

# thewomen'sgame



## What is The Women's Game?

The Women's Game will be a digital platform to tell powerful, inspiring, authentic and entertaining stories - an online community to celebrate the journeys and achievements of women in sport.

**The Women's Game will be Australia's #1 authority on women's sport.**

## We will

- › Raise the bar and set a new standard for how we talk about women's sport
- › Set a policy of diverse representation to reflect modern Australia
- › Step up to the plate on the big issues and set the agenda
- › Amplify the voices of athletes, enabling them to tell their stories in their own words
- › Celebrate the achievements of athletes, administrators, coaches, officials
- › Support independent publishers and fans, the real women's sport experts
- › Encourage and grow the talent pool of female sports writers and producers

We will be creating high quality, engaging content to appeal to the next generation of athletes - to educate them about injuries, diets, training techniques as well as presenting them with a path to professional sport.

## Why nextmedia?

The nextmedia sport portfolio is already widely respected for creating quality sport content and coverage with a reach of over 500,000 Australian sports fans every month across our print and digital sports titles

- › Inside Sport
- › FourFourTwo
- › Tracks
- › Golf Australia
- › Inside Cricket

As well as our expertise in these areas, The Woman's Game will also have a female board of content producers, academics, scientists and researchers to help us understand the complex issues in sport today.

Our first step in this process was to acquire Australia's leading women's Soccer site, "The Women's Game". We will be developing this site from a Soccer only site into a Women's multi-sport digital platform.

This acquisition not only gives us a great URL, but also an installed base of users and page impressions to build on.

## Why are we launching this?

- › Interest in women's sport is on the rise
- › There are 586,000 female athletes aged 14-24 registered to grassroots sports clubs in AU
- › 49% of women under 30 follow AFL or NRL
- › 46% of women under 30 follow Cricket
- › Growth in professional competitions and sponsorship has seen more coverage in the mainstream media (Telegraph, ESPN, Women's Health, Mamamia)
- › However - there is currently no site/destination that is purely dedicated to Women in Sport, or aimed at the female sports fan

## Who will be reading it?

- › Our content will appeal to the next generation of female athletes - aged 12-24/ 25-35
- › They are highly active and play for at least one sports team
- › We will also be a destination for the passionate sports fan - those with a keen interest in women's sport

**Unique Users** - currently 25,000 users per month

**Impressions** - currently 100,000 impressions a month

**Facebook** - currently 12,627 followers

**Instagram** - currently 8414 followers

**Twitter** - currently 16,754 followers

- › We are targeted to grow Users by 100%, Impressions by 150% and Social Media followers by 50% by year 2.



## How can I be a launch partner?

We are looking for 6 launch partners who are looking to help grow woman's sport, and support the launch of The Woman's Game

Our launch package is as follows

- ▶ 1 x Women's Sport Report – 3000 word white paper looking at a key issue in women's sport
- ▶ 1 x Online advertising campaign
  - 600,000 advertising impressions across the site
  - 3 x EDMs
  - 6 x newsletter sponsorships
- ▶ 1 x Print advertising campaign (worth \$10,000) to run across the sport print portfolio
- ▶ 2 x custom video for social media use
- ▶ 12 x social media posts
- ▶ 4 x editorial features on what you are doing in Women's Sport – to be published on the site
- ▶ 4 x editorial features on what you are doing in Women's sport – to be published in one of our sports magazines
- ▶ 1 x brand ambassador feature – to be published on the site
- ▶ 1 x brand ambassador feature – to be published in one of our sports magazines

Package Value	<b>\$78,000</b>
Package Cost	<b>\$36,000</b> (\$3,000 a month)

24 month minimum commitment



## **Are there any other opportunities we can utilise?**

Women In Sport Events (approx.150 pax to be held in venues such as university lecture halls, sports facilities or stadiums)

We will be running a series of events across the country comprising of interviews on stage with female athletes and sports industry personnel, followed by a Q&A. Sponsors will receive

- › Branding on stage
- › Opportunity to have speaker at the event
- › Creation of 2 podcasts to be hosted on the Women's Game
- › Creation of video snippets to be published on the Women's Game and partners own social media sites

## **Bespoke Women's Sport Report**

We will publish 6 x editorial reports each year on issues that are being faced in Women's Sport. Partners are invited to commission bespoke research papers, with all data shared

## **Video Content**

We can create bespoke video content for partner brands – included events, product information, ambassador interviews etc

## **Partner Activations**

The Womens Game would like to work with partners to create national and local sport tournaments and activations

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