



WESTERN SYDNEY

ACADEMY OF SPORT

ACADEMY PARTNERSHIPS



Why Do We Exist ?

We Develop Our Next Generation Sport Stars

The exciting Western Sydney Academy of Sport is an independent, not-for-profit community based organisation, endorsed to assist western Sydney's talented young athletes achieve their sporting goals through participation in our quality Athlete Development Training Programs.

These programs – across a variety of sports disciplines – have established benchmarks in standards and value in the officially recognised pathway for talented athletes. The Academy works closely with recognised State Sporting Agencies, the NSW Institute of Sport and the AIS to ensure its programs are fully endorsed and provide an integrated link in the athlete pathway.

The Academy's holistic programs include technical and educational components, as well as personal development opportunities, and are delivered by accredited coaching resources and professional providers.



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What Are Our Brand Values ?

The Academy's brand has become synonymous with quality – both in the standard of talented young athletes we support, and the quality of our program content. Our athletes and staff strive for “Excellence in Performance”.

Our BRAND VALUES are :

- Integrity and Respect
- Knowledge and Quality
- Excellence in Performance

Our brand DNA – the characteristics that best describe our brand personality – are :

- Commitment and Discipline
- Learning and Enjoyment
- Personal Growth and Development

Our day to day activities and relationships clearly demonstrate this DNA !



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Who Are Our Customers ?

Athletes & Families

- 150 male and female athletes between the ages of 13-18 pass through the Academy each year – all held within a data base since establishment.

State & Local Government

- 18 X State Members of Parliament representing the region
- Minister for Sport and Recreation
- Communities NSW (Sport & Recreation Division)
- 10 X western Sydney Councils

State Sporting Agencies

- 10 State agencies aligned with and endorsing the Academy's high performance training programs

Corporate Partners

- A growing corporate partner base of over 100 suppliers, venues, Clubs and business partners

Local Sporting Groups

- Across various sports disciplines throughout the entire region



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How We Reach Our Customers ?

Program Mediums

- Athlete Award program across all sports
- Athlete manual and policy handbook
- Academy correspondence
- Athlete Seminars
- Academy functions and events
- Athlete competitions – tournaments
- Academy web site – information portal

Academy Functions & Events

- Annual Athlete Awards Dinner
- Annual Celebrity Sports Dinner
- Council Mayoral Receptions
- Annual Academy Games
- Inter-Academy competitions

Academy Publications

- Annual Year Book
- Quarterly Newsletter
- Media Releases
- Program inductions
- Invitations



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Marketing Benefits We Deliver

Through an effective and professionally integrated sponsorship strategy, the Academy is able to provide distinct and tangible benefits to its corporate partners.

Depending on the extent of commitment to the Academy, the range of benefits include :

- Official designation and recognition as an Academy Business Partner
- Exclusive Naming Rights for specific high performance training programs
- Naming Rights for Athlete Program Awards
- Branding Rights across Academy programs and/or activities including :
 - company logo placed on Program apparel
 - company logo appearing on all Program related materials inc. athlete manual, program and correspondence



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Marketing Benefits We Deliver

- Recognition of Partner status in all Academy marketing and promotional materials including:
 - Academy rollaway promotional banners featured at all events
 - Academy web site (Partner Directory listing inc. hyper-link to site)
 - Academy Newsletter quarterly publication
 - Academy Year Book
 - Program media releases
- Placement of editorial content in Newsletter
- Promotion-sampling of company product at seminars
- Business development opportunities through invitations to Academy functions and events
- Display of company signage at all functions and events
- Access to Academy athlete and stakeholder data base
- Athlete workplace attendances-work experience



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The Next Step

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