



The Willetton Basketball Association



SPONSORSHIP PROPOSAL 2008



INTRODUCTION

Allow us to introduce an extraordinary exposure and promotional opportunity for your business in one of Perth's strongest demographic regions – a large part of Perth's southern suburbs.

Suburbs serviced by the Willetton basketball stadium have –

- Strong consumer spending habits
- A large proportion of youthful families
- Many residents who are prominent in middle and senior management in Perth's corporate, commercial and industrial sectors.

With basketball experiencing a tremendous resurgence of interest, can you afford not to consider this opportunity to be involved with one of WA's most successful basketball organisations and its captive patrons?

While the emphasis is around our senior men's and women's involvement in the State Basketball League (SBL) during winter, our sponsorship package is designed to deliver stronger and broader exposure throughout the year, during the junior and senior competitions as well.

We recognise that unless we achieve benefits for our sponsors as well as for our stadium, sponsorships will not develop into long-term relationships. This is a cornerstone of our sponsorship policy, along with our philosophy of having exclusive company rights (unless agreed otherwise by incumbent sponsors) above a certain level of sponsorship.

Please read on to learn more about our organisation and discover how we would jointly benefit from your participation in our stadium's sponsorship programme.





ASSOCIATION PROFILE

HISTORY

The Willetton Basketball Association (“WBA”) is one of the most successful and professionally operated basketball associations in Western Australia and is the envy of many other centres throughout the State. The association is centred at the Willetton Basketball Stadium, Burrendah Boulevard, Willetton (immediately opposite Southlands Shopping Centre).

The Willetton Basketball Association has been in existence for over 26 years, having developed from its humble beginnings in the early 1970’s at the Bill Cole Centre in Riverton when it was known as the Basketball Division of the Willetton Sports Club. The Association has grown substantially over the last 26 years to become an integral and influential organisation within the local community.

For many, the pinnacle of the Willetton Basketball Association is the State Basketball League (SBL) Men’s and Women’s teams. The Willetton Tigers, as they are proudly known, came into existence in 1987 when the then Tangney Tigers SBL Club merged with the Willetton Basketball Association. The major purpose of this merger was to form a basketball association that encompassed all levels of basketball, from the junior basketballers stepping onto a basketball court for the very first time through to the elite levels of the SBL.

The Association is responsible for the running of all activities conducted within the Willetton Basketball Stadium. These activities include -

- various levels of basketball (i.e. juniors, representative, SBL and seniors, men’s and women’s)
- ladies netball,
- badminton, and
- school sports education.

The Willetton Basketball Association has overseen and featured the talents of an array of basketball stars such as:

- Tully Bevilaqua – Current WNBA and Australian Opals star
- Stephen Black - Star of the Cairns Taipans and Boomers squad member
- Alan Black – Distinguished NBL coach and former mens Olympic assistant coach
- Cam Tovey – Current NBL player with the Sydney Kings
- Melissa Marsh – Current WNBL player with the Perth Lynx
- Sue Williams - Current WNBL player with the Perth Lynx
- Rebecca Duke – Current WNBL player with the Adelaide Lightning
- Trevor Torrance – Former NBL Wildcats player
- Steve Davis – Former Wildcats Player



MARKETING PROFILE

Through its Junior, Senior and Representative (SBL and WABL) competitions Willetton Basketball Association has over two and half thousand registered players and many more spectators who pass through the stadium each and every week of the year. Add to this the casual and daytime users of the stadium and the weekly total exceeds four and a half thousand people utilising through the stadium.

This figure does not include visitors to the annual Willetton Carnival held over 2 weekends every November. It is estimated that more than three thousand people attend this carnival from the greater metropolitan area.

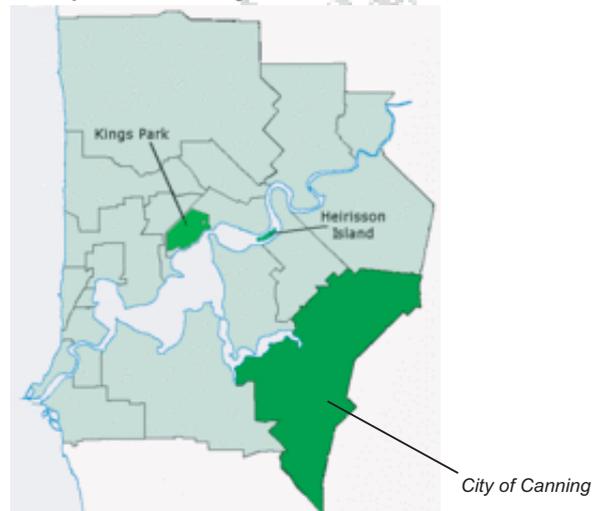
The Association has an enviable reputation in Australian basketball for its junior basketball development program. The frequent successes in state and national titles throughout the club's history are testimony to the strength of our junior development program and therefore provides the Association and its sponsors with far wider exposure than many other sporting associations.

The vision now being pursued by the Association encourages success through to the most senior levels of the club. This policy now extends beyond the core emphasis on junior players, embracing both coaching and refereeing programs. The objective is to provide our catchment area of players with a clear and well-organised direction for junior development of this popular sport, right through to its highest levels.

Due to the wide range of sporting competitions and specific age levels, companies that choose to support us are able to target very specific sectors of the community, be it young families with small children, or older social basketball players.

Being such a large club in a fast growing area of Perth, we have a very large suburban catchment area of numerous high growth suburbs, particularly within the City Of Canning district .

Applecross	Ardross	Armada	Atwell
Bateman	Bibra Lake	Booragoon	Bullcreek
Canning Vale	Forrestdale	Gosnells	Huntingdale
Jandakot	Kardinya	Leeming	Lynwood
Langford	Melville	Murdoch	Parkwood
Riverton	Willetton	Thornlie	



The State Basketball League and the Willetton Tigers feature regularly in the media. Our Association's media officer has in recent years developed a good working relationship with the local community newspapers thus gaining valuable print media exposure for our Association. As a result of the Willetton's high profile throughout WA in the State Basketball League, a tremendous opportunity exists for sponsors to gain state wide geographical exposure and marketing opportunities.



SPONSORSHIP

You may be asking yourself how you may best take advantage of aligning your business with the Willetton Basketball Association.

In today's society, with the benefits of physical activity being widely promoted and known to all in the public, the general community looks favourably upon those businesses which support local team sports and sporting organisations. With the thousands of players and associated family and friends that pass through our stadium each week, the opportunity to gain a broad exposure for your business is too good to miss out on. By sponsoring us at any of the available levels, you gain the opportunity to harness the broader buying power and exposure of the Willetton Basketball Association's extended community.



The Willetton Basketball Association offers the following 4 sponsorship packages for 2008, but potential sponsors are not limited in any way to these options. If you are interested in supporting the club in any way at all, we can customise a package to suit YOUR needs. Tell us what YOU require to achieve maximum benefits from a successful relationship with us.

The four basic packages are as follows –

1. Naming Rights Sponsorship
2. Gold Sponsorship
3. Corporate Sponsorship
4. Associate Sponsorship





1. Naming Rights Sponsorship

Naming rights sponsors have a fantastic opportunity to align their brand or business to the positive community image of the Willetton Basketball Association. Sponsors receive a wealth of benefits for their sponsorship dollar, including:

- Extensive signage within the stadium and specifically on court one, our show court.
(cost of signage to sponsors account)
- Year wide promotion through various mediums including SBL game night announcements, printed promotion on all SBL correspondence and home game programmes, online promotion on a newly refurbished and high traffic website, and the opportunity to distribute promotional material through the various areas of our association.
- A catered 6 seater sponsor's box, including 6 season tickets for all SBL home games.
- Sponsor's name and logo on relevant playing uniforms.
- News item with photographs in the local newspaper announcing sponsorship, and numerous future exposure possibilities throughout the SBL season.
- Two opportunities throughout the SBL season to feature their products or services within the stadium on an agreed basis with the stadium management.

2. Gold Sponsorship

Costing less than Naming Rights Sponsorship, our Gold level Sponsors enjoy many similar benefits, providing excellent value for money. These benefits include:

- Prominent signage on court 1, and throughout the rest of the stadium.
- Promotions via SBL game night announcements, print, online and other options.
- A catered 4 seater sponsors box, including 4 season tickets for all SBL home games.
- Two opportunities throughout the SBL season to feature their products or services within the stadium on an agreed basis with the stadium management.

3. Corporate Sponsorship

With a much lower price, the Corporate Sponsorship option is perfect for smaller businesses that still wish to take advantage of the Willetton Basketball Association. The Corporate Sponsorship benefits include:

- Some court 1 and sponsors box signage in conjunction with the entry foyers "Sponsors Board."
- Promotions via SBL game night announcements, print, online and other options.
- A catered 4 seater sponsors box, including 4 season tickets for all SBL Home matches.
- An opportunity during one home game to feature their products or services within the stadium on an agreed basis and timing with the stadium management.

4. Associate Sponsorship

At just over \$1000 the Associate Sponsor receives fantastic value for money, with benefits including

- Advertising on court 1 and the sponsors board.
- Promotions via courtside announcement during one home game, as well as print and online promotion
- Two season tickets to all home games.
- Access to a 4 seater hospitality box for at least one home game during the SBL season
(more if possible).

Which of the above packages appeals most to your business?



STADIUM ADVERTISING

While not as interactive an option as our sponsorship packages, we have a myriad of advertising options available for businesses still wishing to reach a vast sector of the local community. With such a vibrant and large stadium, there is much space for your brand to stand up and be noticed within the community, at fair and competitive rates which provide great exposure for your advertising dollar.

Advertising costs are as follows –

Courts	Sign size	Rate (excluding GST)
1 (space permitting)	1.2m x 1.2m	\$500 for 1 year \$900 for 2 years \$1,200 for 3 years
1 (space permitting)	2.4m x 1.2m	\$900 for 1 year \$1,700 for 2 years \$2,400 for 3 years
2-4	1.2m x 1.2m	\$350 for 1 year \$650 for 2 years \$900 for 3 years
2-4	2.4m x 1.2m	\$650 for 1 year \$1,200 for 2 years \$1,650 for 3 years

Conditions:

1. Prices do not include GST.
2. Cost of signage and fixing to wall to advertiser's account.
3. Space on court 1 is subject to availability.
4. There is a 25% loading on premium space – e.g. adjacent to clocks and scoreboards.
5. Premium space is also subject to availability.
6. It is the advertiser's responsibility to maintain the accuracy of information on signs displayed in the stadium.

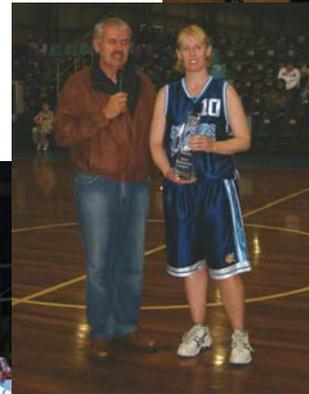


CONTACT:

If you would like to discuss your business's sponsorship or advertising options, please do not hesitate to contact the stadium, or drop us an email at your leisure.

We look forward to hearing from you!

The Willetton Basketball Association:
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