



Premier League

2024 Commercial Guidelines

30 November 2023

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1 Introduction

The purpose of this document is to provide commercial and communication guidelines for the 2024 season of the Netball NSW Premier League (or the **Competition**), whilst clearly identifying the roles and responsibilities of all parties.

This document should be read in conjunction with the Netball NSW Premier League 2024 Competition Regulations which provides the overall framework for the competition.

Where the Commercial Guidelines are inconsistent with the Netball NSW Premier League Participation Agreement, the Participation Agreement prevails.

2 Definitions

Commercial Guidelines means these guidelines outlining the responsibilities of each Licensee in respect of commercial, communication and media matters (as developed, implemented, updated and amended by Netball NSW from time to time during the Term).

Commercial Rights means business rights, economic rights, industrial rights, merchandising rights, product rights and trade right of Netball NSW (including the Netball NSW Premier League)

Commission means the Premier League Commission of Netball NSW appointed by the Board to manage and administer the Competition on behalf of Netball NSW.

Competition means the Netball NSW Premier League Competition conducted by Netball NSW.

Competition Regulations means the Netball NSW Premier League Competition Regulations as developed, varied and promulgated by the Commission from time to time.

Competitions Manager means the person appointed by Netball NSW to manage the Competition or their delegate.

Confidential Information of a party means the following information in any form:

- a) All information (including trade secrets, confidential know-how, market research and strategies and sponsor and financial information) relating to that party or a related body corporate from time to time; or
- b) All information obtained in connection with this agreement that, by its nature or the circumstances surrounding its disclosure, could reasonably be expected to be regarded as confidential information of that party, of which the other party becomes aware, both before and after the day this Agreement is executed.
- c) Confidential Information of Netball NSW includes the Schedules and any Netball NSW Premier League information that has not been made public.

Finals Series means the semi-finals, preliminary final and grand final of the Competition or any other configuration as determined by Netball NSW from time to time.

Intellectual Property Rights means all intellectual property rights, including:

- a) patents, copyright, rights in circuit layouts, registered designs, trade marks, the right to have confidential information kept confidential and all similar rights in any part of the world; and

b) any application or right to apply for registration of any of those rights.

League Property means the names, branding and logos associated with the Netball NSW Premier League; including:

- a) Netball NSW name and logo;
- b) Netball NSW domain names;
- c) Netball NSW Premier League name and image;
- d) Netball NSW Premier League brand and logo;
- e) Match schedule products;
- f) Team Property;
- g) Match Statistics; and
- h) any other property or rights in relation to the Netball NSW Premier League as notified by Netball NSW to the Team from time to time.

Licensed Product means products, merchandise or memorabilia developed by official Merchandise Licensees appointed by Netball NSW from time to time that incorporate League Property (including Team Property).

Licensees means a party who has entered in to a Participation Agreement.

Match means Competition Matches and Other Matches.

Match Statistics mean data, statistics or information relating to Matches or netball participants and netball, including those collected by or for, or in the possession or control of the Team, including the Match result, number of goals scored, centre passes won and lost, turnover of possession and penalties.

Minor Rounds means a series of Matches played in the Competition prior to the Finals Series. These Matches are played to determine the final rankings of the Teams for the purpose of conducting the Finals Series.

Netball Central means the venue of all games of the Netball NSW Premier League, being 2 Olympic Boulevard, Sydney Olympic Park unless specified otherwise by Netball NSW.

Netball NSW (NNSW) means New South Wales Netball Association Limited.

Netball NSW Commercial Rights means the commercial rights of Netball NSW set out in the Commercial Guidelines and otherwise advised by Netball NSW to the Licensee from time to time.

Other Events mean events or functions organised or controlled by Netball NSW other than Matches relating, directly or indirectly, to the Competition.

Other Matches means any match played between Teams other than Competition Matches including but not limited to training or exhibition matches.

Participation Agreement means the agreement between Netball NSW and a Licensee by which the Licensee is entitled to have Teams participating in the Competition.

Player means any person who has a current financial registration with Netball NSW or any other Member Organisation and has been formally listed with the Licensee to play for its Team and in respect of whom the Licensee has lodged the appropriate Netball NSW Premier League Player Registration Form with Netball NSW.

Season means the period Netball NSW sets aside for the competition within any 12-month period, including the Finals Series and any pre or post season tournament or knockout competition or Matches organised and/or sanctioned by Netball NSW.

Sponsorship Rights means the sponsorship rights granted by Netball NSW to various sponsors of the Netball NSW Premier League (including any naming rights sponsor, official sponsors, official suppliers and the like).

Team means a Licensee's netball teams entitled to compete in either Division of the Competition.

Team Commercial Rights means the commercial rights that may be exploited by the Licensee (as set out in the Commercial Guidelines).

Team Officials mean officials involved with the management, preparation and participation of the Team, including but not limited to the coaches, manager, doctor, physiotherapist and other support staff.

Team Property means the name, logo, colours, branding, mascot, kit design (including playing strip), Team song or any other data or intellectual property associated with the Team or its participation in the Netball NSW Premier League created or generated by or on behalf of the Team.

Team Sponsor means a sponsor of the Team that has been appointed by the Team in accordance with clause 5.1€ of the Participation Agreement, and of which sponsorship complies with the Commercial Guidelines.

Venue means Netball Central, or any other venue as approved by Netball NSW.

3 Match Kit – Definitions

3.1 Match Kit

The production and application of match and training kit is the responsibility of the Licensees, within the Commercial Guidelines for branding and sponsor markings.

Netball NSW will advise Licensees by no later than 31st October for the ensuing season if any changes apply to a competition uniform partner.

In 2023 a new Netball NSW Premier League logo was introduced, the following transition period is permitted for the introduction of the new logo onto Match Kit items:

- a) Match dress and Warm up Tee – new logo must be present by the 2024 season
- b) Other Match kit items – new logo must be present by the 2025 season
- c) Team Official Uniforms – new logo must be present by the 2024 season

6.2.4 Match Kit product overview

- Match Dress
- Match Bibs
- Match warm up tee
- Team tracksuit
- Team polo
- Team Hoodie
- Team socks
- Backpacks
- Team Officials

Only items from the Match Kit can be worn by players on the court in any Match and during warm up and cool down.

No caps/hats are permitted to be worn by players in any Match or during warm up and cool down.

Netball NSW strongly encourages Licensees to enforce players to wear official training or Match Kit at all player appearances and media appearances.

3.1.2 Alternate dresses

- a) No alternate match dress will be required. Netball NSW will ensure that there will be no clashes in dresses through the approval process.
- b) Licensees are permitted to create an alternate match dress to wear in nominated matches. The cost of producing the dress must be borne by the Licensee.
- c) Licensees must seek Netball NSW approval before producing and wearing an alternate match dress.

3.1.3 Footwear

Licensees and/or players are to arrange their own footwear.

3.1.4 Compression Gear/Undergarments

These include, but are not limited to, upper body tops, shirts, tights, socks, shorts and bike shorts.

This is deemed to be a medical accessory and with medical advice these can be worn in accordance with Netball NSW Premier League Competition Regulations.

The manufacturer's logo or identification must not be visible on any item of compression gear or undergarments worn during any match.

4 Match Kit – Branding Guidelines

4.1 Branding Guidelines for Match Kit Clothing

Sponsor logo placements and sizing guidelines are outlined in Clause 5 below.

Note the following regarding sponsor logo application on all garments:

- a) Sponsor logos must be applied as per supplied artwork;
- b) No logo can exceed the maximum length and height specifications, and no logo can exceed the maximum allowable square centimetre area.
- c) No brands on the match kit can conflict with any exclusive Netball NSW Premier League sponsors. Refer to clause 13.1 for current Premier League sponsors, this may be updated from time to time.
- d) Licensees may apply different sponsor logos on an individual players match kit items.
- e) Application of sponsor logos, including requests to vary position of sponsor logos outlined in clause 5, should be submitted to the Competitions Manager.
- f) In the instance where different individual match dresses are not identical due to the application of different sponsor logos, clause 11.1 of the Competition Regulations will be waived.

Note – maximum height and length measurements do not always equate to maximum square centimetre area. Drawings are not to scale.

4.2 Use of Netball NSW Premier League Mark on Match Kit

- a) All licensees are to have the Netball NSW Premier League individual logo on the right chest of the match kit item.
- b) Refer to clause 5 for the Netball NSW Premier League logo that must be used on match kit items.
- c) The Netball NSW Premier League mark will be made available to Licensees for display on match kits.

5 Match Kit – Branding Graphical Guide

5.1 Match Dress / Alternate Dress

- a) Used in match environment, considered part of Match Kit.
- b) The back of dress (below bib) branding must start no more than 3cm below the bib.
- c) Dress side panels are for team names only and must be the same on each side panel.
- d) It is the Licensee's responsibility to ensure side panel and hem line logos are not encroached upon once dresses are hemmed. Please allow enough room to ensure this happens.

Logo	Maximum Width	Maximum Height	Maximum Area
Premier League logo	7cm	6cm	N/A
Team logo	7cm	6cm	42cm ²
Manufacturer's logo	7cm	6cm	16cm ²
Licensee Sponsor Dress Front	25cm	7cm	150cm ²
Licensee Sponsor Hem line	10cm	6cm	50cm ²
Licensee Sponsor Dress Back	25cm	7cm	150cm ²



5.2 Match Bibs

- a) Used in match environment, considered part of Match Kit.
- b) Bib dimensions
The dimensions of each bib should be 19cm x 22.5cm.
The positional lettering on each bib should be no less than 15cm high.
- c) Colour of bibs
Licensees should have available two sets of bibs per team at a minimum
- d) It is recommended that teams have an additional clash set of bibs of a different colour.
- e) The bib lettering must be a contrasting colour to the colour of the bib.
- f) Branding can be used by Licensee sponsors on the match bibs. Approval should be sought from the Competitions Manager for final Match Bib. The bib sponsor mark should be no greater than 13cm (w) x 3cm (h).
- g) The same bib branding is to appear on the front and back of the bib on all seven netball positions.
- h) Bibs should be approved by Netball NSW for the purpose of ensuring no direct or tonal clashes occur between Licensees.



5.3 Warm Up Tee

a) Used in match environment, considered part of Match Kit.

Logo	Maximum Width	Maximum Height	Maximum Area
Premier League logo	7cm	6cm	N/A
Team logo	7cm	6cm	42cm ²
Manufacturer's logo	7cm	6cm	16cm ²
Licensee sponsor front	25cm	7cm	150cm ²
Licensee sponsor Right Sleeve	8cm	8cm	48cm ²
Licensee sponsor Left Sleeve	8cm	8cm	48cm ²
Licensee sponsor Hem line	10cm	6cm	50cm ²
Licensee sponsor Back	25cm	7cm	150cm ²



5.4 Team Tracksuit

a) Used in match environment, considered part of Match Kit.

Logo	Maximum Width	Maximum Height	Maximum Area
Netball NSW Premier League logo	7cm	6cm	N/A
Team logo	7cm	6cm	42cm ²
Manufacturer's logo	7cm	6cm	16cm ²
Licensee Sponsor front	25cm	7cm	150cm ²
Licensee Sponsor Right Sleeve	8cm	8cm	48cm ²
Licensee Sponsor Left Sleeve	8cm	8cm	48cm ²
Licensee Sponsor Hem line	10cm	6cm	50cm ²
Licensee Sponsor Back	25cm	7cm	150cm ²
Licensee Sponsor Collar	5cm	5cm	25cm ²



5.5 Team Polo

a) Used in match environment, considered part of Match Kit.

Logo	Maximum Width	Maximum Height	Maximum Area
Netball NSW Premier League logo	7cm	6cm	N/A
Team logo	7cm	6cm	42cm ²
Manufacturer's logo	7cm	6cm	16cm ²
Licensee Sponsor	25cm	7cm	150cm ²
Licensee Sponsor Right Sleeve	8cm	8cm	48cm ²
Licensee Sponsor Left Sleeve	8cm	8cm	48cm ²
Licensee Sponsor Hem line	10cm	6cm	50cm ²
Licensee Sponsor Collar	5cm	5cm	25cm ²
Licensee Sponsor Back	25cm	7cm	150cm ²



5.6 Hooded Jumper/Pullover

- a) Can often be used travelling to and from match environment and often used on match bench during winter weather months.

Logo	Maximum Width	Maximum Height	Maximum Area
Netball NSW Premier League logo	7cm	6cm	N/A
Team logo	7cm	6cm	42cm ²
Manufacturer's logo	7cm	6cm	16cm ²
Licensee Sponsor Chest	7cm	4cm	21cm ²
Licensee Sponsor Right Sleeve	8cm	8cm	48cm ²
Licensee Sponsor Left Sleeve	8cm	8cm	48cm ²
Licensee Sponsor Hem line	10cm	6cm	50cm ²
Licensee Sponsor Back	25cm	7cm	150cm ²

5.7 Team Back Pack and/or Sports Bags

- a) Used in match environment, considered part of Match Kit.

Logo	Maximum Width	Maximum Height	Maximum Area
Netball NSW Premier League logo	7cm	6cm	N/A
Team logo	7cm	6cm	42cm ²
Manufacturer's logo	7cm	6cm	16cm ²
Licensee Sponsor	25cm	7cm	150cm ²

5.8 Socks

Used in match environment, considered part of Match Kit.

6 Team Officials

Team Officials include the Head Coach, Assistant Coach, Team Manager, Physiotherapist and other support staff including Team Officials that may be representing a secondary bench.

- a) Teams may produce a separate Formal Team Official uniform to be worn by Team Officials who are sitting on the Team Bench.
- b) The same application of branding regulations will apply as per the Warm Up Tee, using the Origin Energy Premier League Logo.

7 Netball NSW Branding in Match Environment

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

- a) Umpires
- b) Score Bench officials
- c) Hydration / Drink stations including and not limited to eskies (this excludes team drink bottles)
- d) Photographers' bibs

8 Balls

8.1 Match Balls

Official match balls must be used in the Premier League Competition.

Official Match Balls will be supplied by Netball NSW.

6.2 Training Balls

Netball NSW will supply each participating team with training balls (6 per team). These are the only balls permitted to be used courtside at matches.

The balls supplied to teams must be used in any form of promotion, media appearances etc. relating to Premier League, which includes the use of a ball.

9 Signage

Netball NSW has exclusive rights to signage in the venue.

Portable signage for all Licensees will be permitted, however for the safety of the field of play and the obstruction of viewing, only signage as outlined below will be permitted subject to the submission of a signage design request:

Refer to Appendix B for court layout plans detailing court signage allocation.

9.1 A-Frames

- a) A-Frames may be used courtside, positioned as outlined on the court map in Appendix B
- b) A-frame dimensions are not to exceed 2400mm in length and 600mm in height. Both sides of the frame can be branded.

9.2 Feather or tear drop banners

- a) Feather or tear drop banners may be used courtside, positioned as outlined on the court map in Appendix B.
- b) The height of the banner must not exceed 2200mm and must be secured by a weight once erected.

9.3 Vinyl banners

- a) Vinyl banners may be attached to the railings of Show Court at Netball Central, as outlined in Appendix B.
- b) Suggested vinyl banner dimensions are 2300 (wide) x 750mm (height).

9.4 Pull-up banners

- a) Due to the instability of pull-up banners, this type of signage will not be permitted on any part of the field of play or surrounding court area.

- b) Permission may be given to erect a pull up banner throughout other areas of the venue, permission must be obtained by contacting the Competitions Manager, who will determine placement of signage in the venue.

9.5 Signage design

Signage design requests should be submitted at least 10 days prior to the expected usage on court and the Netball NSW Competitions Manager will endeavour to provide approvals or design changes within 48 hours of receiving the artwork.

9.6 Signage requests

Any additional signage to what is listed above, or promotional item that Licensees would like to display at any match, including the finals series must be approved by Netball NSW. All requests for any promotional items must be submitted in writing to the Competitions Manager, premierleague@netballnsw.com, at least 48 hours prior to the match that it is required for use at.

9.7 Signage placement

Placement of all signage at all matches including finals will be determined by the Competitions Manager or their delegate.

10 Ticketing

Netball NSW is responsible for the production of tickets. Allocations will be provided to the Licensee as set out in the Participation Agreement.

11 At Match Day and Evening Activities

Netball NSW reserves the right to activate the event with Netball NSW partners. Licensee partners wishing to activate at the game may also be given the opportunity, with prior approval of Netball NSW.

The production of giveaways or items related to the Netball NSW Premier League supporters is not permitted without the approval of Netball NSW.

Promotions pre-match, during or post-match are the right of Netball NSW. Licensee partners wishing to promote at the game may also be given the opportunity, with prior approval of Netball NSW.

Noisemakers are not permitted inside Netball Central – refer to the Competition Regulations.

12 Sponsor and Corporate Functions

Netball NSW reserves the right to host corporate events and functions with Netball NSW partners during the competition.

In relation to licensees hosting approved functions and requiring catering for team needs, please contact the Venue Operations Manager, reception@netballnsw.com.

Netball NSW has exclusive catering arrangements at Netball Central, and all catering requests are to be made direct with the Venue Operations Manager.

13 Sponsorship

The category of the naming rights partner will be exclusively provided through the competition and Netball NSW. Therefore, Licensees will be unable to feature any conflicting partners through their team participation in the Netball NSW Premier League.

13.1 Netball NSW Premier League Sponsors Category Matrix

Partner	Sponsor Level	Designation	Status
Premier Partner 1	Major Event Partner	Naming Rights Partner of Netball NSW Premier League	League wide Protected sponsor
Competition Partner A <i>Not yet appointed</i>	Competition Sponsor	Official Partner of Netball NSW Premier League	League wide Protected sponsor
Supply Partner HART Sport	Official Supplier	Official Match and Training Ball of Netball NSW Premier League	League wide Protected sponsor
Venue Partner <i>Not yet appointed</i>	Official Venue	Official Venue of Netball NSW Premier League	League wide Protected sponsor

Netball NSW reserves the right to appoint two further competition partners and two Supply Partners, licensees will be notified if and when sponsors are appointed.

14 Home and Away Round

Refer to the Home and Away match guidelines for detail relating to commercial aspects of the home and away round, including but not limited to courtside signage, ticketing and match day activities.

15 Online Marketing and Media Content

15.1 Premier League Website

<https://nsw.netball.com.au/>

Netball NSW will maintain a Netball NSW Premier League website in order to support Licensee competition promotion. The Premier League Website content will include, but is not limited to:

- Each Licensee is provided with a dedicated information page on the official competition website providing links to Licensee communication channels. Updating of information will be undertaken by Netball NSW once information is provided via the Licensee.
- Player and team bio's
- Fixtures and results
- Livestream links
- General information relating to the Premier League Competition.

15.2 Social Channels

Netball NSW will actively promote the League through Netball NSW social channels and a dedicated Premier League Facebook page

Licensees will promote their teams, players, profiles and catchment areas via their own websites and/or social channels which will be managed by the Licensees independently.

This provides great opportunities for Licensees to service their team partners.

Licensees will retain the right to engage fans directly through their own media channels.

15.3 Mobile App

A mobile App may be developed for the Netball NSW Premier League competition.

Licensees are not permitted to produce their own APP, i.e. using the Netball NSW Premier League IP (including, but not limited to any official Netball NSW Premier League Logos (including sponsors), designs, images and video content) without prior consent from Netball NSW.

15.4 Use of Data and Match Statistics

Netball NSW has the exclusive right to commercialise (including supply for a fee) the Match Statistics and data relating to the Competition.

However, in the absence of this, each licensee has the ability to generate its own match statistics on a game by game basis and publicise as they see fit.

16 Media and Communications

16.1 Team Media Responsibilities

The responsibility of promoting the League will be the joint responsibility of Netball NSW and the Licensees.

Licensees will undertake best endeavours to actively promote the Netball NSW Premier League Competition with the tools and resources supplied by the Netball NSW Communications Department.

Each Licensee will need to provide Netball NSW with the following details, six weeks prior to the start of minor rounds of the competition, in order to support the promotion of the competition and athletes:

- Team profiles/team bio
- Team photo, a list of corresponding names (L-R) must be included and the names of absent Players/Officials. (captured at Netball NSW Premier League Media Day)
- Player profile/bio
- Player head shot - (captured at Netball NSW Premier League Media Day)
- All permission for promotion of athletes to be provided by the Licensee to Netball NSW.

All files should be sent to competitions@netballnsw.com or provided as directed.

16.2 Match Reporting

Licensees have permission to complete individual match reports. These can then be provided to media contacts. I.e: local newspapers and community radio.

A weekly wrap will be made available to media outlets and via the Netball NSW Premier League website.

16.3 Post-Match Responsibilities

Teams are to provide the Head Coach and a Captain/player representative at the conclusion of each match should media activities/interviews be required.

16.4 Promotion & Interview Opportunities

Netball NSW will liaise with local newspapers, radio stations and television channels to promote Netball NSW Premier League through news stories.

Netball NSW will compile a media list and where possible will pitch stories to them. It is the responsibility of the Licensees' to provide any specific media contacts that wish to be included in the media list.

Netball NSW will promote the competition through available channels.

Netball NSW will provide Licensees with promotional support with electronic collateral to support the promotion of the competition throughout the season; see Appendix 1

Netball NSW encourages Licensees to be proactive and request support from Netball NSW for content throughout the season to drive their own local media and via owned channels.

16.5 Livestreaming

Live streaming has been a successful tool in the promotion and distribution of Netball NSW Premier League in order to assist with the profile of Netball and Licensee sponsors.

In 2024 live streaming of games is currently under review.
Further information surrounding this will be shared in due course.

Licensees will be provided the opportunity to provide either a TVC or Billboard of up to 60secs to be played on the livestream in either the first quarter or third quarter break. These details will be advised once live streaming arrangements have been confirmed.

16.6 Media Accreditation

All media and photographers must be accredited through Netball NSW.

The media accreditation application forms and passes will be distributed and managed by Netball NSW.

Unaccredited media will not be provided with access to the venue for security and access protection.

Refer to Appendix A for Media Guidelines

16.7 Team Mascots

Attendance of team mascots at Netball NSW Premier League matches must have the prior approval of Netball NSW. Requests must be in writing to the Competitions Manager, competitions@netballnsw.com, at least 48 hours prior to the requested match.

a) Team mascots must not be seated at, or move around the team bench area

- b) Team mascots are not permitted on the field of play while the match is in play, or during any breaks.

17 Netball NSW IP/Brand Guidelines

Netball NSW is the sole owner of League Property including any and all Intellectual Property Rights which exist in the League Property however arising now or at any stage in the future and all use of all or any part of League Property by any Licensee must be first approved in writing by Netball NSW.

Nothing in these Guidelines is intended to facilitate the transfer of any Intellectual Property Rights in the League Property to any other party.

17.1 Use of League Property

Any collateral proposed by Licensees inclusive of all or any part of League Property should be submitted to Netball NSW for approval prior to production.

17.2 Approval Process

Licensees must submit all collateral for approval to the Competitions Manager at competitions@netballnsw.com. Licensees are also to provide an overview of distribution/use.

Licensees/Netball NSW will ensure that all requirements under the Netball NSW Premier League Participation Agreement are met.

Netball NSW is to advise approval/changes of collateral to Licensees within three (3) business days.

17.3 Considerations for Season 2024 & beyond for use of Netball NSW Premier League Brand

17.3.1 Licensees must utilise the Netball NSW Premier League Logo on the following:

- All team collateral includes but not limited to posters and membership brochures.
- Advertising material, including TVCs.
- All marketing collateral.
- Pages of each Team's website including a hyperlink to the Netball NSW Premier League website page.

17.3.2 Design

The Netball NSW Premier League logo at a minimum should be the same size as Licensee logos (on an area basis as opposed to height and width).

The Netball NSW Premier League logo should be featured on all team collateral as specified above. Where possible, the Netball NSW Premier League logo should be positioned adjacent to the Licensee logo.

17.4 Team Branding

It is the Licensee's responsibility to ensure that Netball NSW has a current version of their logo and brand guidelines.

17.4.1 Changes to primary team logos or core team colours

If a Licensee wishes to change its logo design, or its core team colours, an application for change must be submitted to Netball NSW at least twelve weeks prior to the commencement of the Competition.

17.4.2 Sponsor integrated team logos

Licensees are permitted to develop a sponsor integrated logo featuring their Major Partner's logo; the following guidelines must be adhered to:

- All sponsor integrated logos require sign off by Netball NSW.
- Commercial sponsors may be no greater than 33% of the total logo area, not including any background colour.
- Licensees are to seek written approval from Netball NSW and provide information on the rationale, timings and proposed design of the new sponsor integrated logo.
- Netball NSW will provide feedback/approval based on this information.

18 Licensing

18.1 Overview of Program and Structure

Netball NSW has the **exclusive right** to utilise Intellectual Property Rights in all Team Property and League Property for the purposes of a consumer licensing (merchandise) program.

Licensees agree that Netball NSW is granted an exclusive, non-revocable licence to make use of Team Property in any manner in connection with the Competition. These may be used by Netball NSW,, in order to drive, operate and manage a centralised licensing program.

Licensees must consult Netball NSW prior to the production of branded giveaways, membership items or merchandise for sale. These will be considered on a case by case base in order to support the development of the competition and teams.

19 Netball NSW Policy on Use of Team Sponsor Naming Rights

19.1 Introduction

Netball NSW recognises the importance of maximising the use of Licensee sponsor naming rights and sponsor integrated logos.

However, in line with the broader marketing strategy for the Netball NSW Premier League, this sponsor recognition must be balanced with the need to continue educating supporters about the Licensee names and locations.

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

19.2 Licensee Names

Blacktown City Netball Association Incorporated (**GWS Fury**)

Central Coast Heart Incorporated (**Central Coast Heart**)

Eastwood Ryde Netball Association Incorporated (**ERNA Hawks**)

Manly Warringah Sapphires Premier League Netball Incorporated (**Manly Warringah Sapphires**)

North Shore United Limited (**North Shore United**)
Panthers Premier League Netball Incorporated (**Panthers**)
South Coast Blaze Incorporated (**South Coast Blaze**)
Southwest Mounties Magic Incorporated (**South West Mounties Magic**)
Sutherland Stingrays Premier League Netball Incorporated (**Sutherland Stingrays**)
UTS Sparks Netball Association Incorporated (**UTS Randwick Sparks**)

19.3 Uses by Third Parties, including Broadcasters and Sponsors

Netball NSW cannot enforce that third parties use the Licensee sponsor names.

Netball NSW will work with Licensees to assist in sponsor promotion, where possible. However ultimate responsibility for protection of Licensee sponsors lies with the Licensees.

Netball NSW Premier League Licensees will agree in good faith to use team sponsor names in their copy and publications.

Netball NSW acknowledges that the use of Licensee sponsor names by online broadcasters is a particularly sensitive issue, and Netball NSW will encourage any media or broadcasters to use sponsor integrated names wherever possible.

19.4 Team Logos

Netball NSW will endeavour to use the sponsor integrated logo in most applications.

One exception is any licensed merchandise, where the unbranded team logo will be used to avoid redundant stock should team sponsors change from year to year.

A copy of all logos (clean and sponsor integrated) should be sent through as a separate document 8 weeks prior to the commencement of competition each season.

19.5 Order of Team Logos

Team logos are always placed in alphabetical according to official team name, excluding any possible sponsor integration.

20 Penalties

The commercial integrity of the Netball NSW Premier League is fundamental to the future success of the League (for both League and team sponsors).

In this regard, Netball NSW is committed to ensuring that a consistent approach is taken with all Licensees in a transparent manner, and breaches of any guidelines are treated seriously.

Financial penalties may be applied in the event that Licensees fail to operate within the Commercial Guidelines as set out in the Participation Agreement at the absolute discretion of Netball NSW.

21 Addendum Process

Netball NSW reserves the right to make changes and/or additions to the Netball NSW Premier League Commercial Guidelines document for the Netball NSW Premier League.

All changes and/or additions will be forwarded to Licensees via email. The change will either replace a current guideline or it will form part of the official addendum section and be numbered accordingly.

22 Contact Information

All queries relating to this document can be made to:

Competitions Manager, Netball NSW

a: PO Box 396, Lidcombe NSW 1825

p: (02) 9951 5000

f: (02) 9951 5099

e: competitions@netballnsw.com

Appendix A - Media Guidelines

Still Photography

Netball NSW will obtain imagery during the Netball NSW Premier League Season. These images will be available to Licensees upon request to the Netball NSW Communications Team (details below).

Licensees are welcome to organise their own Photographer/s to capture images throughout the season. Licensees and/or the contracted Photographer are required to contact the Netball NSW Communications Team by 12pm midday the day of competition to organise Accreditation. An accreditation form is required to be completed by photographers each season.

Netball NSW may at times request images for Netball NSW use from Licensee photographers, full credits will be given to the photographer where used.

Image Use

Licensees are encouraged to use imagery to support a number of marketing/media content, including (but not limited to):

- Match Reports
- Social Media Posts (Club Facebook, Instagram, Twitter accounts)
- Team Poster
- Flyers
- Rights-free images for Media Outlets

Please note: Netball NSW Premier League Imagery cannot be sold to third parties without prior written consent from Netball NSW.

Live Streaming Footage

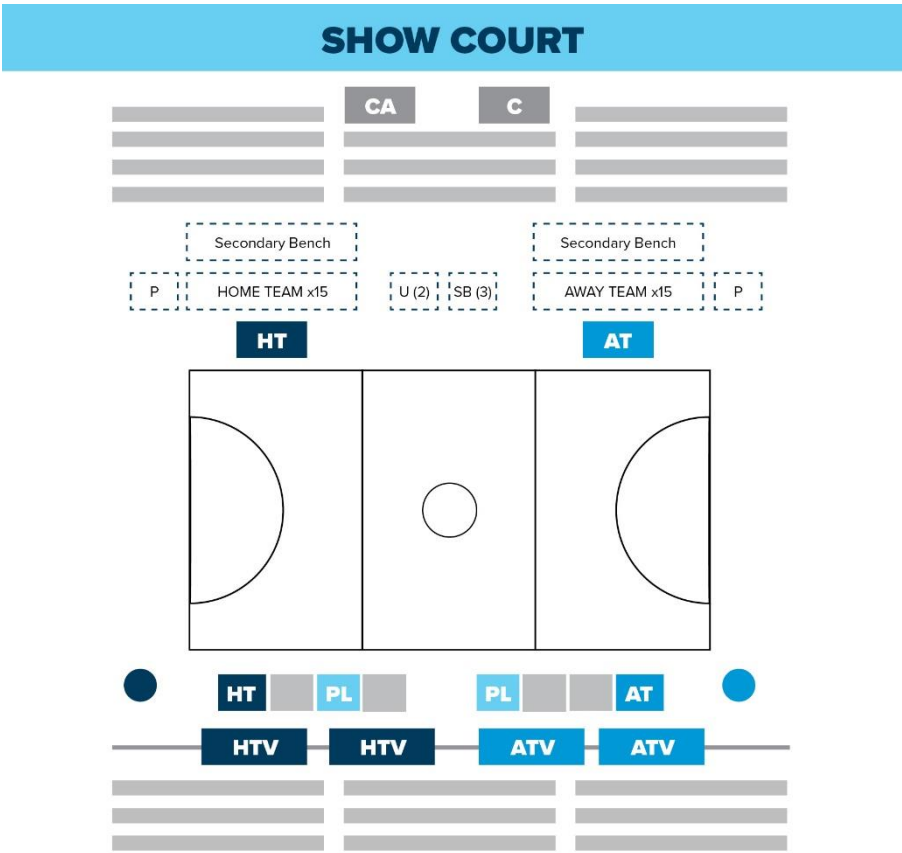
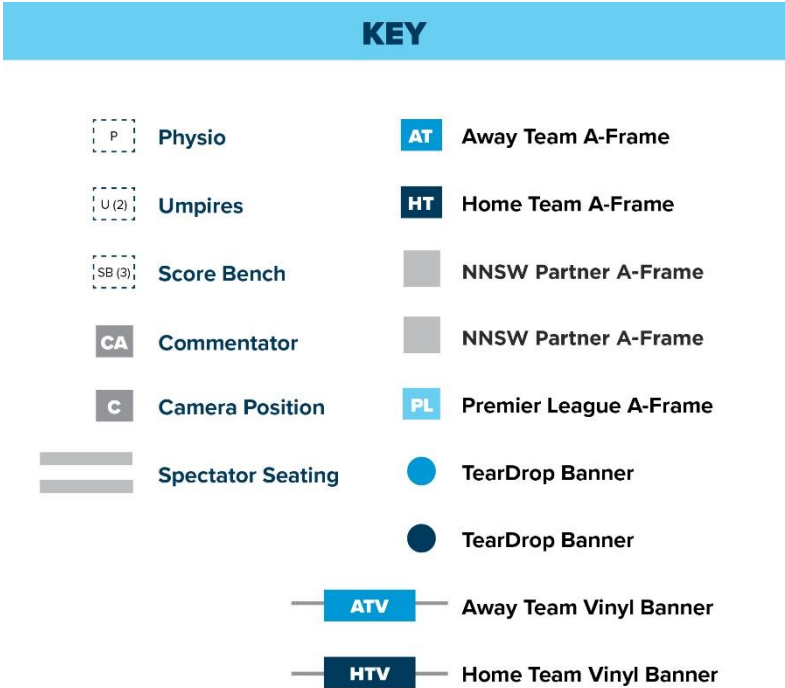
Licensees are welcome and are encouraged to post live game footage on their digital channels for promotional purposes, up to 30 secs (maximum) of footage per post of live footage is permitted for use on digital channels; this includes YouTube.

Filming (Livestreaming is under review – details TBC)

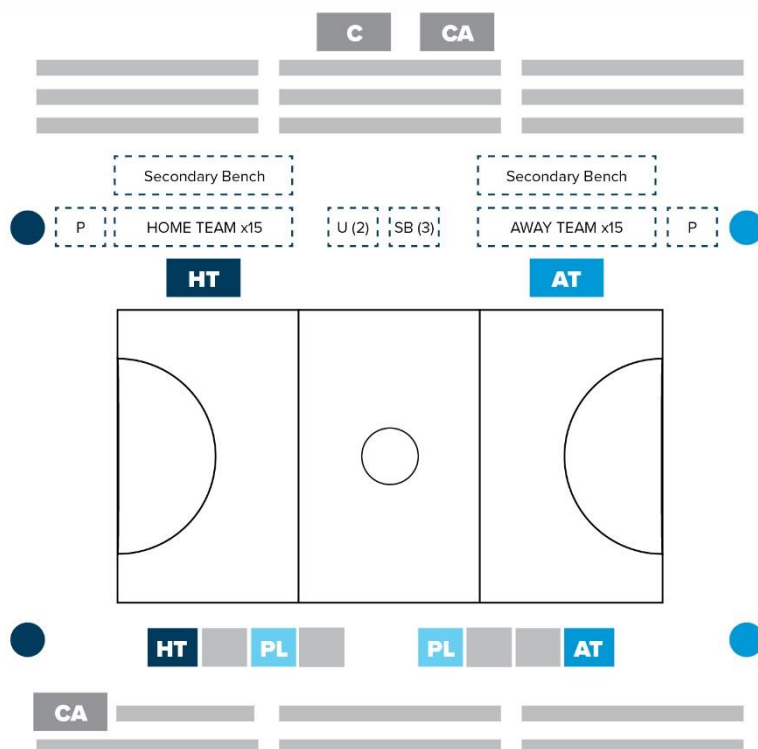
Licensees will not be permitted to video matches in full. The Live stream provider will provide the footage of all matches that can be used for performance analysis purposes; video cameras are not permitted courtside for promotional filming, up to 30 secs per video of promotional footage may be taken from a mobile device for immediate promotional use on social channels.

If in doubt of what can be used, please contact Shane de Barra, Media and PR Manager;
sdebarra@netballnsw.com

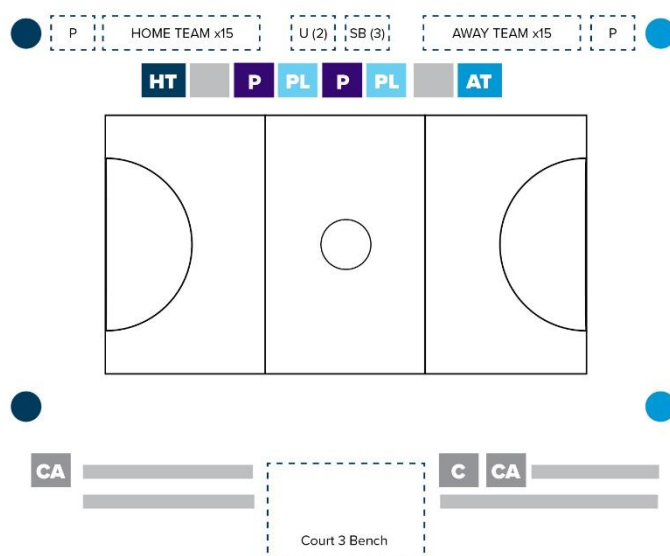
Appendix B – Court Maps (subject to change)



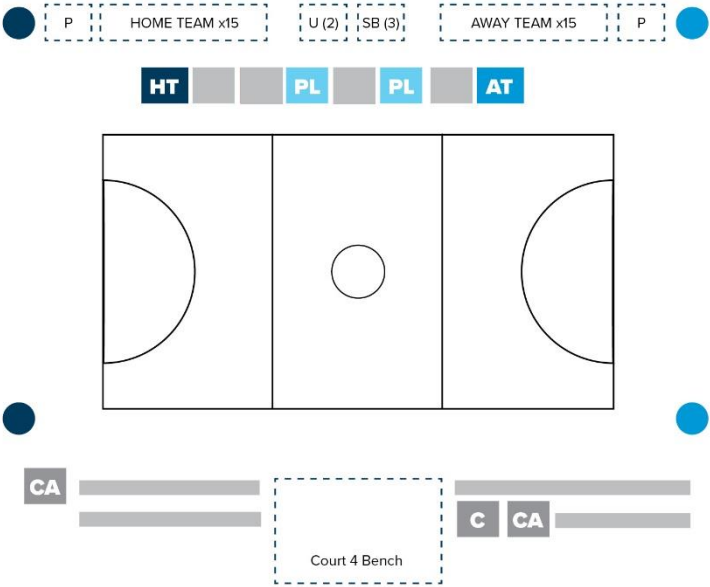
COURT 1



COURT 2



COURT 3



COURT 5

