



SPONSOR PACKAGES

2025 - 2026

Shoalhaven Basketball has been at the heart of basketball in the Shoalhaven region 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 our 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 Domestic Comp (U10-19)

Senior Domestic Comp

Junior Representative

Senior Rep representative

Walking Basketball

Skills Clinics

All Schools Comp

Advisory Sub-Committees

Referees

Coaches



AUDIENCE & REACH

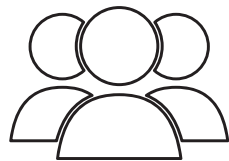
Did you know that basketball is the second fastest growing sport in Australia? Participation in NSW is expected to double in the next decade. We're thrilled to share that Shoalhaven Basketball's participation rates have rebounded to exceed pre-pandemic numbers and our membership continues to grow.

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 through our social media channels will help you reach a highly engaged audience within the region and beyond.

62

weekly
teams



860+

members

DIGITAL



Reach = 16.8k



Reach = 4.8k



Total Viewers = 5k



Active Users = 2.4k

*Digital stats for 3 month period covering
1 August - 31 October 2024

PLATINUM SPONSOR



The top sponsorship package at Shoalhaven Basketball!

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

The Shoalhaven Tigers' Platinum sponsor package contains the following benefits:

- Association naming rights
- 12 x dedicated social media posts per year
- 10 x dedicated social media story posts per year
- Identified as major sponsor in SBA's social profile bios
- Individual signage displayed during all basketball activities and inclusion in combined sponsor signage
- Inclusion in digital signage displayed during all basketball activities
- Logo and website link at the footer of emails to SBA members
- Logo included in the seasonal newsletter to all members
- Opportunity to submit content in quarterly sponsor promotion email to members
- 2 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
- 4 x season passes to Shoalhaven Senior Waratah League home games with allocated in the sponsor seating area

Investment: \$25,000 + GST

GOLD SPONSOR



Full service and customised sponsorship package at Shoalhaven Basketball!

A top tier sponsorship of basketball in the Shoalhaven region.

The Shoalhaven Tigers' Gold sponsor package contains the following benefits:



Investment: \$15,000 + GST

- Team naming rights - 'Business name' Shoalhaven Tigers Waratah 'team'
- Team Uniforms - your business logo on team singlets
- 10 x dedicated social media posts per year
- 8 x dedicated social media story posts per year
- Individual signage displayed during representative games and Shoalhaven basketball activities
- Opportunity to submit content in quarterly sponsor promotion email to members
- Logo included in the seasonal newsletter to all members
- Opportunity to submit content in quarterly sponsor promotion email to members
- 2 x sponsor network gatherings per year
- Opportunity to display brochure at SBA office
- Opportunities to connect with the Tigers community at events such as season home games and celebrations
- 6 x tickets to the end-of-year representative presentation
- 4 x season passes to Shoalhaven Senior Waratah League home games with allocated in the sponsor seating area

SILVER SPONSOR



Limited number of program sponsors available!

Support SBA to meet the costs associated with court hire, Senior and Junior representative programs, and administration support. Your sponsorship makes basketball at all levels in the Shoalhaven more affordable.

The Shoalhaven Tigers' Silver sponsor package contains the following benefits:

Available programs

- Referees
- Coaching
- Junior Domestic
- Senior Domestic
- Representative
- Tiger Cubs
- Walking Basketball

Investment: \$5,000 + GST

- Naming rights to one of Shoalhaven Basketball programs
- 8 x dedicated social media posts per year
- 6 x dedicated social media story posts per year
- Recognition in all communications relating to your affiliated program
- Individual signage is displayed during representative games and Shoalhaven basketball events
- Inclusion in digital signage displayed during all basketball activities
- Opportunity to submit content in quarterly sponsor promotion email to members
- 2 x sponsor network gatherings per year
- Opportunity to display brochure at SBA office
- Opportunities to connect with the Tigers community at SBA events such as season finals and celebrations
- 2 x tickets to the end-of-year representative presentation
- 2 x season passes to all Shoalhaven Senior Tigers home games seated in the sponsor section
- Allocation to either a junior representative team sponsor package or senior player sponsorship package

BRONZE SPONSOR



Limited number of sponsors available!

Support SBA to meet the costs associated with court hire, Senior and Junior representative programs, and administration support. Your sponsorship makes basketball at all levels in the Shoalhaven more affordable.

The Shoalhaven Tigers' Bronze sponsor package contains the following benefits:



Investment: \$2,500 + GST

- 6 x dedicated social media posts per year
- 4 x dedicated social media story posts per year
- Inclusion in combined signage displayed during representative games and Shoalhaven basketball activities
- Inclusion in digital signage displayed during all basketball activities
- Opportunity to submit content in quarterly sponsor promotion email to members
- 2 x sponsor network gatherings per year
- Opportunity to display brochure at SBA office
- Opportunities to connect with the Tigers community at events such as season finals and celebrations
- 2 x tickets to the end-of-year representative presentation
- 2 x season passes to all Shoalhaven Senior Tigers home games seated in the sponsor section
- Allocation to either a junior representative team sponsor package or senior player sponsorship package

REPRESENTATIVE TEAM SPONSOR



Support a thriving community of athletes to represent the Shoalhaven.

The Shoalhaven Tigers' Representative Team Sponsor package contains the following benefits:



Investment: \$1,000 + GST

- 4 x dedicated social media posts per year
- 2 x dedicated social media story posts per year
- Recognised in all social media posts and stories that your team is mentioned in
- Inclusion in combined signage displayed during representative games and Shoalhaven basketball activities
- Inclusion in combined digital sponsor signage displayed during all representative basketball events
- 2 x sponsor network gatherings per year
- Opportunity to display brochure at SBA office
- Feature on our website for all pages related to representative teams
- Feature in our 2025 Representative Presentation brochure
- 2 x tickets to the end-of-year representative presentation
- 2 x season passes to all Shoalhaven Senior Tigers home games seated in the sponsor section

Representative team sponsorship directly reduce representative levies making participation in the representative basketball more affordable for families in the Shoalhaven.

SENIOR PLAYER SPONSOR



As an Individual Player Sponsor, you will directly support a player with the costs of participating in the Tigers' Senior Waratah League Program.

The Shoalhaven Tigers' Senior sponsor package contains the following benefits:



Investment: \$1000 + GST

- Business name on the back of the warm-up shirt
- 4 x dedicated social media posts per year
- 2 x dedicated social media story posts per year
- Inclusion in combined signage displayed during representative games and Shoalhaven basketball activities
- Inclusion in combined digital sponsor signage displayed during all representative basketball events
- Feature on our website for all pages related to representative teams
- 2 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
- 2 x tickets to the end-of-year representative presentation
- 2 x season passes to all Shoalhaven Senior Tigers home games seated in the sponsor section

SPONSOR PACKAGES

COMPARISON OF INCLUSIONS	PLATINUM	GOLD	SILVER	BRONZE	REP TEAM	REP PLAYER
Naming Rights	✓ Association	✓ Waratah	✓ Program	X	X	X
Individual Signage: All basketball activities	✓	✓	X	X	X	X
Combined Signage: All basketball activities	✓	✓	✓	✓	✓	✓
Digital Signage: All basketball activities	✓	✓	✓	✓	✓	✓
Email: Logo in SBA staff email footer	✓	X	X	X	X	X
Branding: Logo on Waratah League team singlets	X	✓	X	X	X	X
Newsletter: Logo in seasonal newsletter to members	✓	✓	✓	✓	✓	✓
Newsletter: Content in sponsor newsletter	✓	✓	✓	✓	✓	✓
Promotion: Brochures displayed at SBA office	✓	✓	✓	✓	✓	✓

COMPARISON OF INCLUSIONS	PLATINUM	GOLD	SILVER	BRONZE	REP TEAM	REP PLAYER
Social Media: Business profile included in social media bio	✓	✗	✗	✗	✗	✗
Social Media: Dedicated posts per year	12 x posts 10 x stories	10 x posts 8 x stories [*]	8 x posts 6 x stories	6 x posts 4 x stories	4 x posts 2 x stories	4 x posts 2 x stories
Website: Logo in footer carousel	✓	✓	✓	✓	✓	✓
Website: Individual introduction blog post	✓	✓	✓	✗	✗	✗
Website: Combined introduction blog post + feature on rep or related program page	✗	✗	✗	✓	✓	✓
Networking: 2 x sponsor networking events per year	✓	✓	✓	✓	✓	✓
Community: Invitation to attend community events and celebrations	✓	✓	✓	✓	✓	✓
Community: Invitation to representative presentation event	✓	✓	✓	✓	✓	✓
Community: Season Passes, designated seats,	✓	✓	✓	✓	✓	✓

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 duration is for the financial year July-June

Team sponsorships duration is the representative season November - September

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



SCAN TO SPONSOR



Sponsorship and Fundraising Director: Nikki Morris  0400024639

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