

From: s 22
To: s 22
Subject: FW: Fox Sports Funding [SEC=UNOFFICIAL]
Date: Wednesday, 22 July 2020 1:09:00 PM

How good.

From: s 47F
Sent: Wednesday, 22 July 2020 1:00 PM
To: s 22
Subject: Fox Sports Funding [SEC=No Protective Marking]

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Good Afternoon s 22

I trust this finds you safe and well.

On behalf of the Staff, Board and Members of Softball Australia could you please pass on our thanks to Minister Colbeck for the extra investment with Fox Sports Australia for Under represented Sports.

Our first ever broadcast deal signed with Fox Sports a couple of years ago was made possible by this funding and we created a brand new world first format of our Sport, called Fully Loaded Softball (www.fullyloadedsoftball.com.au). Since then we have rolled out the format across our grassroots community to great effect.

Due to this funding we were able to secure broadcast rights deals with Fox Sports Asia, Sky Sports in NZ and The Olympic Channel which showcased our tremendous Aussie athletes to the World.

This additional funding will now allow us to run the third annual Summer Slam – Fully Loaded Softball event live on Fox Sports. Many thanks again.

Best regards



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