

EMBARGOED UNTIL FRIDAY 21ST JULY 13:00PM BST

Netball World Cup 2023 attracts array of new sponsors and partners

With just 7-days until the first centre pass of the Netball World Cup 2023 (NWC2023) in Cape Town, the Local Organising Committee and World Netball have announced a further wave of sponsors and partners that have jumped onboard, fuelling excitement and anticipation ahead of the global sporting spectacle.

In an overwhelming display of support for the world's pinnacle netball event, a multitude of new sponsors have thrown their support behind the NWC2023, which is being held on the African continent for the first time.

The NWC2023 is set to take place at the Cape Town International Convention Centre from 28th July to 6th August, bringing together 16 teams from across the globe in a contest for the sport's ultimate prize.

The new partners are:

Hollywoodbets: Official betting partner of Netball World Cup 2023

Mitchum: Official deodorant supplier of Netball World Cup 2023

Red Bull: Official energy drink supplier of Netball World Cup 2023

Woodlands Dairy - First Choice: Official hydration & recovery supplier of Netball World Cup 2023

Bloc: Official supplier of Netball World Cup 2023

Tournament Director for the NWC2023 Priscilla Masisi said: “We are thrilled to welcome all these new partners onboard.

“Netball is a team sport after all, and we are delighted to have them as an integral part of our team.

“Partnerships like these are essential to the tournament's success, and beyond that, to the growth and recognition of netball and women’s sport as a whole.

“As we look forward to 10 days of incredible action in Cape Town, we extend our heartfelt thanks to all our sponsors and partners who are making this all possible.”

World Netball CEO, Clare Briegal added: “We are excited to have Hollywoodbets, Red Bull, Mitchum, Woodlands Diary, and Bloc onboard for the Netball World Cup 2023.

“We are now just days away from the start of our pinnacle event in Cape Town.

“Our roster of partners and sponsors, including our premium partners Telkom and SPAR, and official ball supplier Gilbert will help to ensure that the Netball World Cup 2023 is a huge success, helping us increase global participation, reach, revenue and capacity.

“We’re delighted to celebrate this family of sponsors, who help to make this the most successful sponsorship programme ever for a Netball World Cup; thank you to them all.”

Details on tickets and travel packages and more information on the NWC2023 are all available on the official tournament website (www.nwc2023.org.za) with a range of

tickets and packages still on offer.

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Notes to Editors:

World Netball

World Netball is the sole, internationally recognized governing body for netball affiliated to 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 visit www.worldnetball.sport