

# PARTNER WITH LOGAN CAVALIERS BASKETBALL CLUB

Building Community. Developing  
Athletes. Driving Your Brand.

SPONSORSHIP  
PROPOSAL





# OUR CLUB

Since 1998, Logan Cavaliers Basketball Club has been a cornerstone of the local community, proudly founded by Jim Kerr. More than a club, we're a family, welcoming everyone from first-time players discovering the game to driven athletes chasing elite dreams.

We are passionate about development, committed to helping every athlete grow, and proud to offer a clear pathway from grassroots participation to representative-level competition. At Cavaliers, your brand doesn't just sponsor basketball, it supports youth development, community engagement, and a vibrant sporting culture.

# WHY PARTNER WITH US?

1

Connect with a passionate local community – Engage 1,000+ players, families, and supporters every week.

2

Boost your brand visibility – High-impact exposure across games, jerseys, digital platforms, and events.

3

Support youth development and wellbeing – Align your brand with a trusted grassroots club making a real difference.

4

Engage Locally: Connect with players, families, and supporters who live and breathe basketball.

5

Amplify Your Brand: Gain exposure at games, online, and across events to 1,000+ potential customers weekly.

6

Make an Impact: Support grassroots sport, youth development, and wellbeing while being formally recognised at club events.



# OUR ACHIEVEMENTS

## **Representative Players:**

- 35 Logan Thunder Rep Players
- 13 Queensland State Squad Players
- 2 National Squad Players
- 1 NBL Contracted Player

## **Our Year in Numbers**

- 470+ club games played per season
  - 28 teams (boys & girls) aged 7-19
    - 1,200+ social media followers
    - 10,000+ monthly site & social visits
- 40+ players selected in representative squads in last 3 yrs

## **Why Sponsoring Local Works**

Your brand will be deeply embedded in a loyal, family-based community. Parents, siblings and local supporters form a network of word-of-mouth ambassadors. Game day experiences, digital shoutouts and physical signage amplify your reach. Sponsorship delivers not just brand exposure, it builds brand trust and community goodwill.

## **Join Us**

Become part of something meaningful. By sponsoring the Cavaliers, you're not just supporting basketball, you're supporting community, youth development and local engagement. Let's start a winning partnership today.





# SPONSORSHIP OPPORTUNITIES:

We offer a range of sponsorship options to suit different businesses and budgets, each with unique benefits and opportunities to engage with our community

## Platinum Partner – \$20,000

- Lead from the front: fund essential coaching and equipment
- Jersey sponsorship for four teams
- Premium brand exposure across all digital platforms, marketing materials, social media, and on-site signage
- Exclusive activation opportunities at club events
- Formal recognition at major events, including the End of Year Presentation Night

## Gold Partner – \$10,000

- Fund training sessions and jersey sponsorship for two teams
- Brand exposure across digital platforms, marketing materials, social media, and on-site signage
- Exclusive activation opportunities at club events
- Formal recognition at the End of Year Presentation Night

## Silver Partner – \$5,000

- Jersey sponsorship for one team
- Exposure across selected marketing materials, social media platforms, and on-site banners
- Official acknowledgment as a Silver Sponsor at the End of Year Presentation Night





# SPONSORSHIP OPPORTUNITIES:

We offer a range of sponsorship options to suit different businesses and budgets, each with unique benefits and opportunities to engage with our community



*"Empowering coaches and players to develop skills, confidence, and wellbeing both on and off the court"*

## Wellbeing Sponsor – \$5,000

- Exclusive sponsorship of the Full Court Focus coaches & player development program
- Exposure to 1,000+ potential customers weekly
- Recognition on Cavaliers & Full Court Focus social media
- Opportunity to distribute promotional materials at events
- 2 x VIP tickets to the Annual Presentation Evening



## Game Day Singlet Sponsor – \$2,500

- Logo on players' game day singlets (top back of jersey)
- Brand presence at every game, reaching 1,000+ potential customers weekly
- Recognition in event communications and social media
- Promotion across website & digital platforms with a direct link

## Game Day Sponsor – \$2,000 per season / \$3,000 for 2 seasons

- Maximum visibility across 368 games per season
- Recognition in announcements and event communications
- Exposure across social media and website with direct link

## End of Year Presentation & Trophy Sponsor – \$7,000

- Exclusive sponsorship of the Annual Presentation & trophy awards
- Prominent brand presence at the event, including speaking opportunities
- Logo placement on all trophies and awards for long-term visibility





# YOUR INVITATION TO PARTNER

## Join the Cavaliers Family – Make an Impact On and Off the Court

By sponsoring Logan Cavaliers Basketball Club, your business is more than a brand, it becomes part of a vibrant, passionate, and loyal community. Your support directly impacts youth development, wellbeing programs, and grassroots sport, while giving your brand unmatched visibility and engagement with local families and fans.

- Reach 1,000+ players, families, and supporters every week
- Logo exposure on jerseys, signage, digital platforms, and event materials
- Access to VIP events, product activation, and community engagement opportunities
- Formal recognition at major club events, including the End of Year Presentation & Trophy Night

Ready to Make a Difference?

Let's work together to create a winning partnership. Contact us today to discuss your ideal sponsorship package and join the Cavaliers family.

Contact: Carlie Low  
Email: [cavs.sponsorship@gmail.com](mailto:cavs.sponsorship@gmail.com)  
Phone: 0409 278 866



*At Logan Cavaliers, we're more than a club, we're a community. We invite your business to join us in empowering young athletes, celebrating local spirit and building something meaningful together. Your support means the world, help us inspire the next generation on and off the court.*

