

ILLAWARRA BASKETBALL ASSOCIATION

VALUE PROPOSITION



2568

MEMBERS

243

TEAMS

133 HRS

PLAYED PER WEEK AT THE SNAKEPIT

300,000+

VISITORS EVERY YEAR TO THE SNAKEPIT

11,000

WEBSITE VISITS PER MONTH

2,500

WEEKLY REACH ON INSTAGRAM

15,000

WEEKLY REACH ON FACEBOOK

**SNAKEPIT STADIUM IN USE
7 DAYS A WEEK 50 WEEKS A YEAR**



The Home of

ILLAWARRA BASKETBALL ASSOCIATION

THE SNAKEPIT

WWW.SNAKEPIT.COM.AU

STADIUM **NAMING** RIGHTS

What are Stadium Naming Rights?

Businesses use Naming Rights to boost their names and are a way for them to attach themselves to a sporting team and its community to build brand awareness.

A big advantage of sponsoring a stadium is being able to have countless opportunities to promote your business. When a semi-professional sporting team hosts nationally televised games in a stadium named after a business, it leads to increased recognition of the business name.

STADIUM NAMING RIGHTS:

- Signage on both the outside and inside of the stadium
- Corporate Box for all NBL1 Home Games
National exposure through NBL1 for every NBL1 game
- Brand recognition within the IBA Community

INVESTMENT

- \$50,000 p.a
- Payment plans available | Excl. GST

coles
express



ONE
EAST

NBL1 NAMING RIGHTS

Sponsoring both our Men and Women's NBL1 teams for their season is a great way to support your local club at a National level and promote your Business at the same time!

Check out below all the great benefits you receive:

NBL1 NAMING RIGHTS

- Sponsor logo on front of Men & Women's playing singlets
- Show court floor decal
- Sponsor announced in conjunction with both Men and Women's teams on home game nights.
- Corporate Box for all NBL1 home games

INVESTMENT

- \$30,000 per season
- Payment plans available

| Excl. GST



YOUTH LEAGUE SPONSORSHIP

The Spalding Waratah Youth League competition is the bridging pathway between juniors to NBL1. It is the introduction step to seniors basketball for our top juniors. Sponsoring our Youth League teams is an investment into our future while supporting some exciting games.

We field 3 teams for Youth League:

Youth League 1 Men

Youth League 1 Women

Youth League 2 Men

YOUTH LEAGUE SPONSORSHIP

- **Naming rights to Youth League team (Either Men's OR Women's)**
- **Sponsor logo on team uniforms for home & away games.**
- **Post game MVP of the game announced with sponsor name on court after home games.**
- **Coach Sponsor on back of Coaches polo**
- **Player Sponsor on back of player warm up top**
- **Coach & Player Sponsor free entry to all game nights**

INVESTMENT

- \$5,000 Youth League Team Sponsor (3 teams to choose from)
- \$500 Youth League Coach Sponsor
- \$500 Youth League Player Sponsor

Package is for either Men's or Women's Team

Payment plans available | Excl. GST



JUNIOR REP PROGRAM SPONSORSHIP

The Illawarra Hawks Junior Representative Basketball Teams are an integral part of our community, providing young athletes with the opportunity to pursue their passion for basketball and excel in the sport. The Junior Rep Program consists of about 23 teams, 230 players (120 Boys & 110 Girls), 70 coaches and managers.

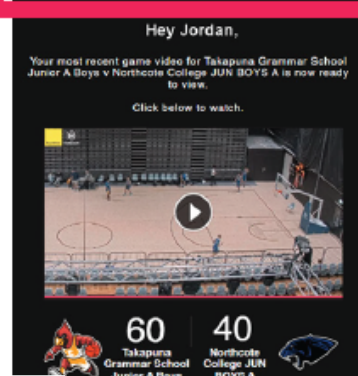
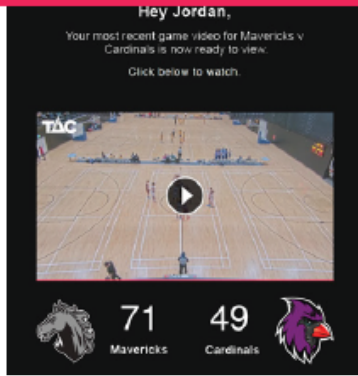
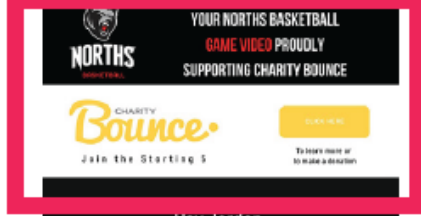
JUNIOR REP PROGRAM SPONSORSHIP:

- Co-branded drink bottles.
- Co-branded player warm-up tops.
- All team managers bags to be branded.
- All Head Coach, Assistant Coach, Team Managers polo shirts to be branded.
- Prominent brand visibility on all program collateral and team photos.
- Presence at key Rep events with pull-up banners.
- Exposure on courts 3/4 with a 3m x 2m sign.
- We also typically secure a 1 x JPL and 1 x SJL round per season and can promote your services to visiting teams if applicable.
- 4 x Offers to all rep players and families per season.

INVESTMENT

- \$5,000 Co-Sponsor of Junior Rep Program
(Choice of Boys or Girls Rep Programs)
- \$10,000 Individual Sponsor of Junior Rep Program
(Choice of Boys or Girls Rep Programs)

Payment plans available | Excl. GST



CHAMP LEAGUE SPONSORSHIP



The new Champ League will feature both the Men's and Women's Champ Leagues on every Wednesday night. Games will be livestreamed on our Facebook page with a Game of The Week wrap up sent in a league wide weekly Newsletter. Highlights from the league will be featured on our social media accounts and a weekly prize introduced.

CHAMP LEAGUE SPONSORSHIP:

- Your business logo watermarked on Glory League highlight videos for 6 month Champ League comp.
- Heading banner on all Champ League Glory League post game emails
- Business logo on Game of the Week League Newsletter
- Business shout out and tag in all Champ League highlight socials
- \$50 weekly prize to drive business back to the sponsor

INVESTMENT

- \$5,000 - Men's Champ League for the 6 month comp + \$50 weekly prize
- \$3,500 - Women's Champ League for the 6 month comp + \$50 weekly prize

Payment plans available | Excl. GST



NBL1 UNIFORM SPONSORSHIP



Support our Men & Women's NBL1 teams with your business name on their uniforms.

Illawarra Hawks NBL1 uniform sponsorship options:

- Front of singlet + front of shorts (Either Men OR Women's teams)
- Back of singlet (Either Men's team OR Women's team)
- Back of shorts (Either Men's team OR Women's team)

NBL1 UNIFORM SPONSORSHIP:

- Sponsor logo on the Men or Women's playing singlets
- Sponsor announced in conjunction with both Men and Women's teams on home game nights
- Your business on our website & socials
- 2 x tickets to end of season awards function
- Sponsor logo in home game program

INVESTMENT

- \$7,000 Front of singlet + Front of shorts (Choice of Men OR Women's)
- \$5,000 Back of singlet (Choice of Men OR Women's)
- \$2,000 Back of shorts (Choice of Men OR Women's)

Payment plans available | Excl. GST



CORPORATE BOXES

A Corporate Box at the Illawarra Hawks NBL1 games provide you and your guests with an incredible game day experience. Enjoy the game from the comfort of your very own corporate box whilst soaking up the exhilarating atmosphere and game day action.

It is the perfect environment to mix business with pleasure.

Illawarra Hawks offer 3 unique Corporate Box Experiences:

Sit in one of our MEZZANINE boxes like it's the old days

Watch the game closest to the action from our BASELINE box

Be amongst the action with our PLAYER STAND boxes behind the benches

CORPORATE BOX BENEFITS:

- 6 Adult tickets to 10 home games
- 24 bar items of your choice per event (Drinks (alc + non-alc), popcorn, snacks, juices etc
- Signage on corporate box for the games
- Includes Mezzanine Sign
- 2 x tickets to end of season awards function

INVESTMENT

- \$2,500 Corporate Box (6 Pax)

Payment plans available | Excl. GST



NBL1 PLAYER/COACH SPONSORSHIP

Sponsoring an NBL1 Player individually is a great way to support a player representing Basketball Illawarra and promote your business at the same time.

Sponsoring the coach of the team is a surefire way of getting airtime.

We provide this package with a range of benefits for the sponsor, while also reducing the player's financial costs of playing high-level basketball.

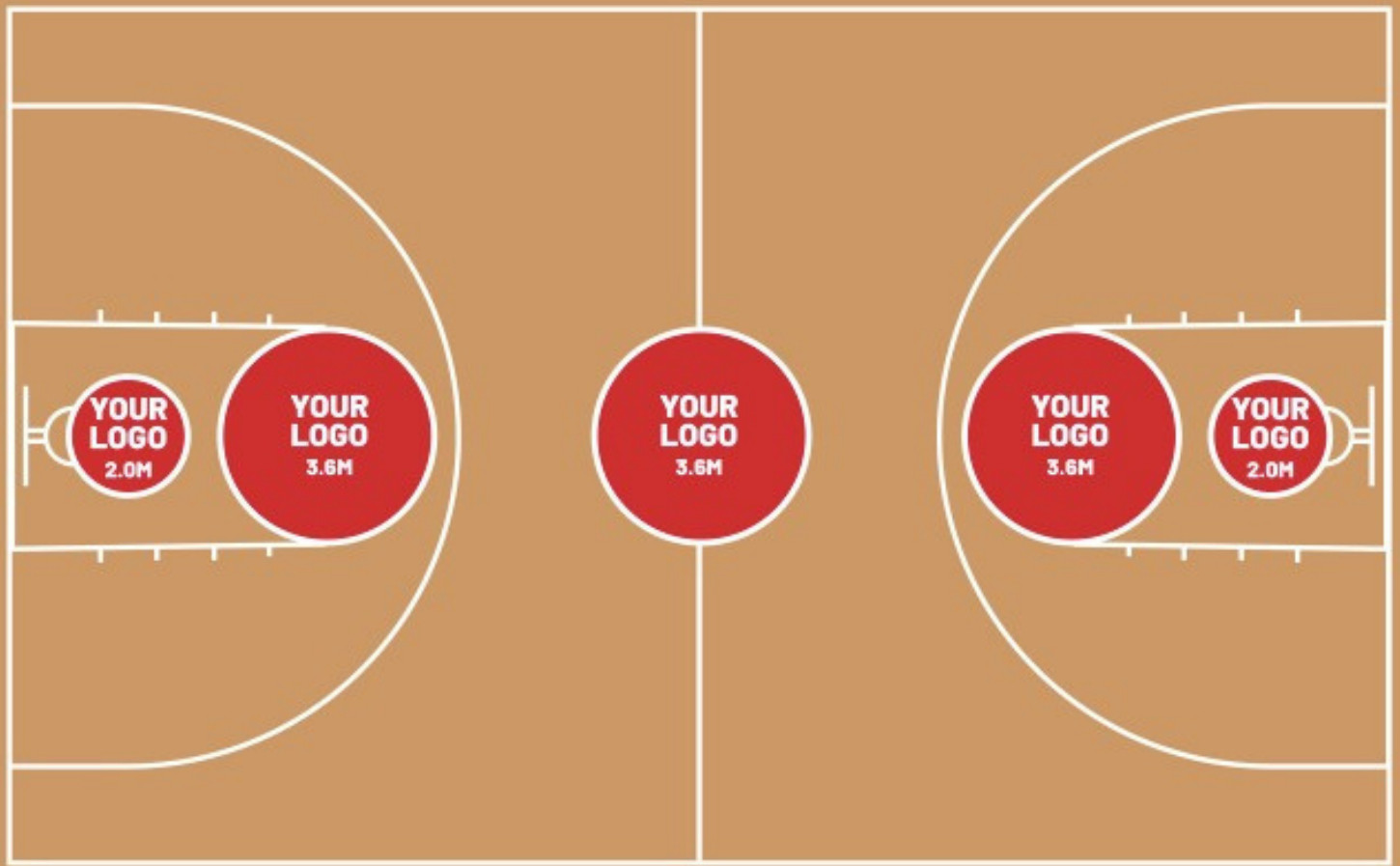
NBL1 PLAYER/COACH SPONSORSHIP:

- Sponsor logo on player warm-up top for home & away games Sponsor logo on coaching shirt/polo if coach sponsor
- Sponsor logo in home game program
- Sponsor announced in conjunction with sponsored player/coach on home game nights
- 2 x Tickets to all NBL1 home games
- 2 x Complimentary drinks at all NBL1 home games

INVESTMENT

- \$1,000 Coach Sponsorship
- \$500 Individual Player Sponsorship

Payment plans available | Excl. GST



Have your business seen 24/7/365 by 10,000 players and spectators per week by being seen on one of our 4 courts at the Snakepit for 12 months!

3 different options:

Under basket charge circle

Free throw circle

Centre circle (comes with associated score bench & court naming rights)

COURT DECAL SPONSORSHIP:

- Charge circle - (2m diameter) under basket decal of your company logo
- Free throw circle - (3.6m diameter) decal of your company logo
- Centre circle - (3.6m diameter) decal of your company logo
- Your business on our website & socials

INVESTMENT

Sponsorship

	1	Show Court	1	Courts 2, 3, 4
Charge Circle		\$2,800 (Sold Out)		\$1,950
Free throw circle		\$4,500 (Sold Out)		\$2,950
Centre circle package		\$8,750 (Sold Out)		\$6,950 (Sold Out)

Per Annum

Payment plans available | Excl. GST



MEZZANINE SIGNS

Have your business seen 24/7/365 by thousands of players and spectators every week by advertising your business on our mezzanine level on the show court at the Snakepit!

All signs are 1800mm x 900mm

MEZZANINE SIGNAGE SPONSORSHIP:

- 1800mm x 900mm Signage on mezzanine of show court for 12 months
- Shoutout on our social media pages
- Your business on our website

INVESTMENT

- \$500 p.a

Payment plans available | Excl. GST



REP TEAM SPONSORSHIP

A Rep Team Sponsorship is a key avenue for a business to support a basketball team of young players. This package comes with several benefits for the sponsor, as well as alleviating some of the financial costs of playing basketball.

Sponsorship contributions allow us to reinvest in our teams, helping us to continue to grow and develop our young basketballers and enabling more people to participate.

REP TEAM SPONSORSHIP:

- \$1,200 reinvested to the team to reduce individual player levies
- Digital photo of team provided to sponsor
- Team photo on rep wall at Snakepit to include sponsor logo
- Sponsor logo attached to relevant team on rep section of website
- 2 x social media posts on Association accounts about rep team sponsorship
- Sponsor mentioned every team recap and news post on Association website
- Option to heat press sponsor logo on team warm-up tops (at team cost & delivery)

INVESTMENT

- \$1500 per Rep season

Payment plans available | Excl. GST



REP **PLAYER** SPONSORSHIP

Playing Representative basketball comes at a cost to families. Sponsoring a junior rep player is a great way to help a young athlete chase their dreams.

REP PLAYER SPONSORSHIP:

- Digital photo of player to the sponsor
- Business can advertise sponsorship on their website/social media

INVESTMENT

- Cost of player Rep23 Levy
- Payment plans available | Excl. GST



REFEREE SPONSORSHIP

Referees are an integral part of the game and we continue to aim to support and improve our referees. We do this through referee supervisors and mentoring.

Basketball Illawarra has developed our referee Green Shirt Program, which fosters the next generation of referees under the guidance of established referees .

REFEREE SPONSORSHIP:

- Your business logo on junior & senior competition referees shirts
- Green Shirt Referee Program naming rights
- Your business logo on all Green Shirt referee shirts
- Your business on our website
- Show court Mezzanine Sign

INVESTMENT

- \$5,000 p.a
- Payment plans available | Excl. GST



GLORY LEAGUE

CKB 30 02 16 SIL



GLORY LEAGUE SPONSORSHIP

CKB 30 02 16 SIL



GLORY LEAGUE GLORY LEAGUE GLORY LEAGUE

All local comp games played at the Snakepit are automatically recorded on Glory League. 84% of our roughly 2,000 players use Glory League each week with an average use time of 14mins. Have your business logo on all junior and senior comp footage for the 6 month season.

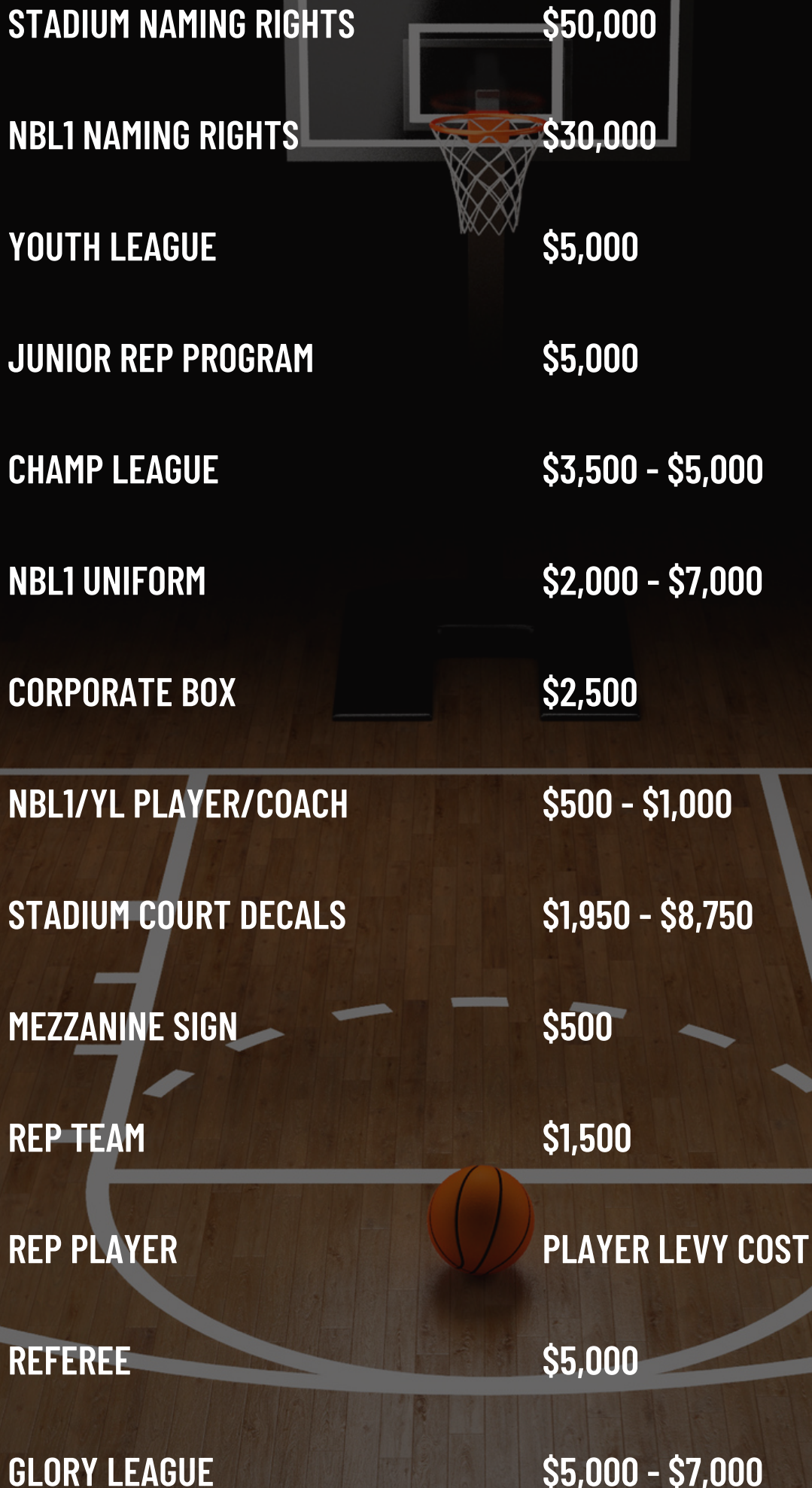
GLORY LEAGUE SPONSORSHIP:

- Your business logo watermarked on Glory League videos for 6 month duration of the competition.
- On Junior and Senior Comps

INVESTMENT

- \$7,000 per 6 month comp (Banner & Watermark)
- Payment plans available | Excl. GST

SPONSORSHIP **PACKAGES** OVERVIEW



STADIUM NAMING RIGHTS	\$50,000
NBL1 NAMING RIGHTS	\$30,000
YOUTH LEAGUE	\$5,000
JUNIOR REP PROGRAM	\$5,000
CHAMP LEAGUE	\$3,500 - \$5,000
NBL1 UNIFORM	\$2,000 - \$7,000
CORPORATE BOX	\$2,500
NBL1/YL PLAYER/COACH	\$500 - \$1,000
STADIUM COURT DECALS	\$1,950 - \$8,750
MEZZANINE SIGN	\$500
REP TEAM	\$1,500
REP PLAYER	PLAYER LEVY COST
REFEREE	\$5,000
GLORY LEAGUE	\$5,000 - \$7,000