



Mitcham Basketball Club Inc
admin@mitchamthunder.com
0490 478 153
Est. July, 2016

Dear Mitcham Business Owner

Thanks for taking the time to read this proposal.

After more than 150 years, The suburb of Mitcham finally has it's own basketball club. It's a not for profit Association with one sole purpose in mind. To get more kids off their iPods and involved in sport.

The committee behind the club all have extensive experience in basketball club administration, all have children currently playing in other clubs, but all thought it odd that suburb the size of Mitcham doesn't have a team to call it's own.

So one month ago we started the Mitcham Basketball club from scratch. We have no money and no assets. So we are looking to get community support to help get this club up and running. Firstly let us declare that we draw no salaries from the club. All money that goes to the club gets spent on venue hire, uniforms, equipment, and the kids. All positions are voluntary.

We plan to build up membership by keeping costs down for the parents. No one wants to spend a fortune to enrol a child into something they might loathe. That is why we have dropped in these proposals for you to consider.

WHAT ARE THE COSTS WE FACE?

For every training session, game, and beginners program we have to hire courts, at a cost of \$40 per hour or more. We need equipment for programs.

We have to pay fees to the Associations who host the games we will play against other teams.

WHAT DO PARENTS PAY AT NEIGHBOURING CLUBS?

Beginners programs \$75 per school term

Player Registration fees for games \$100 - \$120 per season

Uniform \$95 - \$120

WHAT ARE THE COSTS MITCHAM THUNDER HOPES TO IMPLEMENT?

Beginners programs FREE OF CHARGE

Player Registration fees for games \$85 per season)

Uniform FREE OF CHARGE

WHY SHOULD ANY INDIVIDUAL OR SMALL BUSINESS OWNER CONSIDER SUPPORTING THIS CLUB?

We believe that Mitcham is a great place to live and we believe the community will embrace having it's own basketball club. We believe a lot of goodwill is spread by knowing that a business supports something that is good for the community.

Without community support, this club will fail before it gets started. It will be in our best interests to ensure that our members know that their children are playing basketball for Mitcham thanks to YOUR SUPPORT.

With all this in mind please read the following proposals to see if these interest you. Thanks for taking time to consider our proposal. We look forward to your reply.

Cheers

Cristina Lloyd-Owens
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Jody Walker
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Mel Sweeny
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BRONZE PACKAGE – TOTAL COST TO YOU - \$50

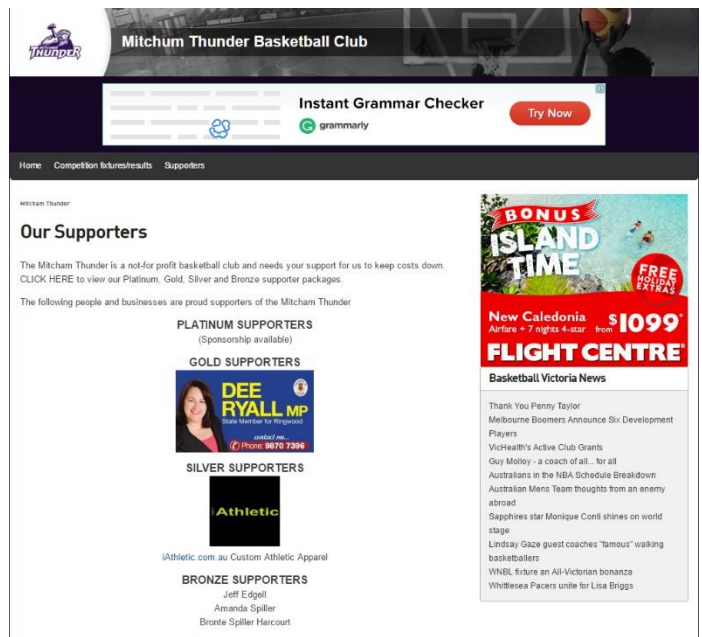
WHAT YOU GET FOR \$50

- 1) A laminated colour A3 or A4 (your choice) certificate of thanks, acknowledging your support for our club. As shown below
- 2) Your name in the Bronze supporters section of our website.

Laminated Certificate



Website Screenshot





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SILVER PACKAGE – TOTAL COST TO YOU - \$100.

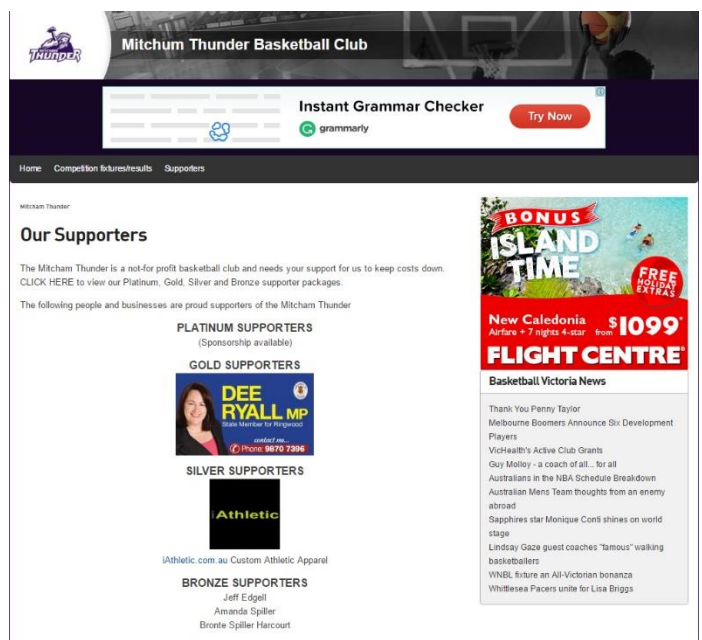
WHAT YOU GET FOR \$100

- 1) A laminated colour A3 or A4 (your choice) certificate of thanks, acknowledging your support for our club. As shown below
- 2) Your business logo in the Silver supporters section of our website
- 3) A link from our site to your business website under the aforementioned business logo.

Laminated Certificate



Website Screenshot





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GOLD PACKAGE – TOTAL COST TO YOU - \$500.

Expressions of interest have come in already and it looks at this stage like the Mitcham Thunder will have at least four teams on court in competitions in the upcoming Summer 2016-2017 season which covers school terms four and one.

There is a catch though. The members of the four teams who have expressed interest are already members of other clubs. If they stay with their clubs, they have uniforms.

If they come to our club they will have to purchase uniforms. So the added expense is a good reason to stay with their current clubs.

If we were able to offer them free uniforms, they would come across and our club would be on its way.

Each team has an average of 8 players. Rarely are there less than seven, rarely are there more than nine.

Purchasing uniforms (singlet and shorts) comes at a cost of \$65 per uniform.

This is a total per team cost of \$500. A cost which we, as a brand new club with no money, cannot afford.

WHAT YOU GET FOR \$500

If your business is willing to fund the cost of those uniforms we would offer the following for the Summer Season (School Term 4, 2016 and Term 1, 2017)

- 1) Logo placement on the uniform for a team as shown on the page opposite.
note: The logo on uniforms will remain with the player for future seasons until such time that the uniform requires replacing (Uniforms will generally last from 3-4 years)
- 2) Your own full page located via the sponsors tab on our www.mitchamthunder.com website containing a message from your business confirming your support and any other information / deals / offers you wish to promote to our members.
- 3) Presence on our facebook page
- 4) Laminated A3 and/or A4 posters thanking you for your support for the Basketball club which you can display in your place of business to show your support.
- 5) Laminated A3 and/or A4 posters of the team, in their uniforms bearing your logo which you can display in your place of business to show your support.



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PLATINUM PACKAGE – TOTAL COST TO YOU - \$1400.

We are negotiating court hire with several venues in and around the Mitcham area for the use of their facilities as a training venue and as a venue to run our beginners program on Friday afternoons.

Beginners programs are run term by term and involve the following weekly costs.

Court Hire - \$40 per hour

Junior Coaches - \$15 each per hour (2 coaches required)

To cover these costs usually fees are charged for parents to enrol their children.

Our intention is to seek sponsorship for the program enabling us to offer it as a free program.

With a no cost program, large numbers of children are likely to participate. – In our experience parents are delighted with a no-cost way of getting their children off electronic gadgets and doing a physical activity.

We would be asking you to commit to sponsor the program for a minimum of both Term 4, 2016 and Term 1, 2017.

Term 4, 2016 begins on Mon 3rd Oct and finishes on Tue 20 Dec. – 11 Weeks

Term 1, 2017 begins on Tue 31st Jan and finishes on Fri 31st Mar – 9 Weeks

This is a total cost of \$1400.

WHAT YOU GET FOR \$1400

If your business is willing to fund this program you will get

- 1) A 1700 x 590 pull up banner displayed at beginners programs as shown on the page opposite.
- 2) Prominent advertising on the front page of our www.mitchamthunder.com website
- 3) Your own full page located via the sponsors tab on our www.mitchamthunder.com website containing a message from your business confirming your support and any other information / deals / offers you wish to promote to our members.
- 4) Presence on our facebook page
- 5) Laminated A3 and/or A4 posters thanking you for your support for the Basketball club which you can display in your place of business to show your support.
- 6) Laminated A3 and/or A4 posters of the team, in their uniforms bearing your logo which you can display in your place of business to show your support.



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YOUR BASKETBALL CLUB



**WOULD NOT HAVE BEEN POSSIBLE
WITHOUT THE PROUD SUPPORT OF**

**YOUR
LOGO**

Saturdays Weeknights



www.mitchamthunder.com

More info? Call us.

Jody Walker - 0490 478 153

jwalker@mitchamthunder.com