



PARTNER WITH US

KILSYTH
BASKETBALL

OFFER

Kilsyth Basketball is pleased to offer your organisation the opportunity to create a meaningful and mutually beneficial partnership with our Association and members.

As one of the most recognisable sporting clubs within the region, Kilsyth Basketball has a strong market profile and is a highly prestigious basketball association within Australia.

As a Kilsyth Basketball Partner, our teams can provide many exciting opportunities for your organisation to gain exposure and raise your business profile. Grow your brand in alignment with the rapidly growing and highly engaged Kilsyth Basketball brand with the following options:

- Premium stadium signage
- Premium Digital sign advertising
- Team uniform branding
- Website and social media advertising/activation
- Communication via EDM to 15,000+ members
- Plus much more

WHO WE ARE

Kilsyth Basketball was established in 1963 to promote and manage basketball in the Yarra Ranges and Mountain District areas, primarily by conducting competitions and development programs for players registered with the Association. Today we are one of the largest Basketball Association in the Southern Hemisphere, responsible for over **1,200** basketball teams on a weekly basis with an estimated active membership in excess of **15,000**. Our members play on **19** courts across four different basketball stadiums all under the Kilsyth Basketball banner.

OUR COMPETITIONS

Our participation numbers through our domestic competitions and programs are unrivaled in Australia:

- **750+** Junior Domestic and After School Basketball Teams
- **350+** Senior Domestic Teams
- **400+** Kilsyth Cobras elite representative junior players
- **Victoria's only** Domestic Wheelchair Basketball Competition
- Mini Cobras - our exclusive introductory kids program

REACH

Kilsyth Basketball is at the forefront on the social media scene, boasting over **20,000 followers**; the most of any local association in Australia.



FACEBOOK

15,000 followers
300,000 monthly views

INSTAGRAM

8,000 followers
250,000 monthly views

WEBSITE

15,000 visits per month

The Kilsyth Junior Cobras consist of the top basketball players from Kilsyth Basketball's Junior Domestic Basketball Competition.

Our Junior Cobras compete in the Victorian Junior Basketball League (VJBL) a state-wide Friday night competition.

The Junior Cobras program currently has 39 Boys and Girls teams spanning from Under-12's to Under-20's with games played within the Metropolitan region and expanding into country areas such as Geelong, Ballarat, Bendigo, Gippsland and Mornington Peninsula.

The Junior Cobras program is one of Victoria's most successful - producing numerous NBL1 and US collegiate players in recent years - and was named Victoria's Junior Program of the Year in 2024.

The Junior Cobras program boasted a **state-leading 13 teams** playing in the Victorian Championship (VC) competition in 2025 - the VJBL's most elite junior competition featuring the state's top 20 teams in each age group (Under 12's to Under 20's).

In 2024, our U20 Men claimed back-to-back state titles, while our U14-1 Girls were crowned National Junior Classic and State champions (back-to-back), and won gold at the National Club Championships, earning the title of the best U14 team in Australia.



ABOUT THE LEAGUE

- **HIGHEST LEVEL** Junior Competition in Australia
- **OVER 1,200** teams compete weekly across **90+ VENUES**
- **15,000** registered players from **55** Associations
- **YEAR ROUND** competition, with games played from November to September
- Cobras teams play an average of **50 GAMES** per season, including tournaments
- Graduates of our Junior Cobra program make up the majority of our NBL1 and VJC Men's and Women's playing rosters



U14-1 Girls: National Junior Classic champions, State champions, and National Club Championship gold medalists. #1 team in Australia



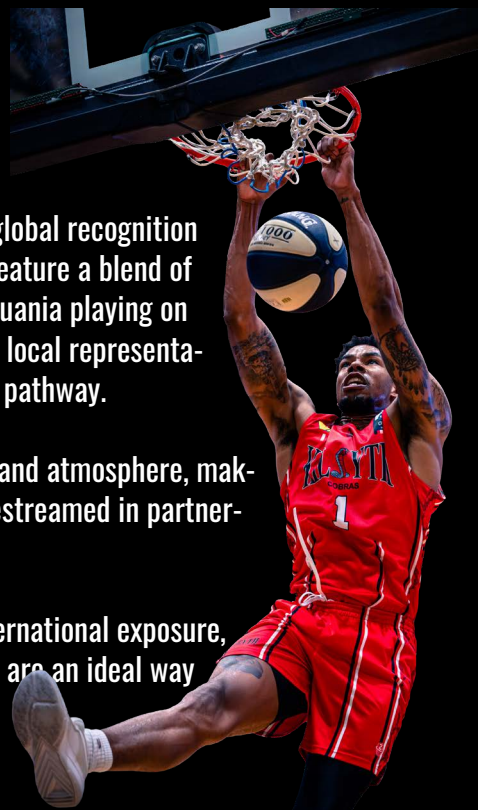
ABOUT THE LEAGUE

The NBL1 is Australia's top winter basketball competition. The Cobras compete in the NBL1 South Conference - the nation's top competition below the NBL - with the South Conference loaded with NBA, WNBA, Olympic, NBL and WNBL talent.

The NBL1 brand and on-court product is growing at a rapid pace, and is earning global recognition as a league of choice for many international players. The Cobras playing rosters feature a blend of local and international talent, with athletes from Australia, USA, Senegal and Lithuania playing on our Men's and Women's teams in 2025. At the heart of our teams is an unrivalled local representation, with the majority of our NBL1 athletes progressing through the Junior Cobra pathway.

Cobra game nights are like no other; our home court generate an electric energy and atmosphere, making it a high quality, family friendly entertainment option. All NBL1 games are livestreamed in partnership with the NBL, with select games also broadcast on Kayo Sports.

Aligning with our NBL1 Cobras not only provides your brand with national and international exposure, but our VIP Corporate Box seating options and in-game partnership opportunities are an ideal way to activate your brand on game days.



ABOUT THE LEAGUE

Australia's **BEST** winter Basketball league

National + international exposure: all games streamed live via the NBL + select games on Kayo Sports
72 Clubs spanning **five conferences**

- Breeding ground for future **Australian Boomers** and **Opals**; over **20** active members of the **Boomers** and **Opals** squads have played in the NBL1
- League of choice for **NBL** and **WNBL** players
- **15 former Junior Cobra players** represented the NBL1 Cobra Women's and Men's teams in 2025
- **VIP Corporate Box seating and in-game activation** opportunities at all home games





ABOUT THE LEAGUE

The Big-V Victorian Youth Championship (VYC) is Australia's premier Under-23 basketball competition, consisting of the top Under-23 teams from across Victoria.

The VYC serves as a pathway for our Junior Cobras players to move into the Cobras NBL1 program, with many also securing basketball scholarships to play at the collegiate level in the United States.

Kilsyth has long been a powerhouse of the VYC, with our Women and Men's both winning state championships on home court in 2025 - the first occurrence in league history.

The Cobra Men have dominated the league over the past decade, responsible for seven grand finals berths in the last 11 years.

Over 85% of our 2025 VYC players came through our Junior Domestic and Junior Cobra programs, highlighting the strength of the Cobra pathway.



Kilsyth Cobras - 2025 VYC Men's and Women's Champions

Our Learn to Play programs at Kilsyth Basketball are the perfect way for kids to develop skills, make friends, and have fun on the court! With experienced coaches and a supportive environment, we focus on the fundamentals all while keeping things exciting and engaging. Whether your child is new to the game or looking to build confidence, we've got a program for them.



MINI COBRAS

Mini Cobras is our introductory Learn to Play program, ran in conjunction with Aussie Hoops. The ultimate starting point for kids beginning their hoops journey, Mini Cobras introduces young athletes to basic skills in a fun, friendly and supportive environment.

Mini Cobras classes are led by qualified coaches, offering tailored coaching, and equipment for young athletes; including lowered rims and size 5 basketballs with printed guide hands to assist with shooting and passing techniques.

The program allows young children to learn the game at their own pace, and once comfortable, we assist in transitioning them into our Junior Competitions



CAMPS AND SPECIALIST PROGRAMS



Our School Holiday Camps are ran during the January, April, July and September/October school holidays.

Over 200 unique participants come through our doors each school holidays for our camps, which include introductory programs and specialist shooting camps, and coached by some of our biggest NBL1 Cobra Men's and Women's stars.

3X3



A rapidly growing format of basketball, the Kilsyth 3x3 features an array of talent across all age groups, and is one of the states biggest 3x3 tournaments

CONNECT AT THE GRASSROOTS LEVEL

Aligned with Kilsyth Basketball and local council strategies, the Kids First program aims to improve the overall health and level of physical activity within our community through Kilsyth-run basketball clinics.

Reaching **over 50 local primary schools** and **30,000 students annually**, our Kids First program is a unique initiative which affects the local community in a positive manner on a large scale, and offers a tremendous brand exposure partnership opportunity.



As the Official Partner of our Kids First program, your business will reap the benefits of brand placement in up to **15,000** households through the distribution of co-branded basketballs and additional collateral.

Previous Official Partners ANZ and Bendigo Bank have enjoyed overwhelming success by partnering with the Kids First program, taking advantage of the many activation opportunities on hand in addition to key positional branding both online and within the Kilsyth and Lilydale stadiums.

KIDS FIRST REACH

- **Over 50** local primary schools
- **30,000** primary school kids
- Distribute up to **2,000** co-branded basketballs
- Brand placement in up to **15,000** households

Catch the eyes of the 25,000+ plus weekly visitors with a variety of stadium signage options. Ranging from single corflute signs through to full court branding, we will help you gain significant brand exposure.

SHOWCOURT (COURT 1)



Home to the Kilsyth Cobras, Court 1 is regarded as one of Australia's best association showcourts and boasts the following features:

- 20 Corporate Boxes
- 1,200+ total court capacity
- Home of 'The Snakepit' - licensed bar for NBL1 game nights and special events
- LIVE STREAMING of all NBL1 and VYC games

ZONE 1 - COBRA BASELINE



DIMENSIONS: 1200mm x 4800mm

ZONE 2 - ENTRANCE WALL



DIMENSIONS: 3600mm x 2400mm

ZONE 3 - SCOREBOARD



DIMENSIONS: 6m x 3.5m

ZONE 4 - BASELINE PILLARS



DIMENSIONS: 2x 2400mm x 1100mm

SHOWCOURT (COURT 1)

ZONE 5 - BASELINE



DIMENSIONS: 3600mm x 2400mm

COURT 2, 3 & 4

ZONE 1 - SINGLE/DOUBLE SIGN UPPER WALL



DIMENSIONS: 1200mm x 2400mm

COURT 5 & 6

ZONE 1 - BASELINE



DIMENSIONS: 1200mm x 7200mm

ZONE 2 - SINGLE/DOUBLE SIGN SIDELINE



DIMENSIONS: 1200mm x 2400mm (single)
1200mm x 4800mm (double)

STADIUM SIGNAGE - KILSYTH

KILSYTH SPORTS CENTRE DIGITAL



Enjoy prime location exposure in the Kilsyth Sports Centre foyer with our new free standing digital screens, and Court 1 on our new 6m x 3.5m video screen.

By promoting within the shared space, you will also reach the athletes and families participating in the numerous Table Tennis and Badminton weekly competitions, while promotions and activations on our Court 1 video screen offer the chance to connect to 1200+ fans on NBL1 game nights and several thousand weekly visitors for our Domestic and Representative competitions.

DIGITAL PACKAGE

Up to 20 second video or still image advertisements on foyer vertical digital screens. Available monthly or annually.

CORPORATE BOX



Get the best seat in the house for all NBL1 Home Games as a Corporate Box holder. In addition to premium courtside seating and signage, your box is fully catered for all NBL1 games with a variety of drinks and hot and cold food options.

NAMING RIGHTS

NBL1 Men and Women	Not available (sold)
VYC Men and Women	Not available (sold)
Junior Cobras (VJBL)	Not available (sold)
Mini Cobras	Pricing under consultation
Kids First*	\$30,000
*based on a 2,000 annual basketball distribution	

SIGNAGE ZONES - KILSYTH

SHOWCOURT (COURT 1)

Zone 1	\$6,500
Zone 2 (2A or 2B)	SOLD
Zone 3	See Digital Packages
Zone 4	\$5,000
Zone 5 (5A, 5B, 5C)	\$5,000 (SOLD ALL)

COURTS 2, 3 & 4

Zone 1	\$1,200
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COURTS 5 & 6

Zone 1	\$4,000 (Crt 6 SOLD)
Zone 2	\$1,500 (single); \$3,000 (double)

DIGITAL ADVERTISING

Digital - Monthly	\$400 per month
Digital - Annually	\$4,000 (two months free)
Premium (includes showcourt scoreboard)	\$6,000

CORPORATE BOX (2025)

6 Seat	\$3,250
6 Seat - Premium*	\$3,950
8 Seat	\$3,700
8 Seat - Premium*	\$4,600

*Includes alcohol package and additional service options. Prices subject to change.

PLAYER SPONSORS

NBL1 (Men and Women)	\$700
VYC (Men and Women)	\$500
2025 Prices; subject to change	

All prices are Per Annum (unless stated) and exclude GST
Lilydale Stadium signage also available (Pricing under consultation)