

# **PACKAGES**

## **SPONSORSHIP**



**BASKETBALL  
ACT**

**20  
24**

# ***THE BALL IN OUR COURT***



## **Foundations**

Since the beginning, Basketball ACT has continued to grow and take opportunities as they arise. This has resulted in a strong club structure, competitive representative programs and quality products that service the community.



## **Participation**

Basketball ACT engages with over 10,000 unique participants annually through its domestic competitions and development programs.



## **Infrastructure**

Basketball ACT also owns and operates its own multi court facility in Belconnen and is currently working with the ACT Government to expand basketball facilities in the region to enable the sport to grow.



## **What's Next?**

In 2024, organised basketball in the ACT will celebrate 75 years of service. Basketball ACT's strategic plan is to build, support and invest in enhancing the health of basketball in the Canberra community.

# ENGAGEMENT



**3,704 FOLLOWERS** **20%**  **FROM 2022**



**8,000 FOLLOWERS** **32%**  **FROM 2022**



**1,240,968 INTERACTIONS** **276%**  **FROM 2022**



2022

**20,989 SESSIONS**

**172%**  **FROM 2022**

2023

**57,089 SESSIONS**

0 10,000 20,000 30,000 40,000 50,000 60,000



**2ND**

**MOST VIEWED NBL1 EAST  
FRANCHISE**

# ***OPPORTUNITIES***

Basketball ACT offers a range of Sponsorship Packages that allow you and your business to maximise your brand exposure, while supporting Basketball ACT programs, teams and facilities.

Basketball ACT is committed to working with potential sponsors to develop the right sponsorship opportunity, and can tailor packages to meet your budget needs and demographic.

## ***NBL1 EAST & WARATAH LEAGUE PACKAGES***

Basketball ACT's top level athletes competing in front of thousands of viewers each week. Player, team and court-side sponsorship packages are all available.

## ***BASKETBALL ACT ASSOCIATION PACKAGES***

The home of basketball in the ACT. Opportunities to promote your brand through our junior and senior premier competitions and programs.

## ***PARTNERSHIPS***

Companies willing to offer products and services to assist in player and fan engagement

## ***ADVERTISING***

Business' looking to promote their brand. We offer both internal and external packages

# PACKAGES

## NBL1 & WARATAH LEAGUE

### NAMING RIGHTS

#### GUNNERS / NATIONALS

- Primary Uniform Sponsor
- Sponsor signage around the main court



### NEGOTIABLE

### HOME GAME SPONSOR

#### GRANDSTAND

- Grandstand signage behind benches and scoretable
- 1 match day activation/activity



**\$10,000**

#### COURT SIDE

- Court-side signage across from the broadcast camera
- Direct marketing opportunities



**\$5,000**

#### GAME DAY

- Match day activation/activity
- Direct marketing opportunities



**\$2,500**

### PLAYER SPONSOR

#### TIER 1

- Partner Board Sign on Court 1 - 12 months
- 4x GA Tickets to a home game of sponsors choosing



**\$3,500**

#### TIER 2

- Company logo on BACT website
- Direct marketing opportunities



**\$1,500**

### AWAY GAME SPONSOR

#### AWAY

- 4x GA Tickets to a home game of sponsors choosing
- 1 home match day activation/activity



**\$5,000**

\*Full sweet of package benefits available upon request or by negotiation

# PACKAGES

## ASSOCIATION

### NAMING RIGHTS

#### JUNIOR WINTER

- ☞ Direct marketing opportunities with our constantly growing junior base
- ☞ Courtside sponsor signage



**\$15,000**

#### PREMIER LEAGUE

- ☞ Stadium signage and naming rights
- ☞ Direct marketing opportunities



**\$10,000**

#### SENIOR SOCIAL

- ☞ Direct marketing opportunities
- ☞ Partner board signage



**\$7,500**

#### SUMMER SLAM

- ☞ Company Pull-Up Banners displayed in foyer each weekend of competition
- ☞ Direct marketing opportunities



**\$7,500**

#### RON HARVEY CUP & CANBERRA CLASSIC

- ☞ Courtside signage during the events
- ☞ Complimentary entry into Ron Harvey Cup



**\$2,500**

\*Full sweet of package benefits available upon request or by negotiation





# PACKAGES

## ADVERTISING

### STADIUM SIGNAGE

#### STADIUM SIGN

- Located externally facing Coulter Drive
- Dimensions: 3000mm (w) x 1500mm (h) - 6 available spaces
- Duration: 12 months (multi-year available)



**\$10,000**

#### FENCE SIGN

- Fence banner facing Coulter Drive and 3x3 courts
- Dimensions: 2600mm (w) x 820mm (h) - 6 available spaces
- Duration: 12 months (multi-year available)



**\$5,000**

#### MAIN SCOREBOARD

- Located on Courts 1
- Corflute Sign above scoreboard
- Duration: 12 months (multi-year available)



**\$5,000**

#### STADIUM BOARD

- Located on Courts 2, 3 & 4
- Dimensions: 2400mm (w) x 1200mm (h)
- Duration: 12 months (multi-year available)



**\$3,000**

#### VIEWING DECK

- Located on Court 3
- Dimensions: 2600mm (w) x 820mm (h) - 2 available spaces
- Duration: 12 months (multi-year available)



**\$3,000**

#### PARTNER BOARD

- Located on Court 1 & 2
- Dimensions: 1000mm (w) x 710mm (h)
- Duration: 12 months (multi-year available)



**\$500**



# LET'S TEAM UP

We would love to create a partnership that ensures the growth of both our brands. For further information about any of Basketball ACT's sponsorship packages please contact:

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**BASKETBALL  
ACT**





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