



FOR IMMEDIATE RELEASE
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Showcase Your Brand to 20 Million Female Athletes!

MIAMI, Florida, USA (January 27, 2016) – 20 million people in 70 countries do one thing that unites them not just as women, but also as female athletes. This one thing is the high energetic and fast paced sport of Netball, and now you have the opportunity **to attract new consumers by being a part of this international female sporting event that will see elite university athletes from 12 nations (including the USA, Great Britain, South Africa, and Jamaica) competing for the World University Championship Title from July 13th to 17th, 2016.**

Netball has roots stemming from women’s basketball, has been played throughout the world for over 110 years. Now an International Olympic Committee (IOC) recognized sport this game is based on the principles of basketball however the goal shooters ‘wow’ the crowds as they shoot into a 10 foot high basket in which there is no backboard. Players only have three seconds to pass the ball and with their aerial jumps to intercept and move the ball down the court, it’s a great spectator sport that is going to change the face of women sports in the United States. For more information visit www.NetballAmerica.com.



“Netball is a powerful marketing opportunity and a brand partnership for this event is a tangible way for you to demonstrate that you care about girls, women and minority populations, **especially as this event will be seen globally via web-telecast, with a reach to a global market of 20 million potential consumers.** You can also get involved through our ‘Adopt a Country’ program, which allows individuals, corporations and schools to be associated with any of the 12 nations represented at the FISU World University Netball Championship,” said **Sonya Ottaway, President of Netball America.**

EVENT DEMOGRAPHICS

- 100% female college athletes ages 16 to 28.
- Event streamed live globally
- 11.9 million unique website visits, 33K daily visits
- 1.6 million youtube views
- 10,000 global mailing list
- Post-graduate degree: 20%; Currently studying: 75%; Other: 5%
- 3,000-4,000 attendees. 90% female, 10% male.
- Attendees age group: <18: 5%; 18-24: 60%; 25-34: 30%; 35< 5%

How big are these games? “The United States International University Sports Federation (USIUSF) is proud to host the 2016 FISU World University Netball Championships. The FISU World University Championships are prestigious single sport events held in many countries around the world, and in 2016 there will be over 6,000 participants competing in 33 World University Championships “said **Delise S. O’Meally MBA, JD Secretary General United States International University Sports Federation.**

As an event sponsor or partner, our team will work with you to develop a custom program that fits your specific marketing and business goals. Opportunities include category exclusivity, signage on and around the netball court, as well as product promotion throughout event and via broadcasts.



The Fédération Internationale du Sport Universitaire (FISU) in conjunction with the USA International University Sports Federation, and Netball America Inc. has selected Miami's St. Thomas University as the host for the Women's World University Netball Championship. "We at St. Thomas University feel that participation in athletics facilitates the learning of values, which improves the mental, social, physical, emotional, moral and spiritual development of student-athletes," said **Terrence O'Connor, Vice President for Administration & CFO, St Thomas University.**

In addition to sponsorship opportunities, there are plenty of opportunities for organizations to have their employees involved in this important international event. This event is part of the International FISU Volunteer Program, where individuals from around the world who want to gain event management experience and further their organizational abilities will have the opportunity to take part and experience a World University Championship from the inside. For those accepted into the program (and live outside of Miami), lodging and meals will be provided.

"We look forward to showcasing why Miami- Dade County is considered the sports capital of the world," said **Lynda Bell, Miami-Dade Sports Commission Chairwoman and County Commissioner.**

If you are interested in becoming a partner, sponsor or volunteer for this event then please email Info@NetballWUC2016.com. Media inquiries can be directed to VPMedia@NetballAmerica.com.

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About the FISU World University Championships: The World University Championships are organized by the Fédération Internationale du Sport Universitaire (FISU) and are played every two years. The World University Championships (WUCs) were created by the International University Sports Federation (FISU) to complete the program of the Universiade. FISU supports the competitions, which represent the continuity of the university sports and allows the federation to be better known. In 2016, FISU will stage 33 WUCs, attracting approx. 6,000 participants from 105 countries.

About the International USA University Sports Federation: Is the official representative and governing body for the United States in all FISU events, such as the World University Games and the World University Championships. The Federations' Board of Directors consists of 4 members of the NCAA, 2 members of the NAIA, 2 members of the NJCAA, and 2 members of NACDA.

About Netball America Inc.: Netball America is a registered 501(c)(3) Not-For-Profit organization and is the premier national USA Netball organization whose mission is to foster the continued development and growth of Netball in the United States, with the aim to encourage children and families to be physically active, maintain a healthy lifestyle and includes those with disabilities to ensure they feel part of their community.

About St. Thomas University: St. Thomas University – a Catholic university affiliated with the Archdiocese of Miami with a rich cultural and international diversity - was founded in 1961 and is a member of the NAIA (National Association of Intercollegiate Athletics). St. Thomas is committed to the academic and professional success of its students who become ethical leaders in our global community. St. Thomas is building upon its position as the leading Catholic university in the Southeast through its academic programs in ministry, science, business and justice.

About The Miami-Dade Sports Commission: Our mission is to attract, promote, and retain sporting events for Miami-Dade County. As the premier destination for sporting events and leisure and entertainment in South Florida, our goal is to foster positive growth and economic development for the local community through increased visitor stays and a more frequent visitor return rate. The Miami-Dade Sports Commission was created by the Miami-Dade County Board of County Commissioners as a public-private 501(c)(3) nonprofit organization in 2003, and has secured over 350,000 room nights, over \$450 million in economic impact, and more than 50 events, including *Wrestlemania XXVIII*, the FHSAA Football Finals, Florida's Sunshine State Games, the US Fencing Summer Nationals, NCAA Division I Men's Basketball Regional, various USA Judo world events, and the USA Volleyball Girls Junior Olympic Championships.