

Sunshine Coast Lightning

Sponsorship Proposal 2022-2024



Partnership History – Council and Sunshine Coast Lightning

- Council has been a strategic partner of the SCL since its inception in 2016
- Council approved an extension of the partnership for a further two years in 2019, now due to expire at the end of the upcoming 2021 season.
- SCL have submitted a bid to Council for a three year extension to the deal (2022 – 2024)

Partnership History – Outcomes to Date

SINCE INCEPTION



- 4**
SUPER NETBALL
FINALS APPEARANCES
17 . 18 . 19 . 20
- 3**
SUPER NETBALL
GRAND FINALISTS
17 . 18 . 19
- 2**
SUPER NETBALL
PREMIERS
17 . 18
- 1**
SUPER NETBALL
MINOR PREMIERS
19

THE MOST SUCCESSFUL NATIONAL START-UP TEAM IN AUSTRALIA

- The Guardian



SELL OUT HOME GAMES
since inception



BEST GAME DAY EXPERIENCE
Top net promoter score 2017, 2018, 2019
(2020 not scored due to COVID-19)



5.9M VIEWERS
on TV across four seasons
Most viewed female sport



38 GAMES OF SUNCORP SUPER NETBALL
played on the Sunshine Coast - including 19 games
during 2020

Future Sponsorship Strategy



National Exposure

- Signage, media and broadcast
- Digital and Online
- High Profile player support



Industry and Community Support

- Promotional opportunities for local businesses to a National Market
- Ticketing and Hospitality
- Support for acquisition of other events and content



Local Council Promotion

- Community engagement
- Player appearances
- Game day access for fans
- Appearances at Local events and supporting Council programs

Summary

- It is the opinion of Council staff that the ongoing partnership with SCL has delivered significant benefit to the region since the creation of the team in 2017
- The association with the Lightning has
 - a very large amount of community support,
 - provides a vital marketing and promotional toll for the region, and
 - has consistently exceeded expectations in terms of partnership cooperation and results achieved for the region.
- Further benefits to Council in progressing our own goals and objectives for the region can be achieved by entering into a single partnership agreement with SCL.

Officer Recommendation

That Council:

- a) receive and note the report titled “Sunshine Coast Lightning Sponsorship Proposal” and
- b) authorise the Chief Executive Officer to negotiate and execute a contract between Council and Sunshine Coast Lightning for each of the 2022-2024 seasons, which maximises the economic and community return achieved through the continuation of this partnership.

Thank you.



See Council's website for further details
www.sunshinecoast.qld.gov.au