



**MEDIA RELEASE – UNDER STRICT EMABRGO UNTIL 10:30AM BST WEDNESDAY 7<sup>TH</sup> SEPTEMBER**

## **CSM APPOINTED BY WORLD NETBALL TO LEAD COMMERCIAL SALES FOR THE NETBALL WORLD CUP 2023**

*London, Wednesday 7<sup>th</sup> September 2022* – Global integrated marketing agency CSM Sport & Entertainment (CSM) has entered into a partnership with World Netball that will see the agency lead on sponsorship sales for the upcoming Netball World Cup in 2023.

Following the successful Netball World Cup 2019, which was hosted in Liverpool, (UK), the tournament is predicted to reach even greater heights next year when it arrives in Cape Town, South Africa. The tournament will be held in the International Convention Centre in the heart of the iconic city. Cape Town is widely renowned for hosting some of the world’s biggest events, including the Rugby World Cup, FIFA Men’s World Cup and the ICC Men’s Cricket World Cup. This is the first time the Netball World Cup will be held in the continent of Africa and anticipation is already building ahead of the next instalment of netball’s showpiece event.

CSM’s role will be to identify and secure a broad range of partners for the 60-game tournament, which takes place from 28 July – 6 August and will feature 16 teams from across the world battling it out for the right to be crowned World Champions.

This follows on from the strategic work CSM completed on behalf of World Netball last year, which included the development of a new global commercial strategy for the sport’s worldwide governing body, alongside an updated marketing strategy and a bold rebrand.

Charlie McEwen, CEO of Special Projects, Rights, said: *“We are extremely excited to be working with World Netball on the Netball World Cup 2023. It’s a tournament that will no doubt be the must-see sporting event in South Africa in 2023, providing an opportunity for brand partners to inspire the next generation and leave a positive legacy across local communities. We look forward to getting started.”*

Clare Briegal, CEO of World Netball said: *“We are delighted to be partnering with CSM, to build on the success of previous editions of the Netball World Cup and to help us develop strong and lasting commercial partnerships. We worked closely with CSM on our new commercial strategy, marketing strategy and rebrand, and we know we can rely on them to help achieve our commercial goals for this tournament.*

*“They have a wealth of experience working on event sponsorship in the South African market. We look forward to working together with them to create an unforgettable Netball World Cup and to utilise this event to help World Netball achieve its mission to expand netball’s worldwide reach and impact.”*

**ENDS**



Image:



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CSM Notes to Editors

### **CSM Sport & Entertainment:**

CSM Sport & Entertainment, part of the Chime Challenger Network, is a global integrated marketing agency. Bringing together leading industry experts, we offer a full range of services across sport and entertainment globally. Driven by a team of 1000+ people in 25+ locations, our purpose is to pursue extraordinary, using the power of sport and entertainment to inspire a better world. Connecting with people through their passion points, we bring meaningful partnerships to life for both brands and rights holders and create unforgettable experiences for our clients.

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### **World Netball:**

World Netball is the sole, internationally recognised, governing body for netball affiliated to GAISF, the International World Games Association and the Association of Recognised International Sports Federations (ARISF), receiving funding from the International Olympic Committee.



World Netball creates a better world through netball, inspiring netballers to embrace opportunities and achieve their potential. Netball is played in more than 100 countries around the world with 79 National Netball Associations affiliated to World Netball. The associations are grouped into five Regions – Africa Netball, Americas Netball, Asia Netball, Europe Netball and Oceania Netball – each with a respective Regional Federation. Regional Federations are an integral part of the global governance structure and assist in the development and implementation of World Netball’s Strategy To Grow, To Play, To Inspire, policies and the development of the sport in their respective regions.

The Netball World Cup (NWC), previously known as the World Netball Championships is netball’s flagship event owned by World Netball, and it brings together the top 16 teams in the world every four years. The hosts of the NWC automatically qualify for the competition, as well as the top five teams in the World Netball World Rankings on the date of qualification. The remaining 10 teams are decided through qualifiers in World Netball’s 5 regions, as the top two teams from each qualifier will be invited by World Netball to compete at the NWC. The NWC, which first started in 1963, showcases netball around the world through a range of broadcast partners introducing Netball to a whole new audience. World Netball Congress is also held alongside the event providing a global forum for Netball nations to come together, innovate, share ideas and celebrate women in sport. The Netball World Cup 2023 will be held in Cape Town, South Africa from the 28th July to the 6th August 2023 at the International Convention Centre.

For more information on World Netball visit [www.worldnetball.sport](http://www.worldnetball.sport)

For more information on the Netball World Cup 2023 visit <https://nwc2023.org.za/>