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45th Annual “SKINS” Tournament

EVENT SPONSORSHIP PROSPECTUS

22 & 23 March, 2025

Selkirk Stadium & Loreto College

60+ Team, 700+ participants, volunteers & spectators

Volleyball Ballarat’s 45th Annual Skins Tournament is shaping to be the biggest and best yet! In 2024 the tournament cemented its place in March and attracted a record 57 teams across Men’s, Women’s and Mixed Divisions. Now established as the lead in event to the VVL (Victorian Volleyball State League) competition, the event continues to attract entries from large membership clubs with up to 10 Premier and Reserves teams, along with regional associations and individual teams from across the state.

The tournament allows volleyball to showcase itself to Ballarat and likewise, showcase Ballarat to a statewide volleyball audience. It allows our young and developing local players to see and participate against elite level volleyball in their hometown, builds our exposure and helps Volleyball Ballarat sustain and further develop the game in our community. *Over the last 5 years we have grown our association membership from 30 to nearly 200 and continue to attract new players and families each season, with tournament promotion is a significant part of that.*

Our tournament is unique in the world of volleyball as it utilises a “Skins” format offering a cash prize to every team, every hour, if they can restrict their opponents to a pre-determined score. If neither team is able to do this in the allocated time slot, then the cash prize jackpots to the next hour. Over the history of the event, this has provided significant performance incentive, generated another exciting element for spectators and allowed us to **spotlight Sponsors** and their support during each match timeslot.

While sponsorship is vital to help offset the costs of staging the event, it also provides businesses with another avenue to a new and diverse customer base. The association uses the event to fund junior development, local senior competitions, and our representative teams who compete in championships right across the state, which in themselves also provide significant sponsorship opportunities and exposure.

Any contribution helps and can be in the form of cash, vouchers, products (if appropriate) or in-kind support such as printing services, marketing & promotion, food & drink for volunteers, discount opportunities for members etc.

In return, Volleyball Ballarat commits to do everything it can to promote our sponsors locally and state-wide, while encouraging all members and the wider volleyball community to support our sponsors ongoingly.

Please find our packages below or contact us for a more bespoke arrangement.

Thank you for your time and support.

Volleyball Ballarat

TIER 1 - TOURNAMENT NAMING RIGHTS SPONSOR:

- **Sole** naming rights to the Skins Tournament
- Significant acknowledgement in local media campaigns including TV, Radio & Newspaper
- Tournament perpetual trophy naming rights & ceremonial awarding to champions
- Logo on all Skins and Cash Prize envelopes with Promotional flyer or business card inside
- Opportunity for prominent venue signage at both playing venues and weekly domestic competition
- Prominent logo advertising on Volleyball Ballarat website and social media accounts year round
- Promotion through tournament eNews and Monthly VB members eNews reaching over 500 registered emails
- Promotion through Volleyball Victoria members news and website (10,000+ members)
- Logos and promotion on all tournament material including official draws & programs
- Opportunity for product promotion during event

TIER 2 – SECTIONAL NAMING RIGHTS SPONSOR:

- Naming rights to either **all** Men's **or** all Women's Divisions of the Skins Tournament
- Significant acknowledgement in local media campaigns including TV, Radio & Newspaper
- Divisional trophy naming rights & ceremonial awarding to champions (if no major sponsor)
- Logo novelty cheque with business details presented to all Skins and cash prize winners in that Division
- Opportunity to have venue signage at a playing venue
- Prominent logo advertising on Volleyball Ballarat website and social media accounts
- Promotion through tournament eNews
- Promotion through Volleyball Victoria members news
- Logos and promotion on all tournament material including official draws & programs
- If appropriate, VB will preference your business as a major supplier and promote to participants

3. SKINS SPONSOR: Single or multiple \$100/Skin

- Prominent logo advertising on Volleyball Ballarat website and social media accounts
- Promotion through tournament eNews
- Logos and promotion on all tournament material including official draws & programs
- Promotion during your sponsored Skins timeslot(s)
- Promotional material to participants and members

4. RAFFLE SPONSOR: item for tournament raffle

- Logo on our website and tournament material + promotion during ticket selling and hamper draw.