



SHELLHARBOUR CITY BASKETBALL ASSOCIATION INC

SPONSORSHIP PROPOSAL

PO BOX 76
WARILLA NSW 2528

Adam Woodward
President

Phone: 0493 192 821
Email: info@shellharbourbulls.com.au



SHELLHARBOUR CITY BASKETBALL ASSOCIATION INC

PO BOX 76 WARILLA NSW 2528

INFO@SHELLHARBOURBULLS.COM.AU

0493192821

Dear Prospective Sponsor,

Shellharbour City Basketball Association strives to provide opportunities for everyone in our community to participate in healthy, safe and inclusive basketball activities in a fun and family orientated environment. The Association is managed by dedicated volunteer staff, all of who tirelessly provide their skills, time and assistance to ensure the Association can offer a variety of structured programs.

As we are a local community sports association, our major source of revenue is generated from membership fees and donations received from generous individuals & businesses. These funds are then reinvested into the Association for the benefit of all members.

We are looking for businesses to sponsor our teams via a monetary donation that will be used to facilitate and pay for their training sessions, court fees, subsidise uniforms and enable high level interclub competition in the off season. Other events like holiday camps, high performance training sessions with Basketball NSW coaches and gala day type activities are also items on the agenda for next season

We are a not-for-profit, community-based organisation that has initiated an assortment of playing programs from skill development to representative level competitions. We support players and coaches that wish to pursue the sport of basketball at any level.

Kind regards,

Adam Woodward

President

0493 192 821

Shellharbour City Basketball Association is a not-for-profit association that was established in February 2024. The association was formed as there was limited access to representative competitions within neighbouring associations. Our local domestic junior competitions have grown very quickly in the last couple of years and to allow our children a fairer opportunity to join a representative team the decision to form an association was made. Thanks to the tireless efforts of our committee, made wholly of passionate volunteers, we were successful with Basketball NSW.

Our core values are:

- We will encourage our members to compete in the spirit of good sportsmanship and to treat ALL participants and officials with respect;
- We will aim to develop our members as good citizens as well as good basketball players, coaches and officials;
- We will deal with our members with honesty and integrity;
- We will recognise the importance of each individual within the overall success of Shellharbour City Basketball;
- We aim to have our teams consist of players that are true representatives of Shellharbour City Basketball and will minimise recruitment from other Associations.



The very first Shellharbour Bulls team – Youth Men – Barrengarry Conference 2024

Sponsorship Proposal

The Shellharbour City Basketball Association understands that in the current economic climate, organisations require value for any sponsorship money. Thus the committee has put together a variety of sponsorship packages to provide local businesses and organisations a flexible opportunity to support their community.

As a sponsor of Shellharbour City Basketball Association we guarantee to promote your brand/product/service throughout the Association and wider community at every opportunity. You will be helping to reduce the financial costs for families, so basketball is accessible to everyone, regardless of their family's situation.

Shellharbour City Basketball Association endeavours to create an environment that puts family values to the forefront and prides itself on acting with integrity, innovation, and teamwork.

The opportunities that Shellharbour City Basketball Association can offer to an interested party are included as follows:

PLATINUM SPONSORSHIP PACKAGE- \$10,000 PLUS

- | | |
|-----------------------|---|
| Signage | <ul style="list-style-type: none">• Main sponsor signage at Shellharbour City Stadium• Banner with sponsor logo and signage – provided by Sponsor• Sponsor logo on back of domestic uniforms. For length of sponsorship.• Sponsor logo on additional items – drink bottles, basketballs etc |
| Communications | <ul style="list-style-type: none">• Sponsor logo in media distribution• Sponsor logo on Association website• Certificate of Appreciation for Business display |
| Events | <ul style="list-style-type: none">• Naming rights on one local competition• Invitation to annual major fundraiser (x4)• Invitation to representative teams’ presentation (x4) |
| Membership | <ul style="list-style-type: none">• Honorary Membership. For length of sponsorship |

GOLD SPONSORSHIP PACKAGE -\$5,000

- | | |
|-----------------------|--|
| Signage | <ul style="list-style-type: none">• Banner with sponsor logo and signage – provided by Sponsor• Sponsor logo on back of domestic uniforms. For length of sponsorship.• Sponsor logo on additional items – drink bottles, basketballs etc |
| Communications | <ul style="list-style-type: none">• Sponsor logo in media distribution• Sponsor logo on Association website• Certificate of Appreciation for Business display |
| Events | <ul style="list-style-type: none">• Invitation to annual major fundraiser (x2)• Invitation to representative teams’ presentation (x2) |
| Membership | <ul style="list-style-type: none">• Honorary Membership. For length of sponsorship |

SILVER SPONSORSHIP PACKAGE - \$3,000

- | | |
|-----------------------|---|
| Signage | <ul style="list-style-type: none">• Sponsor logo on back of domestic uniforms. For length of sponsorship. (amount to be negotiated) |
| Communications | <ul style="list-style-type: none">• Sponsor logo in media distribution• Sponsor logo on Association website• Certificate of Appreciation for Business display |
| Events | <ul style="list-style-type: none">• Invitation to annual major fundraiser (x2)• Invitation to representative teams’ presentation (x2) |
| Membership | <ul style="list-style-type: none">• Honorary Membership. For length of sponsorship |

BRONZE SPONSORSHIP PACKAGE - \$1,000

- Communications**
- Sponsor logo in media distribution
 - Sponsor logo on Association website
 - Certificate of Appreciation for Business display
- Events**
- Invitation to annual major fundraiser (x1)
 - Invitation to representative teams presentation (x1)
- Membership**
- Honorary Membership. For length of sponsorship

FRIENDS OF SPONSORSHIP PACKAGE - \$500

- Communications**
- Sponsor logo in media distribution
 - Sponsor logo on Association website
 - Certificate of Appreciation for Business display
- Events**
- Invitation to annual major fundraiser (x1)
 - Invitation to representative teams' presentation (x1)

IN KIND SPONSORSHIP – To be negotiated

The purchase of an IN KIND sponsorship can be made in the following ways:

- Basketballs for representative team players
- Backpacks for representative team players
- BBQ provisions for major fundraising event
- Reward gifts for presentation winners
- Purchase of 2 iPad and covers for domestic competition score tables
- Coloured jerseys for domestic competitions

Please note that Shellharbour City Basketball Association is flexible and open to any and all types of IN KIND SPONSORSHIP and will endeavour to offer options for all interested parties.

Donation

If you would like to donate to Shellharbour City Basketball Association but are unable to commit to any of the sponsorship categories listed in this proposal, please feel free to contact the Association and discuss ways in which you or your business can assist.

For further information about any of the sponsorship packages listed in this proposal please contact:

Adam Woodward
President
Shellharbour City Basketball Association
0493 192 821
info@shellharbourbulls.com.au

SPONSORSHIP ACCEPTANCE FORM



SPONSORSHIP CATEGORIES

- MAJOR SPONSOR PACKAGE (\$10,000)
- GOLD SPONSOR PACKAGE (\$5,000)
- SILVER SPONSOR PACKAGE (\$3,000)
- BRONZE SPONSOR PACKAGE (\$1,000)
- FRIENDS OF SPONSOR PACKAGE (\$500)
- IN KIND SPONSORSHIP (PLEASE STATE TYPE OF SPONSORSHIP/DONATION)
- PRIVATE DONATION

PLEASE NOTE ALL PACKAGE VALUES ARE EXCLUSIVE OF GST

I commit to provide sponsorship to Shellharbour City Basketball Association Inc in the following sponsorship category:

Sponsorship Category: _____

Sponsorship Value: \$ _____

Organisation / Business Name: _____

Signature: _____ Date: _____

Contact Name: _____

Position Title: _____

Address: _____

Phone: _____

E-mail: _____

Please note: Payment is requested within 2 weeks of acceptance. Invoice will be emailed to the above department for processing.

Electronic Funds Transfer details are:

Shellharbour City Basketball

Bank: Bendigo Bank

BSB: 633 000

Acc: 212058481

