



ASSOCIATION SPONSOR PACK

2024 - 2025

Shoalhaven Basketball has been at the heart of basketball in the Shoalhaven since 1968.

Support a club with a proud history that spans generations and become part of a thriving community of players and their families!



Our Vision

We are a thriving and inclusive basketball community, where everyone is welcome, and our values are embedded in everything we do.

Our Purpose

We provide opportunities to participate and develop through basketball in the Shoalhaven region.

Our Values

Inclusion

Respect

Resilience

Passion

Teamwork

Pride

HOW YOU WILL HELP

Your support is integral to basketball operations and ensures a strong future for our players.

SBA takes pride in offering a dynamic and welcoming range of activities for as many people as possible; from the tiniest Tigers Cubs to the diversity of Walking Basketball, senior and junior domestic competitions through to the competition of representatives, and so much in between. Our staff members are supported by an army of volunteers to provide a well-organised and adaptable range of basketball activities.

In 2019, SBA relocated from the Bomaderry Basketball Stadium into the new four-court Shoalhaven Indoor Sports Centre (SISC). This has changed our operating environment by reducing the range of income streams such as the canteen. Sponsors have never been more important for the growth of basketball in the Shoalhaven.

Your sponsorship allows us to provide basketball activities at a consistent cost by contributing to rising operational costs, supports individual programs to create opportunities, and makes the Shoalhaven community a healthier place to be.

The [2024-2028 Strategic Plan](#) outlines our exciting plans to consolidate the Tigers future growth. We'd love you to be a part of that!



NETWORKS AND PROGRAMS



Tiger Cubs (3-5 yrs)

Junior Social Comp

Senior Social Comp

Junior Rep

Senior Rep

Walking Basketball

Skills Clinics

All Schools Comp

Advisory Sub-Committees

Referees

Coaches

AUDIENCE & REACH

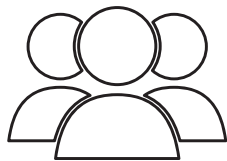
Did you know that basketball is one of the fastest growing sports in Australia? Participation in NSW is expected to double in the next decade. We're thrilled to share that Shoalhaven Basketball's participation rates have rebounded to exceed pre-pandemic numbers and our membership continues to grow.

As a sponsor, you'll be promoted to our members, visiting players, and their families in the stadium during basketball activities including domestic competition, representative tournament days, skills clinics, and development programs.

In addition, exposure on social media will help you reach a highly engaged audience of over 3,100 people on our social media channels.

63

weekly
teams



860+

members

DIGITAL



Reach = 46.1k



Reach = 2.2k



Visitors = 3.7k

*Digital stats for 3 month period covering
24 Feb - 23 May 2024

GOLD SPONSOR



The top sponsorship package at Shoalhaven Basketball!

An exclusive opportunity to be the major sponsor of basketball in the Shoalhaven region.

The Shoalhaven Tiger's Gold sponsor package contains the following benefits:

- Association naming rights
- Branding on 'Glory League' game streaming and highlight reels, an exciting new feature coming to Shoalhaven Basketball in 2024!
- 10 x dedicated social media posts per year plus monthly combined sponsor acknowledgement post.
- Logo and website link at the footer of emails to SBA members.
- Individual signage displayed during all basketball activities and inclusion on combined sponsor signage displayed during all basketball events.
- Logo included in seasonal newsletter to all members.
- Content in quarterly sponsor promotion email to members.
- 4 x sponsor network gatherings per year.
- Opportunity to display brochure at SBA office.
- Opportunities to connect with the Tigers community at community events such as season finals and celebrations.
- 6 x tickets to the end of year representative presentation.

Investment: \$15,000 + GST

SILVER SPONSOR



Limited number of program sponsors available!

Support the program that aligns with your business values.

The Shoalhaven Tiger's Silver sponsor package contains the following benefits:

Available programs

- Referees
- Coaching
- Junior Domestic
- Senior Domestic
- Representative

Investment: \$5,000 + GST

- Naming rights to one of five Shoalhaven Basketball programs
- 6 x dedicated social media posts per year plus monthly combined sponsor acknowledgement post.
- Recognition in all communications relating to your affiliated program.
- Individual signage displayed during basketball activities relating to your sponsored program and inclusion on combined sponsor signage displayed during all basketball events.
- Content in quarterly sponsor promotion email to members.
- 4 x sponsor network gatherings per year.
- Opportunity to display brochure at SBA office.
- Opportunities to connect with the Tigers community at community events such as season finals and celebrations.
- 4 x tickets to the end of year representative presentation.

BRONZE SPONSOR



Be part of the Tiger's future growth!

Support a thriving community of players and their families in the Shoalhaven.

The Shoalhaven Tiger's Bronze sponsor package contains the following benefits:

- 4 x dedicated social media posts per year plus monthly combined sponsor acknowledgement post.
- Inclusion on combined sponsor signage displayed during all basketball events.
- Content in quarterly sponsor promotion email to members.
- 4 x sponsor network gatherings per year.
- Opportunity to display brochure at SBA office.
- Opportunities to connect with the Tigers community at community events such as season finals and celebrations.
- 4 x tickets to the end of year representative presentation.

Investment: \$2,500 + GST

SPONSOR PACKAGES

COMPARISON OF INCLUSIONS	GOLD	SILVER	BRONZE
Naming Rights: Association	✓	X	X
Naming Rights: Sponsored SBA program	X	✓	X
Glory League: Recognition on all games streamed from Shoalhaven	✓	X	X
Signage: Individual Signage during all basketball activities	✓	X	X
Signage: Individual signage during sponsored program activities	✓	✓	X
Signage: Combined sponsor signage during all activities	✓	✓	✓
Newsletter: Seasonal member newsletter to all members	✓	X	X
Newsletter: Quarterly sponsorship promotion email to all members	✓	✓	✓

	GOLD	SILVER	BRONZE
Social Media: Logo included in profile banners	✓	X	X
Social Media: Dedicated posts	10x year	6x year	4x year
Social Media: Monthly combined sponsor acknowledgement post	✓	✓	✓
Website: Logo in footer carousel	✓	✓	✓
Website: Individual introduction blog post	✓	✓	X
Website: Combined introduction blog post	X	X	✓
Networking: 2x sponsor networking events per year	✓	✓	✓
Networking: Invitation to attend community events and celebrations	✓	✓	✓
Networking: Invitation to representative presentation event	✓	✓	✓

READY TO GET INVOLVED?



LEARN MORE

Contact us at enquiries@shoalhavenbasketball.com.au.

COMPLETE THE SPONSORSHIP FORM

Complete the form to secure your sponsorship today.

Sponsorship runs for financial year July-June

Sponsors will receive a tax invoice and photo of signage for administration purposes.



shoalhavenbasketball.com.au



0412 777 184



@shoalhavenbasketball

Shoalhaven Indoor Sports Centre, 90 Cambewarra Road, Bomaderry NSW 2541