netball League logo must be featured on all team collateral as specified above. Where possible, the WA Netball League logo should be positioned adjacent to the team logo.

c. Approval Process:

- Teams must submit all collateral for approval to Netball WA’s Game Development Co-ordinator - Competitions as outlined in Section 1.
- Teams to provide an overview of distribution/use of collateral
- Netball WA to advise approval/changes to clubs within three business days

TEAM BRANDING

- It is the teams’ responsibility to ensure that Netball WA has a current version of its logo and brand guidelines in the necessary file formats.

a. Changes to primary team logos or core team colours

- If a team wishes to change the team logo design, or its core team colours, an application for change must be submitted to Netball WA.

Please note: A team logo must remain in the system for at least a 3-year cycle before it may be considered for change.

b. Sponsor integrated team logos

Regions are permitted to develop a sponsor-integrated logo featuring the teams' principal sponsors logo. The following guidelines must be adhered to:

- All sponsor integrated logos require sign off by Netball WA
- Commercial sponsors may be no greater than 25% of the total logo area, not including any background colour/space
- Clubs to seek written approval from Netball WA and provide information on the rationale, timings and proposed design of the new sponsor integrated logo
- Netball WA will provide feedback/approval based on this information
- Please refer to **Appendix 1** for Netball WA's policy on use of team sponsor naming rights.

8. FINALS SERIES

Netball WA has and retains the exclusive right to commercially leverage all elements of the finals series.

Netball WA independently manages the WA Netball League Final Series to ensure transparency and integrity in the staging of all finals series matches. Netball WA recognises the importance of competing team sponsors and supporters, and are committed to providing opportunities for those stakeholders who have been a part of the teams' respective journey to the WA Netball League Finals.

OPERATIONS

The key philosophy in the delivery of finals matches is to build upon all arrangements from regular season matches. There are several areas where Netball WA will take the organizational and financial responsibility for the delivery of the games – these include;

- Venue contracting and hire
- Entertainment
- Presentations
- Sport Presentation
- Run sheets

Venue Hire and Venue Availability

The hire contract with the venue will be between Netball WA and the venue operator. Netball WA will advise participating teams of all possible venue locations as they become known.

Pre Grand Final Briefing

Both teams' captains and team managers must make themselves available for a briefing prior to the day of the Grand Final to ensure they are familiar with the different requirements for the Grand Final. Netball WA will work with the teams on a suitable time and location for the briefing.

Official Post Match Grand Final Presentation

A presentation will be held on court immediately after WA Netball League Grand Final to recognise both teams. Following the WA Netball League Grand Final, only a presentation will be made to the Most Valuable Player. The captain of the winning team will speak on behalf of their team and the trophy to be presented to the winning team.

After the trophy has been presented to the winning team, it is important that only the players celebrate with the trophy for approximately 30 seconds before other team staff join in the celebrations, to allow sufficient time for photographs of the team. A detailed run sheet will be provided closer to the time to the relevant team and team captains and team managers will be briefed on this at the pre Grand Final briefing.

Awards and Trophies

Each athlete and official of the WA Netball League Grand Final winning team will be presented with a medal (those listed on the team sheet for the Grand Final). At the conclusion of the presentations, the winning captain will be presented with the League trophy and plaque. The winning team can keep this trophy and plaque until the start of the following year's finals series. A replica plaque will be provided to the winning team to keep.

Note: Netball WA may require the trophy during the year for marketing purposes. Netball WA will liaise with Regions where this is necessary.

All WA Netball League awards will be presented to the winners at the Jill McIntosh Medal.

Event Run Sheets

These will be produced and distributed to all parties by Netball WA.

Anti-Doping Testing

Doping control will be conducted at the discretion of ASADA. The process for notification and management of doping control personnel will remain as per the regular season matches.

UMPIRES & OFFICIALS

Appointments

Umpires are appointed by Netball WA for WA Netball League finals series.

Bench Officials

Bench officials (timers & scorers) will be appointed by Netball WA.

COMMUNICATION & MEDIA

Liaison with Media

Netball WA will work in conjunction with media coordinators from participating teams throughout the finals series to support teams to deliver maximum results. The communication to media surrounding the finals will begin when some scenarios can be determined leading into the finals series.

Media Accreditation

Media accreditation issued throughout the regular season will apply for the Semi Finals and Preliminary Final.

Netball WA will issue supplementary media accreditation for media covering the Grand Final.

Match Program

A match program will be produced for the Grand Final and made available to patrons at the match.

Photography

To ensure that photographers are managed on match day, Netball WA will assign specific photographer pools as well as a resource dedicated to managing the placement of photographers.

Press Conferences

An official post match press conference will be held at the conclusion of the finals and will require the captain and coach of each team in attendance. The press conference is open to non-rights holders and are a crucial part of the finals series.

COMMERCIAL

Signage

- Netball WA manages all signage rights.
- Participating team will be given an allocation of signage at each of the finals matches.
- Netball WA will develop a signage plan for each finals match and work with participating teams to place their sponsor signage.

- Signage guidelines as outlined in Section 4 apply during the finals series.
- Netball WA has approval rights on quality of signage used by teams. It is advised teams source signage through Netball WA's preferred supplier to ensure consistent quality.

Other signage:

Free standing banners and player banners:

Participating teams are to advise Netball WA if they intend to display free standing banners and/or player banners at any finals match by close of business, Tuesday prior to the Grand Final.

MATCH DAY ACTIVITY

Match Program

Netball WA will provide the match day program for the WA Netball League Grand Final.

Team Mascots

Netball WA encourages both team mascots to attend finals series matches. The cost of the mascots attending matches is the responsibility of the respective teams. Team mascots are not permitted on the court arena.

MC Scripts

Netball WA will develop an MC script for every finals series match and will recognise both competing teams' major sponsors. Clubs may forward a list of major sponsors to be recognised to Netball WA by close of business on the Wednesday prior to the forthcoming finals match.

Correct naming of Finals Series matches

- Semi Final 1 (1 v 2)
- Semi Final 2 (3 v 4)
- Preliminary Final
- WA Netball League Grand Final

TICKETING

Netball WA will hold the contract and manage the relationship with the ticketing agency for each finals match. Netball WA will liaise with the competing teams regarding ticketing allocations and locations, including members' priority ticketing access.

Netball WA will develop the ticket build and sign off on all seating plans.

TICKET PRICES

SEMI FINALS AND PRELIMINARY FINAL		GRAND FINAL TICKETS	
Adult	TBC	Adult	TBC
Concession	TBC	Concession/Children (11&Over)	TBC
16 & Over	TBC	Children (0-10 years)	TBC

TICKETING ALLOCATION

Complimentary Ticket Allocation

Each club whose team is competing will be entitled to an allocation of complimentary tickets, to be determined by Netball WA on an annual basis.

9. CONTACT INFORMATION

All queries relating to this document can be made to Netball WA:

Approvals, Competition and General Queries:

Heath Bailey

Competition Coordinator

Phone 9380 3747

Mobile: 0409 178 308

Email heath.bailey@netballwa.com.au

Commercial and Sponsorship queries:

Daniel Barker

General Manager – Shared Services

Phone 9380 3721

Mobile 0447 136 955

Email Daniel.barker@netballwa.com.au

Media Queries:

Nathan Drudi

Media & Communications Manager

Phone 08 9380 3712

Mobile 0425 313 025

Email nathan.drudi@netballwa.com.au

10. ADDENDUM PROCESS

Netball WA reserves the right to make changes to the Commercial Manual provided that clubs have been given an opportunity for consultation and to provide feedback on any amendment/changes in relation to this manual. Notwithstanding the forgoing Netball WA

shall have the right to make any final decision as it sees fit provided that Netball WA has acted reasonably.

11. COMPLIANCE

The commercial integrity of the League is fundamental to the future success of the League, (for both League and team sponsors). In this regard, we are committed to ensuring that we take a consistent approach to all teams in a transparent manner, and treat any breaches of the guidelines seriously.

Penalties will be applied in the event that clubs fail to comply with this Commercial Manual, which non-compliance may also be regarded as a breach of a clubs' obligations. In determining whether there has been a failure to comply with this Commercial Manual, the process set out below will be followed:

A. Non-Match day non-compliance:

Where Netball WA believes that there has (or will be) non-compliance with this Commercial Manual, Netball WA will write to the relevant clubs, requesting a detailed explanation with regard to the non-compliance; which explanation shall be provided by the clubs to the Chief Executive Officer of Netball WA within five (5) days of receiving a request from Netball WA. Upon receipt of such explanation, the Chief Executive Officer of Netball WA will consider, at his absolute discretion, the seriousness of the non-compliance and the appropriate penalty to be applied in accordance with the penalties set out below. The Chief Executive Officer of Netball WA shall notify his decision to the clubs in writing.

B. Match day non-compliance:

1. A Netball WA match delegate will attend all matches to ensure compliance with the requirements set out in this Commercial Manual.
2. Where the Netball WA Match Delegate believes that there has (or will be) non-compliance with this Commercial Manual, he/she will make a request to the clubs' representative at the venue requesting that such non-compliance be remedied. Should the clubs fail to remedy the non-compliance, the Netball WA Match Delegate will formally advise Netball WA of the nature of such non-compliance during the next working day at the completion of the round.
3. Netball WA will then write to the relevant clubs, requesting a detailed explanation with regard to the non-compliance; which explanation shall be provided by the Club to the Chief Executive Officer of Netball WA within five (5) days of receiving a request from Netball WA.

4. Upon receipt of such explanation, the Chief Executive Officer of Netball WA will consider, at his absolute discretion, the seriousness of the non-compliance and the appropriate penalty to be applied in accordance with the penalties set out below.

The Chief Executive Officer of Netball WA shall notify his decision to the Club in writing.

Penalties may include:

- (a) a reprimand;
- (b) a caution or warning;
- (c) a direction to make a verbal or written apology;
- (d) a fine and/or compensation order;
- (e) a deduction of competition points;
- (f) an award of costs; and/or
- (g) any combination of the above or such other sanction as the Chief Executive Officer of Netball WA may deem appropriate in the circumstances.

Appeals:

1. A Club that has been the subject of a penalty for non-compliance with this Commercial Manual may appeal the decision of Netball WA's Chief Executive Officer to an Appeal Panel constituted in accordance with Rule 6.7 of the 2018 WA Netball League Operations Manual within three (3) days of the date of receipt of the written decision.
2. An appeal shall be deemed to have been lodged when a notice of appeal is received by Netball WA together with the required deposit of AUD\$1,000. The appeal is abandoned if the deposit is not paid. The Appeals Panel shall have the power to extend the time for payment of the deposit.
3. The Notice of Appeal shall be in writing and signed by (or on behalf of) the party lodging the appeal and shall specify:
 - (a) the name of the party lodging the appeal;
 - (b) the decision of Netball WA's Chief Executive Officer appealed against; and
 - (c) the specific grounds of the appeal.

Except as expressly notified by Netball WA, no specific form or format is required for a Notice of Appeal.

4. In the event of an appeal against the decision of Netball WA's Chief Executive Officer, the penalty imposed by Netball WA's Chief Executive Officer shall stand until such time as the case has been dealt with by the Appeals Panel.
5. The Appeals Panel will review the written documentation exchanged between Netball WA and the clubs, and request any further information that he/she considers necessary from Netball WA, the match delegate and/or the clubs.
6. In exercising their jurisdiction, the Appeals Panel shall have power to:
 - (a) allow or re-affirm, or dismiss the appeal;
 - (b) vary the penalty appealed against; and/or
 - (c) make such further order (in relation to costs or otherwise) as it thinks fit; and/or
 - (d) take any other steps that it considers necessary to deal justly with the appeal.

The decision of the Appeals Panel will be final and binding on the parties.

12. APPENDICES

APPENDIX 1 - Netball WA policy on the use of team sponsor naming rights

INTRODUCTION

Netball WA recognises the importance of maximising the use of team sponsor naming rights and sponsor integrated logos.

However, in line with the broader marketing strategy for WANL, this sponsor recognition must be balanced with the need to continue educating supporters about the team names and locations.

This policy has been developed to assist in clarifying those occasions where Netball WA will use team sponsor naming rights, either in writing, verbally or by use of the teams' sponsor integrated logos.

CURRENT TEAM NAMES

Clubs have advised the following in regard to their official Club name and sponsor integrated name:

Official Team Name	Sponsor Integrated Name
Coastal Sharks	Coastal Sharks
South East Demons	South East Demons
Midwest Tigers	Midwest Tigers
Perth Lions	Perth Lions
Rangers	Rangers
Souwest Jets	ECU Souwest Jets
West Coast Warriors	West Coast Warriors
Wheatbelt Flames	Wheatbelt Flames



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