

*Introduction to*

# BRISBANE BASKETBALL



**BRISBANE'S NUMBER ONE  
GRASS ROOTS SPORT  
ASSOCIATION**





## MISSION

To promote a lifelong passion for the game.

## VISION

An organisation focused on the growth of our sport, players, officials, volunteers and the basketball community.

## GAME PLAN

- Develop the game in every way - grass roots to the elite
- Grow participation - players, officials, spectators and volunteers
- Promote the sport to create lifelong fans
- Boldly pursue facility funding to address shortfalls in participation access



# BRISBANE BASKETBALL INC.

## VALUE PROPOSITION



**13**

CLUBS

**364**

TEAMS

**3950**

PLAYERS



**MENS & WOMENS TEAMS**

**290 HOURS**

OF BASKETBALL PLAYED PER WEEK

**234,000**

VISITORS ANNUALLY AT  
AUCHENFLOWER STADIUM

CATERS FOR

**40%**

OF ALL BRISBANE'S  
REGISTERED PLAYERS

**9%**

OF ALL QUEENSLAND  
REGISTERED PLAYERS

**197**

STAFF/OFFICIALS

**\$4.92M**

ECONOMIC IMPACT

**OVER 1/3**

OF REGISTERED  
PLAYERS RESIDE  
WITHIN INNER CITY  
BRISBANE

**INNER CITY BRISBANE COMMUNITY  
MAINTAINS HIGHER THAN AVERAGE**

**MEDIAN INCOME** AND HIGHEST  
FORECAST 5 YEAR POPULATION  
GROWTH OF 54,000.



# TRIPLE DOUBLE CLUB

## Business Directory

Terms of Agreement: 12 months

Investment: \$250

### What's included...

- Exclusive marketing access to more than 4,000 members (direct and online)
- Business directory listing displayed on our website
- Opportunity to host corporate basketball activities and events
- Ability to be promoted via our social media channels and EDM's
- Special deals and offerings during the NBL1 season

Upgrade \$200 and  
get stadium signage



#WeAreBrisbane





# JUNIOR CLUB (BBJBC)

Brisbane Basketball is host to almost 100 junior games each weekend. Our competitions feature club teams and private schools within our local catchment and caters for players aged 7 to 18 years of age. We have competitions all year round.

Terms of Agreement: Two seasons

Investment: \$7,500

## What's included...

- Naming rights sponsorship of all BBJBC competitions (Winter and Summer)
- Covers a Junior Club teams nomination fees and weekly court fees for a full year
- Sponsored 'Player of the Week' post highlighting youth players in our community
- Direct marketing to all participants and families to promote deals and offerings
- Special deals and offerings during the NBL1 season

#WeAreBrisbane

\*Flexible with terms of sponsorship payment



9

COMMUNITY CLUBS

11

LOCAL SCHOOLS

1600+

PLAYERS

196

TEAMS

6

VENUES



# SENIOR SOCIAL

Brisbane Basketball offer 25 different competitions for more than 2,000 players weekly including social, women's and veterans competitions. Our members range from university students to retirees and includes professionals with careers in real estate, law, finance, construction and many more industries.

Terms of Agreement: Two seasons

Investment: \$7,500

## What's included...

- Naming rights sponsorship of all Senior competitions (Winter and Summer)
- Covers a Senior teams nomination fees and weekly court fees for a full year
- Direct marketing to all participants and families to promote deals and offerings
- Special deals and offerings during the NBL1 season

\*Flexible with terms of sponsorship payment



2000+

PLAYERS

217

TEAMS

25

COMPETITIONS

#WeAreBrisbane



# GREATER BRISBANE LEAGUE (GBL)



The GBL competition is Brisbane's premier competitive competition and has featured talent which has gone on to NBA, NBL and NBL1. Our GBL Gold competition is host to 40 teams and also features a U23's and Silver competition.

Terms of Agreement: Two seasons

Investment: \$2,000

What's included...

- Naming rights sponsorship of all GBL competitions (Gold, Silver and U23)
- Covers a Senior teams nomination fees and weekly court fees for a full year
- Direct marketing to all participants and families to promote deals and offerings
- Sponsored 'Player of the Week' post highlighting player performances
- Glory League 'Game of the Week' livestream weekly via Facebook

Check out our GBL Finals Live Stream!



#WeAreBrisbane

# MINI HOOPS

## Junior Program

Brisbane Basketball's Mini Hoops program is the largest junior basketball program in Queensland with over 3,000 participants annually. Mini Hoops is designed as an introduction to the game with a **Learners** and **Legends** program.

Terms of Agreement: 12 months

Investment: \$2,500

### What's included...

- Naming rights sponsorship of all Mini Hoops programs
- Promotion featured with participant pack (ball, singlet and bag)
- Sponsored '**Mini Hoopers' Award** post each term
- Direct marketing to all participants and families to promote deals and offerings
- Special deals and offerings during the NBL1 season



500+

PARTICIPANTS PER TERM

17

PROGRAMS

13

COACHES

4

VENUES



#WeAreBrisbane





# NBL1 NORTH

## Team Sponsorship



Promote your brand across Queensland with the Brisbane Capitals NBL1 Team. Get access to our loyal fans and supporters as well as exposure to engaged fans from across Australia.

What these packages include...

- Corporate Hospitality on game night with tickets, food and drinks
- **#CapsNation** merchandise and supporter gear
- Personalised venue and digital advertising options
- Direct marketing to all fans and supporters to promote deals and offerings
- Sponsored **'Player of the Week'** post highlighting player performances and more...

Sponsorship options...

Naming Rights: \$12,500+

Uniform Sponsorship: \$6,500

Game Day Sponsorship: \$1,000

\*Flexible with terms of sponsorship payment

Want to experience a game day?



# #CapsNation



# NBL1 NORTH

## Player Sponsorship



Promote your brand across Queensland with the Brisbane Capitals NBL1 Team. Get access to our loyal fans and supporters as well as exposure to engaged fans from across Australia.

Terms of Agreement: NBL1 Season

Investment: \$500

What these packages include...

- Signed and framed player jersey at conclusion of NBL1 season
- **#CapsNation** merchandise and supporter gear
- 2 x NBL1 Season Tickets for all Capitals home games

# #CapsNation



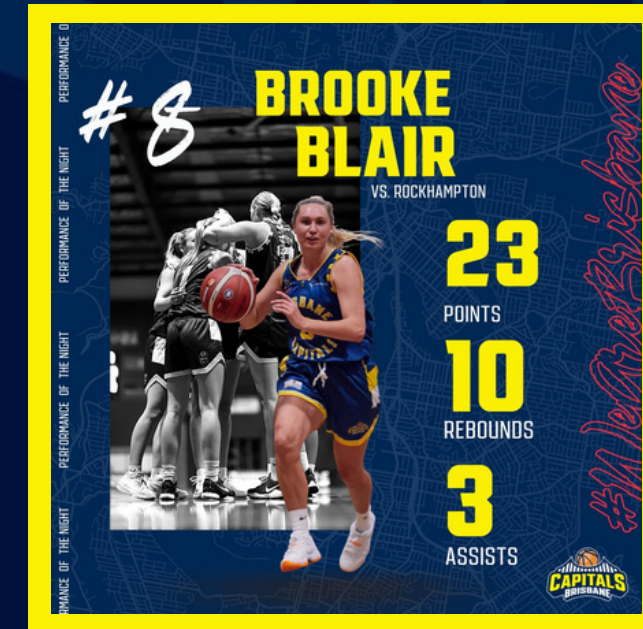


# NBL1 NORTH

## Digital Assets



Brisbane Basketball and Brisbane Capitals have a range of digital assets via Social Media, Website and eDM that can be sponsored. We are able to create bespoke video content to promote your business.



Player Performances



Game Day Posts



[CLICK HERE](#)

### Coaches Corner

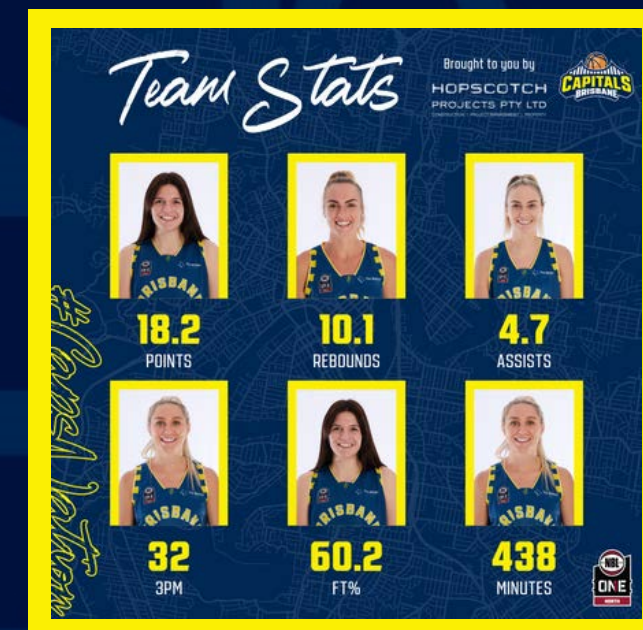
Interview series with coaches from the BBI and Capitals community.



[CLICK HERE](#)

### NBL1 Livestream

All NBL1 games are livestreamed nationally via the NBL app or nbl.com.au (Kayo Sport)



Team Statistic



Game Preview

#CapsNation



# WHY JOIN THE CLUB?

- Align your brand with a growing, global sport at the grassroots
- Create a bespoke initiative to increase brand awareness and connection
- Engage a high value community of fans and participants
- Enjoy access to Brisbane Basketball and Capitals exclusive deals and events
- Join other brands and sponsors such as **Hopscotch, Hudor, The Wesley Hospital, Hoop2Hoop** and more



Submit an  
expression of  
interest!

[CLICK HERE](#)



**BE A PART OF**

**BRISBANE BASKETBALL**

**AND #CAPSNATION**

*#WeAreBrisbane*







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 **Brisbane Basketball**

 **Brisbane Capitals**

 **@brisbanecapitals**