

WOMEN IN SPORT BREAKFAST 2026

CONNECT. INSPIRE. LEAD.

PRESENTED BY



PARTNERSHIP OPPORTUNITIES

WOMEN IN SPORT BREAKFAST 2026

The Women in Sport Breakfast is Australia's premier women's sport conference – a flagship event bringing together leaders, athletes, advocates and changemakers shaping the future of women's sport.



This is where **stories spark action.**



Where brands **align with progress.**



Where leaders **connect with decision-makers.**



Celebrating and recognising the people **making an impact** in women's sport.

An inspiring morning where women in sport,
leadership and impact come together.

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MORE THAN A BREAKFAST



Friday 9th October



CENTREPIECE,
Melbourne Park

An iconic venue for a defining morning
in women's sport.

One powerful audience.
One unmissable opportunity.



500+
Influential
Delegates



Decision-makers.
Executives.



Athletes.
Media.



Corporate leaders.
Government
stakeholders.



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POWERFUL CONVERSATIONS

The future of women's sport in focus

Inspiring storytelling. Meaningful connections. Unforgettable moments.

The Women In Sport Breakfast brings together influential voices to spark ideas, build networks and drive real impact.

Final panel topics and speakers to be announced soon.

Indicative themes only:



GROWTH & MOMENTUM

The forces reshaping women's sport

Momentum Era • Investment • Future Fans



VISIBILITY & REPRESENTATION

How women's sport is seen and valued

Visibility • Recognition • Reframing the Narrative



LEADERSHIP & CHANGE

Redefining influence and opportunity

Athlete to Advocate • Breaking Barriers • Next Generation

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WHY THIS EVENT MATTERS



Women's sport is one of Australia's most powerful growth stories.



Women's sport is not a moment – it is a **movement**.



The momentum is here.
Now is the time to be part of it.



The brands that show up now
Will help shape the future of the game.



Support our volunteer-led, not-for-profit organization through our biggest fundraiser of the year – and help create lasting impact in women's sport.



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ABOUT WSA



**The Independent Voice
for Women in Sport**



Women Sport Australia (WSA) is recognised as the peak independent advocacy body for women and girls in Australian sport.



We bring together sport, government, media, academia and business to drive meaningful change through advocacy, partnerships, events and action.



Trusted. Connected. Influential.

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OUR VISION

Driving Change Through Advocacy, Amplification & Action

To influence systemic and cultural change
in Australian sport for women and girls.



We do this by:

- Convening industry leaders
- Amplifying women's voices and stories
- Producing evidence-based insights
- Driving accountability and progress

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OUR ACTIONS

Turning Conversations Into Impact

WSA drives change through industry-leading events, advocacy, research and storytelling that elevate women and girls in sport.



Key Initiatives Include:

- Media, social and community campaigns amplifying women's sport across Australia
- Women in Sport Breakfast (Melbourne)
- Women in Sport Photo Action Awards (Sydney)
- 2026 Roundtable Series (National)
- State of Play Report (2027)



WHY PARTNER WITH US

Because progress needs partners.
Lead with **purpose**. Be **seen** where
it matters **most**.



Align your brand with the momentum
and growth of women's sport



Demonstrate real leadership in equity,
inclusion and progress



Connect directly with sports leaders,
athletes and key decision-makers



Unlock premium visibility across
event, media and digital channels



Join the conversation shaping the future
of women's sport in Australia



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PARTNERSHIP OPPORTUNITIES

Five ways to support and shape the future of women in sport.

WOMEN
IN SPORT
BREAKFAST
2026

CONNECT. INSPIRE. LEAD.

PRESENTING PARTNER

Lead the event

Exclusive event ownership, premium brand integration, speaking opportunities and category exclusivity.

\$15K

LEADERSHIP PANEL PARTNER

Lead the conversation

Own the flagship panel discussion and align your brand with influential leaders driving change in sport.

\$10K

FIRESIDE CHAT PARTNER

Lead the story

Associate your brand with the event's headline conversation featuring athletes, leaders and changemakers.

\$7K

OFFICIAL SPONSOR

Build visibility

Build meaningful visibility through event-wide exposure while supporting the growth of women's sport.

\$5K

OFFICIAL SUPPORTER

Join the movement

Host guests, build connections and demonstrate your commitment to women in sport.

\$2.5K

Prices do not include GST.

PRESENTING PARTNER

Leadership. Visibility. Impact.

\$15,000 + GST

Lead the conversation shaping the future of women and girls in sport. As the Presenting Partner, your organisation will be positioned at the forefront of one of Australia's most influential gatherings of leaders, athletes, decision-makers and changemakers.



BRAND LEADERSHIP

- Exclusive designation as Presenting Partner of the Women in Sport Breakfast 2026
- Opportunity to deliver a welcome address to delegates
- Featured speaking opportunity showcasing your commitment to women in sport
- Premium branding across event staging, presentation screens and collateral
- Recognition throughout the event by the MC



VISIBILITY & REACH

- Logo inclusion across website, EDMs, invitations, media and social promotion
- Premium recognition across pre-event, event-day and post-event communications
- Opportunity to display a branded banner in a prominent venue location
- Opportunity to provide branded gifts or giveaway promotional items to attendees
- On-site activation opportunities to engage directly with delegates



NETWORKING & HOSPITALITY

- 30 guest tickets (20 VIP tickets seated with VIP guests + 10 Premium tickets)
- Priority networking with speakers, athletes and industry leaders
- Premium table positioning within the venue
- Access to one of Australia's most influential networks in women's sport
- 15% discount on additional tickets purchased



COMMUNITY & LEGACY

- Presenting Partner of the Women Sport Australia Community Awards
- Opportunity to nominate a Community Award recipient
- Featured recognition in post-event articles and communications
- Two dedicated EDM opportunities to engage directly with attendees
- Opportunity to host an exclusive Women Sport Australia leadership session for employees, clients or stakeholders. Featuring a Women Sport Australia Board Director, athlete or senior representative (subject to availability). Delivered in-person or virtually.

LEADERSHIP PANEL PARTNER

Insights. Influence. **Leadership.**

\$10,000 + GST

Align your organisation with the Women in Sport Breakfast's flagship leadership discussion, connecting your brand with influential voices, bold ideas and the conversations shaping the future of women and girls in sport.

Lead the conversations
shaping the future of sport.



PANEL SESSION OWNERSHIP

- Exclusive designation as Leadership Panel Partner
- Opportunity to introduce the Leadership Panel session
- Recognition throughout the session by the MC
- Prominent acknowledgement as the Leadership Panel Partner
- Contribute thought leadership, research or industry insights to support the panel discussion



BRAND VISIBILITY

- Premium branding on Leadership Panel stage screens and event collateral
- Logo inclusion across website, EDMs, invitations, media and social promotion
- Recognition in speaker announcements and event communications
- Dedicated eDM opportunity to engage directly with attendees
- Opportunity to display branded collateral or promotional items



NETWORKING & HOSPITALITY

- Two premium tables (20 guests)
- Four additional VIP tickets seated with VIP guests
- Premium table positioning within the venue
- Priority networking with speakers, athletes and industry leaders



COMMUNITY & LEGACY

- Opportunity to nominate a Women Sport Australia Community Award recipient
- Recognition in Community Awards announcements and social media content
- Align with initiatives advancing leadership, visibility and opportunity in women's sport
- Opportunity to host an exclusive Women Sport Australia leadership session for employees, clients or stakeholders. Featuring a Women Sport Australia Board Director, athlete or senior representative (subject to availability). Delivered in-person or virtually.

FIRESIDE CHAT PARTNER

Inspiration. Connection. Influence.

\$7,000 + GST

Align your brand with one of the most engaging and memorable moments of the Women in Sport Breakfast 2026.

The Fireside Chat provides a unique platform to connect with attendees through authentic storytelling, leadership insights and meaningful conversation.



FIRESIDE SESSION OWNERSHIP

- Exclusive designation as Fireside Chat Partner
- Association with one of the event's feature speaker sessions
- Opportunity to introduce the Fireside Chat speaker
- Recognition throughout the session by the MC
- Prominent acknowledgement as the session partner



BRAND VISIBILITY

- Branding on stage screens and event collateral during the Fireside Chat
- Logo inclusion across event website, EDMs and event communications
- Recognition in pre-event, event-day and post-event marketing
- Recognition across Women Sport Australia social media channels
- Opportunity to display branded collateral or giveaway promotional items to attendees



NETWORKING & HOSPITALITY

- One premium table (10 guests)
- Four additional VIP tickets seated with VIP's alongside guest speakers, panellists and Women Sport Australia leaders
- Priority networking opportunities with speakers, athletes and industry leaders
- Premium table positioning within the venue
- Access to one of Australia's most influential networks in women's sport



COMMUNITY & LEGACY

- Opportunity to nominate a recipient for the Women Sport Australia Community Awards
- Tagged recognition across Women Sport Australia social media channels in Community Awards winner announcements
- Featured recognition in post-event communications
- Inclusion within one WSA post-event EDM
- Demonstrate your commitment to advancing women and girls in sport

**WOMEN
IN SPORT
BREAKFAST
2026**
CONNECT. INSPIRE. LEAD.

PRESENTED BY
**WOMENSPORT
AUSTRALIA**

OFFICIAL SPONSOR

Visibility. Engagement. Support.

\$5,000 + GST

Align your organisation with the Women in Sport Breakfast 2026 and connect with a highly engaged audience of leaders, athletes, executives, decision-makers and changemakers driving the future of women's sport in Australia.



BRAND VISIBILITY

- Official Sponsor designation of the Women in Sport Breakfast 2026
- Logo inclusion across event website, stage backdrop and event collateral
- Recognition in event communications, social media promotion and post-event media release
- Recognition throughout the event by the MC
- Opportunity to provide branded collateral, gifts or promotional items to attendees
- Recognition in the post-event highlight video, including logo placement
- Dedicated table branding featuring your organisation's logo



NETWORKING & HOSPITALITY

- Two premium tables (20 tickets total)
- Premium table positioning within the venue
- Access to networking opportunities with speakers, athletes and industry leaders



RECOGNITION & ENGAGEMENT

- Opportunity to gather attendee insights through post-event survey participation
- Recognition across Women Sport Australia channels as an Official Sponsor



COMMUNITY & LEGACY

- Demonstrate your commitment to advancing women and girls in sport
- Align your organisation with one of Australia's leading voices for gender equity in sport

OFFICIAL SUPPORTER

Support. Connection. **Community.**

\$2,500 + GST

Demonstrate your support for women and girls in sport and connect with a purpose-driven community committed to building a brighter, more inclusive future for sport.



BRAND VISIBILITY

- Official Supporter designation of the Women in Sport Breakfast 2026
- Acknowledgement as an Official Supporter during the event by the MC
- Logo inclusion on the event website
- Logo inclusion on event-day presentation screens
- Logo inclusion on selected event collateral
- Recognition in post-event thank-you communications
- Dedicated table branding featuring your organisation's logo



NETWORKING & HOSPITALITY

- One table (10 guests)
- Opportunity to connect with leaders, athletes, executives and industry stakeholders



COMMUNITY & LEGACY

- Demonstrate your support for women and girls in sport
- Align your organisation with one of Australia's leading voices for gender equity in sport.
- Recognition as an Official Supporter of the Women in Sport Breakfast 2026

Prices do not include GST.

TEAM W – IMPACT PARTNER (2026-2027)

TEAM W is our year-round platform driving visibility, influence, and change across women's sport in Australia. It is where advocacy becomes action, and partnership becomes impact.

By joining TEAM W as our Impact Partner, your organisation will:

-  Be recognised as a leading champion for gender equality in sport
-  Association with leadership, empowerment, ambition and change
-  Align with one of Australia's most influential voices in women's sport
-  Sit at the table in key roundtables, forums and industry conversations
-  Connect directly with senior leaders and decision-makers shaping the sector
-  Gain high brand visibility across WSA flagship initiatives and communications
-  Play an active role in helping shape the future direction of women's sport in Australia

**TEAM
W**
TOGETHER WE
DRIVE CHANGE

CONNECT. INSPIRE. LEAD.



STATE OF PLAY REPORT (2027)

*A National First.
A Defining Moment for Women in Sport.*



The State of Play Report is WSA's landmark national initiative – a first-of-its-kind **independent audit** of women and girls in Australian sport.



It will bring together **data and insights** to create a clear, evidence-based picture of where women's sport stands today – and what needs to change next.



This is more than a report – it's a catalyst for **accountability, investment, and systemic change.**



The report will be announced at the **Women in Sport Breakfast (WISB)**, placing it directly in front of the leaders and decision-makers shaping and growing the future of sport in Australia.

STATE
OF PLAY
REPORT



SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

Support the development of the State of Play Report and help drive real progress for women and girls in sport.



*Be part of the change.
Shape what comes next.*

PARTNER WITH US

LET'S SHAPE THE FUTURE
OF WOMEN'S SPORT

Thank you for your time.

This is your opportunity to align your brand with one of
the most influential platforms in women's sport in Australia.



CONTACT US:

Chantella Perera		president@womensportaustralia.com.au
Donna Stelling		donna@womensportaustralia.com.au
Tamatha Harding		tamathaharding@womensportaustralia.com.au
James Ellender		james@womensportaustralia.com.au
Rosemary Martin		ro@womensportaustralia.com.au
Jessica Ivers		jessicaivers@womensportaustralia.com.au
Samantha D'Souza		samantha@womensportaustralia.com.au
Ali Neil		ali@womensportaustralia.com.au
Ben Haywood		ben@womensportaustralia.com.au
Costa Kyriacou		costa@womensportaustralia.com.au



JOIN THE MOVEMENT



COMMITTED TO
EVERY GIRL,
EVERY WOMAN,
EVERY SPORT

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