



EASTERN MAVERICKS

DISTRICT BASKETBALL CLUB

STRATEGIC PARTNERSHIPS 2023

Eastern Mavericks (Mavs) joined the District Basketball competition in 1995. We are located in Mt Barker, in one of the fastest growing areas in South Australia. Our new home, at the St Francis de Sales Sports Centre, arguably the best basketball facility in the league with seating for over 650 spectators, has attracted significant growth in athlete numbers: The future looks bright for our club.

Our junior and youth program fields 35 teams in the Basketball SA Junior Metro and District competitions from under 10s to U23s. Our focus is on providing skill development and providing pathways for each player to reach their potential and beyond.

In 2021 our division 1 men's and women's teams competed in the National Basketball League One (NBL1) Central competition for the first time. This presents an unprecedented opportunity to obtain exposure for your business both locally and nationally.

Mavs players come from as far as 400km to play as the club of choice for country players to enter the District Basketball Competition.

We have a strong tradition of producing players that go on to play at the elite and national levels including:


Women: Cayla George, Siobhan O'Brien, Tess Madgen, Alex Wilson, Stephanie Talbot, Brooke Basham, Amanda Williams (now Mavs coach) and Samantha Lubcke.

Men: Jacob Holmes, Brad Hill, Ben Madgen, Brad Davis, Jack Madgen, Ky Matthews-Hampton

Our mission is to:


- Provide the opportunity for all our athletes to be the best they can be
- Ensure that we provide a supportive and inclusive environment that allows our juniors to develop into quality contributors to society
- Provide quality Coaching and Development programs supported by a dedicated Committee.

As a Not-for-Profit organisation, we rely on the fundraising efforts of our volunteers and the generous support of our sponsors to achieve these goals

 NBL1 (National) 36k followers
Mavs (Local) 1.2k followers



400 NBL1 game attendees
850+ Junior Weekly Game attendees

 NBL1 (National) 17k followers
Mavs (Local) 2.6k followers



400+ subscribers
E-newsletter

Our commitment to our members

By sponsoring Eastern Mavericks you are investing in a club with strong core values:

- Player development: we ensure players achieve core skills and game knowledge for their age group
- Coach development: we invest in coach development as the essential ingredient to player satisfaction and retention.
- Player wellbeing: we promote a positive, inclusive Club culture
- Basketball SA Women and Girls Strategy: we are committed to attracting and retaining women and girls to the great game of basketball across all roles: 36% of our teams are female and 64% of girls team coaches are women
- Community: we provide pathways for the community to stay connected through a family friendly club and our home games attract a wide range of lovers of basketball with present and past connections to the club

PACKAGE OPTIONS 2023

PLATINUM \$6000 (+ GST)

- >> Logo on your chosen NBL1 team's warm up tops and hoodies
- MULTI YEAR PARTNERSHIPS (OR SINGLE YEAR PARTNERSHIPS BY NEGOTIATION)**
- >> Season pass to all NBL1 home games x 6
- >> VIP supper for sponsors night - one event per NBL1 season
- >> Home game activations, marketing events/sponsor nights x 2
- >> Recognition throughout NBL1 games via Court Announcer.
- >> Logo and brand awareness via Eastern Mavericks website and social media.
- >> Opportunity for communication with members via Club E-News, including invitation to join sponsor mailing list
- >> Opportunity for member communications on product or service offers
- >> Electronic signage (2A) for all NBL1 home games
 - >> Signage 1A - Courtside A-Frame
 - >> VIP seating at each NBL1 home game

PLATINUM PLUS BY NEGOTIATION

ONLY AVAILBLE IF PLATINUM SPONSORSHIP IS PURCHASED

- ***EXCLUSIVE** Team Naming writes for EITHER Men or Women NBL1 Team
- *Women or Men teams to be known as the "your company & logo" Mavericks (Playing uniform)
- *Brand awareness, nationally, live game streams
- *Brand awareness, nationally, via NBL1 website
- ***NEW** Branding on Men's and Women's game highlights videos for each game for the season (Example available)

GOLD \$2500 (+ GST)

- >> Recognition throughout NBL1 games via Court Announcer.
- >> Season pass to all NBL1 home games including reserved seating x 4
- >> Signage 1A - Courtside A-Frame
- >> Opportunity for member communications on product or service offers
- >> Electronic signage (2A) for all NBL1 home games
 - >> Logo and brand awareness via Eastern Mavericks website and social media.
 - >> VIP supper for sponsors night - one event per NBL1 season

SILVER \$1500 (+ GST)

- >> Season pass to all NBL1 home games x 2
- >> Opportunity for member communications on product or service offers
- >> Electronic signage (2A) for all NBL1 home games
- >> Logo and brand awareness via Eastern Mavericks website and social media.
- >> Recognition throughout NBL1 games via Court Announcer.
- >> VIP supper for sponsors night - one event per NBL1 season

BRONZE PLAYER SPONSOR \$500 (+ GST)

- >> Electronic signage (2A) for all NBL1 home games
- >> Recognition throughout NBL1 games via Court Announcer.
- >> Logo and brand awareness via Eastern Mavericks website and social media.
- >> VIP supper for sponsors night - one event per NBL1 season
- >> Season pass to all NBL1 home games x 2

ALUMNI \$1000 (+ GST)

- >> VIP seating at each NBL1 home game
- >> Season pass to all NBL1 home games x 2
- >> Club Hoodie - New Season Design 2023 x 2
- >> VIP supper for sponsors night - one event per NBL1 season
- >> Recognition throughout NBL1 games via Court Announcer.

JUNIOR GAMEDAY \$1500 (+ GST)

- >> **NEW** Signage 1B | Courtside A-Frame (*Junior Games Only - approx.. 54 events per 2023 calendar year - Friday nights and Saturday mornings)
- >> Logo and brand awareness via Eastern Mavericks website and social media.
- >> Opportunity for member communications on product or service offers
- >> Signage 2B | Electronic signage for junior home games during the season
- >> Season pass to all NBL1 home games x 2

Scan for the FULL Strategic Partnership booklet

