**About us**

**Strategic Partnerships 2023**

**Eastern Mavericks District Basketball Club**

Eastern Mavericks (Mavs) joined the District Basketball competition in 1995. We are located in Mt Barker, in one of the fastest growing area 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 program fields 33 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 compete 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

We look forward to continuing to develop our Club in partnership with our players, members and importantly, our sponsors.

**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 profit organisation, we rely on the fundraising efforts of our volunteers and the generous support of our sponsors to achieve these goals

**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: 42% of our teams are female and 50% 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

**Benefits of investing in the Eastern Mavericks** **program**

**Brand exposure**

Eastern Mavericks will provide businesses and organisations with the opportunity to reach new markets, present products and information to our members and social media followers and increased brand awareness.

National In 2021 Eastern Mavericks senior men’s and women’s teams joined the NBL1 league with extensive reach on social media. Livestreaming of games and professional commentary, offers national exposure for your brand.

Regional Our NBL1 home games attract visitors from Greater Adelaide and regional South Australia, with spectators expected to reach 400 each round. Our members, and Facebook and Instagram subscribers come from across South Australia including: metropolitan Adelaide, Adelaide Hills, Fleurieu Peninsula, Riverland, Limestone Coast, Mid North.

Local Based in Mount Barker our members and their families spend considerable leisure time in Mount Barker during their children’s trainings twice per week and before and after games. Many chose to shop in Mount Barker for household needs and gift lines and regularly dine at local restaurants, cafes and eateries.

**Design quality**

With our own inhouse graphic designer, we consistently produce quality communications and artwork to promote the game, our teams and our sponsors. We go to great lengths to uphold the integrity of our brand and that of our sponsors.

**NBL1 League (National reach)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 36k followers | Crowd Icons - Download Free Vector Icons | Noun Project | 400Game day attendees |
|  | 17k followers |  |  |

**Eastern Mavericks (Local/ Regional reach)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 1186 followers | Crowd Icons - Download Free Vector Icons | Noun Project | 850+Junior home game attendees each week  |
|  | 2534 followers |  | 400+ subscribers E-newsletter |

**NBL1 2022 Season Market Research**

|  |  |  |
| --- | --- | --- |
|  | NBL1 (Central) | Mavericks |
| Game Minutes Viewed | 6,414,927 | 469,722 |
| Total Streaming Sessions | 362,730 | 25,513 |
| Facebook Engagements/month | 50,500 | 8,500 |

**2023 Opportunities**

* Increased activity on social media with dedicated content creators
* Highlight reel packages – will be distributed to members and followers after each game with the opportunity to imbed sponsored content
* Strong import and local players will increase the viewership for games and highlights
* Additional stadium signage options allow for greater exposure

| er eve | PlatinumPlus(only available if Platinum Sponsorship is purchased) | Platinum | Gold | Silver | Player/ Bronze | Junior Gameday | Club Alumni |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Naming rights** |  |  |  |  |  |  |  |
| Team Naming writes for NBL1 Central | Women and/or Men teams and be known as the “your company & logo” Mavericks (Playing uniform) | ✓ (exclusive) |  |  |  |  |  |  |
| NEW Branding on Men’s and Women’s game highlights videos for each game for the season (min. 36 p.a.) | ✓ |  |  |  |  |  |  |
| Brand awareness, nationally, via NBL1 website  | ✓ |  |  |  |  |  |  |
| Brand awareness, nationally, live game streams | ✓ |  |  |  |  |  |  |
| Logo on your chosen NBL1 team’s warm up tops and hoodies MULTI YEAR PARTNERSHIPS OR SINGLE YEAR PARTNERSHIPS BY NEGOTIATION |  | ✓ |  |  |  |  |  |
| **General** |  |  |  |  |  |  |  |
| Season pass to all NBL1 home games including reserved seating  |  | 6 | 4 | 2 | 2 | 2 | 2 |
| VIP seating at each NBL1 home game |  | ✓ |  |  |  |  | ✓ |
| VIP supper for sponsors night - one per NBL1 season |  | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Signage 1A | Courtside A-Frame ( min. 9 events per NBL1 season) |  | ✓ | ✓ |  |  |  |  |
| Signage 1B | Courtside A-Frame (\*Junior Games Only – approx.. 54 events per 2023 calendar year – Friday nights and Saturday mornings) NEW  |  |  |  |  |  | ✓ |  |
| Signage 2A | Electronic signage for NBL1 home games during the season  |  | ✓ | ✓ | ✓ | ✓ |  |  |
| Signage 2B | Electronic signage for junior home games during the season |  |  |  |  |  | ✓ |  |
| Recognition throughout NBL1 games via Court Announcer. |  | ✓ | ✓ | ✓ | ✓ |  | ✓ |
| Home game activations, marketing events/sponsor nights | Exhibition space |  | 2 |  |  |  |  |  |
| Brochures at registration desk / on seats in stands |  | ✓ |  |  |  |  |  |
| 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  |  | ✓ | ✓ | ✓ |  | ✓ |  |
| Logo and brand awareness via Eastern Mavericks website and social media. |  | ✓ | ✓ | ✓ | ✓ | ✓ |  |
| Club Hoodie – New Season Design 2023 |  |  |  |  |  |  | 2 |
| **Package Cost (excl GST)** | **Negotiable** | **$6000** | **$2500** | **$1500** | **$500** | **$1500\*** | **$1000** |

\*$1800 if not done by cut-off date

**Sponsorship Packages**

**Terms and conditions**

* This sponsorship prospectus is subject to change at any time
* Expressions of interest for Platinum sponsors must be approved by the Eastern Mavericks steering committee.
* All prices are quoted in Australian Dollars and exclusive of GST.
* Additional training/event tickets can be purchased at the rates advertised on the Eastern Mavericks website.
* Sponsors are responsible for shipment (before and after event) of their company marketing material, e.g. pull-up banners, brochures.
* Eastern Mavericks, at its sole discretion, may choose to upgrade some components of a sponsor’s package.

**Eastern Mavericks District Basketball Club Inc.**

**SPONSORSHIP ACCEPTANCE FORM – 2023**

|  |
| --- |
| **COMPANY/NAME SPONSOR:** |
| **ADDRESS:** |
| **EMAIL:** |
| **MOBILE PHONE:**  |
| **AUTHORISED CONTACT PERSON:** |
| **AUHTORISED OFFICER SIGNATURE:** |
| **WEBSITE:** |
| **SOCIAL MEDIA HANDLES:** |
| **SPONSORSHIP PACKAGES (tick option):** |
| **Club Platinum Sponsor** | **$6,000** | **🞏** |
| **Platinum Plus** | **By Negotiation1** | **🞏** |
| **Club Gold Sponsor** | **$2,500** | **🞏** |
| **Club Silver Sponsor** | **$1,500** | **🞏** |
| **NBL1 Player/ Bronze Sponsor** | **$500** | **🞏** |
| ***Name of NBL1 Player Sponsored (if applicable)*** |  |  |
| **Junior Gameday** | **$1,500\*** | **🞏** |
| **Club Alumni** \*$1800 if not done by cut-off date | **$1,000** | **🞏** |

Note 1: Name rights value per NBL1 team | men or women or Junior Squad

Note 2: All prices are exclusive of GST

**Please supply:**

* a high-resolution logo in jpeg ad vector file (pdf) if possible.
* Links to all relevant Social media profiles and websites

**For any more information please contact our Sponsorship Committee representatives:**

Bryn Jones: M | 0412 577 406

**Please return the form to:**

|  |  |
| --- | --- |
| Sponsorship: Bryn JonesM| 0412 577 406E | admin@easternmavericks.com.au  | President: Mellissa BradleyM |0431 828 980 E | president@easternmavericks.com.au |

We thank you for choosing to Sponsor Eastern Mavericks District Basketball Club and look forward to a successful partnership in 2023.