



PERTH BASKETBALL
PARTNERSHIP PROPOSAL
2019 SBL & WABL SEASON



“WE ARE SEEKING LIKE MINDED MEMBERS OF OUR BASKETBALL CLUB AND COMMUNITY FOCUSSED ORGANISATIONS TO PARTNER WITH US AND HELP US GROW”



PARTNER WITH PERTH BASKETBALL ABOUT US



WHO WE ARE

Perth Basketball Association is one of the fastest growing basketball Associations in Western Australia.

We have a rich 50+ year history and over 1,000 members.

Our vision is to see all members of the PBA family /community are fulfilling their ambition and potential through a PBA program or competition.



WHAT WE DO

We believe that basketball is a metaphor for life. Those that reach their potential in basketball are equally prepared to live their best life outside of the sport.

HOW WE DO THINGS

We take a family / community focused approach to the development of individuals and the sport and provide a range of basketball experiences for kids of all ages, from spiderlings and Aussie Hoops through to State Basketball League.



We exist to promote the physical and personal development of young men and women, as players, referees, coaches and administrators through the medium of basketball.

#TOGETHER





OUR ANNUAL REACH THE NUMBERS



OVER 1,000 MEMBERS



111 JUNIOR TEAMS AND 875 LOCAL JUNIOR PLAYERS



MEN'S & WOMEN'S SBL TEAMS



24 JUNIOR REPRESENTATIVE WABL TEAMS



9 COURTS OVER THREE VENUES



LARGEST INTELLECTUALLY DISABLED BASKETBALL PROGRAM IN PERTH



OVER 100 JUNIOR COACHES



OVER 2,000 WEEKLY CONTACTS IN-SEASON



SUCCESSFUL INDIGENOUS PROGRAM WITH OVER 80 PARTICIPANTS



LARGEST AUSSIE HOOPS MEMBERSHIP IN PERTH



OVER 50 JUNIOR REFEREES



OUR STORY OUR GROWTH

Perth Basketball Association, as one of the smaller Associations in Perth, has achieved top line growth of over 20% the past three years. We have recently added a General Manager & Director of Coaching and growing our capacity to develop our community on and off-court. We are seeking corporate partners to help us further our footprint.

1

Grow female competition and pathways

2

Develop a Redbacks branded school program throughout the region

3

Expand our Aboriginal participation numbers by partnering actively with local community

4

Implement a coach development program as a key pillar of our junior development goals

5

Secure a home venue with the right development partner to deliver exceptional community and club experiences for the entire Redbacks (and surrounding) community





WHY PARTNER WITH US?

Diversity

Perth Basketball caters for all ages, genders, cultures and abilities. From our Spiderlings program (2-4 years) to our junior competitions and ID programs we are diverse and inclusive.

2018 saw the introduction of our new all-girls competitions, a first for the area. We now operate over three venues and nine courts and are keen to continue to expand our female participation in the coming years.

Health & Wellbeing

Our programs provide opportunities for over 1,000 local children to be active. We are currently the largest provider of Sporting Schools in WA and aim to further develop our schools initiative.

Working closely with councils and schools, Perth Basketball aims to improve the overall health and level of physical activity within our community.

Activation

We have various programs and activities that allow your brand to connect with our community. The Perth Basketball brand connects with hundreds of families and community groups year-round.

Pathway

Our Association is committed to providing our local members opportunities to represent the Redbacks as players, coaches and officials. We have a proven history of helping our members reach the elite level over our 50 year history.

Our pathway has proudly led our members to NBL, WNBL, US College, Olympics, World Championships, AIS & National Wheelchair leagues.



PARTNERSHIPS

GOLD PARTNERSHIP \$5,000

- ✓ Large permanent sign at Belmont Oasis at scoreboard
- ✓ Four activations on the Redbacks social media sites
- ✓ Regular invitation to Redbacks business networking events
- ✓ Minimum two announcements by game announcer at each SBL home game
- ✓ Four corporate seats to all SBL home games
- ✓ Two choices of Redbacks merchandise
- ✓ Two advertisements in a SBL home game programme
- ✓ Two tickets to the Redbacks end of year SBL Awards Night
- ✓ Acknowledgement on the Redbacks webpage
- ✓ Advertisement in yearbook and club e-news



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PARTNERSHIPS

SILVER PARTNERSHIP \$3,000

- ✓ Large permanent sign at Belmont Oasis
- ✓ One activation on the Redbacks social media sites
- ✓ Regular invitation to Redbacks business networking events
- ✓ Minimum one announcement by game announcer at each SBL home game
- ✓ Two corporate seats to all SBL home games
- ✓ Sponsors acknowledgement in each SBL home game programme
- ✓ One choice of Redbacks merchandise
- ✓ Two tickets to the Redbacks end of year SBL Awards Night
- ✓ Acknowledgement on the Redbacks webpage
- ✓ Advertisement in yearbook and club e-news



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PARTNERSHIPS

BRONZE PARTNERSHIP \$1,500

- ✓ Small permanent sign at Belmont Oasis
- ✓ Regular invitation to Redbacks business networking events
- ✓ Two corporate seats to all SBL home games
- ✓ Sponsors acknowledgement in each SBL home game programme
- ✓ One choice of Redbacks merchandise
- ✓ Two tickets to the Redbacks end of year SBL Awards Night
- ✓ Acknowledgement on the Redbacks webpage
- ✓ Advertisement in yearbook and club e-news



PARTNERSHIPS

COMMUNITY PARTNERSHIPS **NEGOTIATED**

Our team can develop a partnership to suit your needs with a focus on one of our programs or initiatives such as Domestic, WABL, SBL or Participation.

We can also include various options to work with our team to deliver outcomes for your Organisation such as:

- ✓ Corporate team building
- ✓ Provision of guest speakers on various topics
- ✓ Access to PBA membership
- ✓ Advertising (digital or signage)
- ✓ Community activations





PARTNERSHIPS

WABL TEAM SPONSORS \$1,000

- ✓ Team sponsor acknowledgement at WABL home games
- ✓ Company name on team trophies at WABL Breakfast
- ✓ Logo acknowledgement during teams presentation at WABL breakfast
- ✓ Company logo on team water bottles & water cooler
- ✓ Logo on coaches & team managers polo shirts
- ✓ Logo placement on Redbacks website
- ✓ Acknowledgement on the Redbacks webpage
- ✓ Acknowledgement in WABL Yearbook



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PARTNERSHIPS

SBL PLAYER SPONSOR \$500 - \$1,000

- ✓ Acknowledgement in each SBL game night program
- ✓ Announcement when player is introduced during the game
- ✓ One item of Redbacks merchandise
- ✓ Company logo on Redbacks website
- ✓ One activation with your sponsored player
- ✓ Two tickets to all SBL home games



#TOGETHER



JOIN US TODAY!

If you would like to join the Redbacks family and experience the benefits of being a partner, contact Christian Rice.

gm@perthredbacks.asn.au



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