



2023

# SPONSORSHIP PROPOSAL

Proposal By :



# ABOUT PROPOSAL



## CLUB CHAMPIONS 2022

*"Donate to Sport it's a great tax deduction and way to increase market awareness"*

Whirlwinds Basketball Club Incorporated has been a major part of the basketball sporting community for over 65 years. We pride ourselves on being a family-oriented Club. At the heart of the club's successes are our 300 active members (20 junior teams and 8 senior teams) who regularly participate in the Townsville Basketball Incorporated Domestic Competition. Between both the Junior and Senior levels these competitions run weekly for over 10 months of a calendar year.

We thank you for this opportunity to present you with our sponsorship proposal to outfit our teams with playing uniforms. We invite you to join us as a proud sponsor of Whirlwinds Basketball Club Incorporated. Being a team sponsor can be a very rewarding experience for your Business, as well as our Club.



### DID YOU KNOW?

\$1,100 was the average cost to play a season of sport in 2022. In addition to registration, there are additional costs for equipment, travel and uniforms.



Australia has a reputation as a sporting nation, but the truth is that grassroots sport is severely underfunded. Athletes and clubs struggle to fund the equipment, travel, coaching and facility upgrades needed to play sport. Our mission is to help Australia's athletes, clubs and organisations turn around this funding shortfall and break down the barriers that stop participation. We believe in a future where everyone can play sport.

**2023**

**CHAMPIONSHIP MENS TEAM  
UNIFORM SPONSOR**

Championship Division Men's Team  
Uniform Sponsorship \$1,000.00 per set  
(includes both playing singlet and shorts,  
with sponsor logo displayed on both)



**2023**

**CHAMPIONSHIP WOMENS TEAM  
UNIFORM SPONSOR**

Championship Division Women's Team  
Uniform Sponsorship ..... \$1,000.00 per  
set (includes both playing singlet  
and shorts, with sponsor logo displayed on  
both)





# OUR SPONSORSHIP PACKAGES



HELP THE CLUB BY SPONSORING A TEAM WITH THE COST OF PARTICIPATING IN THE TOWNSVILLE BASKETBALL COMPETITION.

**2023**

## TEAM TRAINING SPONSOR

Help the club by sponsoring a team with the cost of participating in the Townsville Basketball Competition.

Your investment: \$400 PER SEASON OR \$800 PER YEAR.



**2023**

## TEAM TRAINING AIDS SPONSOR

Team Training Aids Sponsor. As a sponsor you will sponsor 2x basketballs per team, markers, coaches board, markers and training bibs.

Your Investment: \$350



# OUR SPONSORSHIP PACKAGES



## 2023

### REVERSIBLE TRAINING SINGLET TEAM SPONSOR

As a team sponsor of the reversible training singlet you will have the entire team outfitted into training singlets that the players will wear to each training session. Sponsors name and logo will clearly be displayed on these singlets.

Your Investment: \$500 Per Team



## 2023

### TEAM BAGS SPONSOR

Team Bag Sponsor with Logo prominently displayed on the game bag.

Your Investment \$500 Per Team





# OUR SPONSORSHIP PACKAGES



**2023**

## TEAM POLO SHIRT SPONSOR

as a team sponsor of the polo dress shirts your logo will be displayed in a location of your choice on these stylish polo shirts.

Sponsors name and logo will clearly be displayed on these shirts

Your Investment: \$500 Per Team



**2023**

## TEAM SHORTS SPONSOR

Team Game Shorts Sponsor. Purchase a set of shorts for a team with your logo prominently displayed on these shorts.

Your Investment \$500 Per team



# WHY CHOOSE US

## TEAM SINGLET SPONSORSHIP

TEAM PLAYING SINGLET SPONSORSHIP  
(PLAYING SINGLET (JERSEY), WITH SPONSOR LOGO DISPLAYED ON THE BACK)

YOUR INVESTMENT \$500 PER SET



**YOUR SPONSORSHIP IS BOUND TO MAKE AN IMPACT  
ON OUR CLUB AND YOUR COMMUNITY SUPPORT IN  
YOUR BUSINESS.**



### MEDIA ENGAGEMENT

Sponsorship can also help to create a sense of community around the media, as people are more likely to engage with something they feel connected to.



### NEWSLETTER ARTICLE

We offer you the space to provide advertising to our members via a space in our monthly newsletter.



### WEBSITE LINK

Sponsorship of a team will give you a link from our website directly to your website.



### WEBSITE SPONSORS PAGE

You will be featured on our sponsors page on our website with a space for your company bio and logo.



### EXCLUSIVE INVITE

You will be invited to our end of year celebrations with an exclusive invite for you to attend.



### MARKETING OPPORTUNITY

We will offer you the opportunity to display any banners or marketing collateral at any of our events to promote your business.

# 7 Reasons why you should sponsor Basketball in 2023

## 1. It builds brand awareness.

A brand can leverage marketing benefits from a sports team, athlete, or event. These sponsorship opportunities are highly visible, offering exposure to millions of consumers. Brands can drive marketing by getting the brand name, logo, and mission in fans when most engaged in sports.

## 2. It drives excitement around the brand, its products, and services.

Sports excites consumers. Pile onto the excitement by partnering with an athlete, team, or event to put the brand and mission in the heart of the exciting conversation.

## 3. It increases product or service sales.

Sport teams, stadiums, sports events, and athletes all directly drive sales. It can be accomplished as simply as giving the brand the benefit of having a stand in the stadium, a booth at an event, or using athletes to promote a campaigns.

## 4. Market an expansion to a new geography.

When expanding into a new geography, what better way to announce a brand's arrival and generate marketing buzz then through a partnership with a team, a local sports event, or a local athlete. Field marketing teams love the ability to use athletes on a local level.

## 5. Market a launch of a new product.

When launching a new product, brand's need to drive excitement and awareness through multiple marketing channels to get as much attention and sales as possible.

## 6. Drive more website views.

Getting backlinks from an athlete, team, or event websites back to your company website can help drive website traffic. Whether that's logo placement on the site, a link to an event on a social media feed, or sharing blog content on any of their digital domains.

## 7. Sell to a new, highly appealing target audience.

Athletes spend a lot of money on gadgets, services, fashion, and luxury goods. What better way to break into this elite community than getting exposure to a few of them using a sponsorship deal. Word of mouth marketing is huge among athletes -- whether through locker room chats on new products or athletes seeing what the other is wearing and using.



# **CONTACT FOR MORE**

## **Whirlwinds Basketball**

Murray Lyons Drive, Annandale

### **Email:**

**[whirlwindsbasketball@outlook.com](mailto:whirlwindsbasketball@outlook.com)**

**Call Megan on 0488 717 447**

### **Website**

**[www.whirlwindsbasketball.com.au](http://www.whirlwindsbasketball.com.au)**

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