



PANTHERS BASKETBALL CLUB

2022 / 2023
SPONSORSHIP
PROPOSAL



Introduction

As a community sporting organisation, the Panthers Basketball Club is driven to provide opportunities for everyone in our community to participate in healthy, safe and inclusive basketball activities in a fun and family orientated environment.

We are proud to be a club that incorporates:

- An inclusive culture, accepting players no matter their skill level, gender, culture or economic circumstances.
- A Cubs program that focusses on teaching kids the fundamental skills required to play, along with the rules of basketball in a caring, non-competitive and fun environment.
- A coaching pathways program, giving all players the opportunity to be mentored by experienced coaches, gain formal qualifications and coach their own team.
- A progressive board that endeavours to provide the best environment and culture for our players, coaches and spectators.
- An amazing group of dedicated volunteers, all of who tirelessly provide their skills, time and assistance to ensure the club can offer the above.

Established in 2019, in our three short years we already have a great history and reputation for playing fair, winning championships (over the Coburg Basketball Association and the Eastern District Junior Basketball Association), being community orientated and having great supporters.

Our major sources of revenue are membership fees and donations received from generous individuals & businesses. The support of sponsors and the local community is vital to the success of our association with these funds reinvested into the club for the benefit of all players and supporters in reducing costs and increasing the services we provide.

Supporting a community-based club is a rewarding experience and one we hope that you consider partnering with us on.

Kind regards,

Samuel Aparo
President
Panthers Basketball Club

The Panthers

Our Vision

To become the domestic club of choice within the Coburg Basketball Association; the leaders in both player and coach development, player and community engagements, while striving continuously for improvement.

Our Mission

To grow and strengthen the community, by providing basketball playing and coaching pathways that are affordable, accessible and inclusive for all players, coaches and officials.

Core Values

- Integrity
- Respect
- Sportsmanship
- Community
- Inclusiveness & Equality

Our Club

In the 2022 Winter Season, the Panthers Basketball Club entered 22 basketball teams, fielding 142 players, distributed across both the Coburg Basketball Association and the Eastern District Junior Basketball Association.

This includes:

U8 mixed – 1 team with 5 players

U10 Girls – 2 teams with 14 players

U10 Boys – 2 teams with 12 players

U12 Girls – 2 teams with 17 players

U12 Boys – 2 teams with 17 players

U14 Girls – 2 teams with 13 players

U14 Boys – 2 teams with 16 players

U16 Boys – 5 teams with 39 players

U18 Boys – 3 teams with 25 players

U20 Boys – 1 team with 6 players

These teams are coached by 16 coaches, and 5 trainee coaches.

In conjunction, we run our Cubs Academy Program weekly, over two locations. This growing program sees an average weekly attendance of over 15 budding Panthers aged from 4-8 years old.

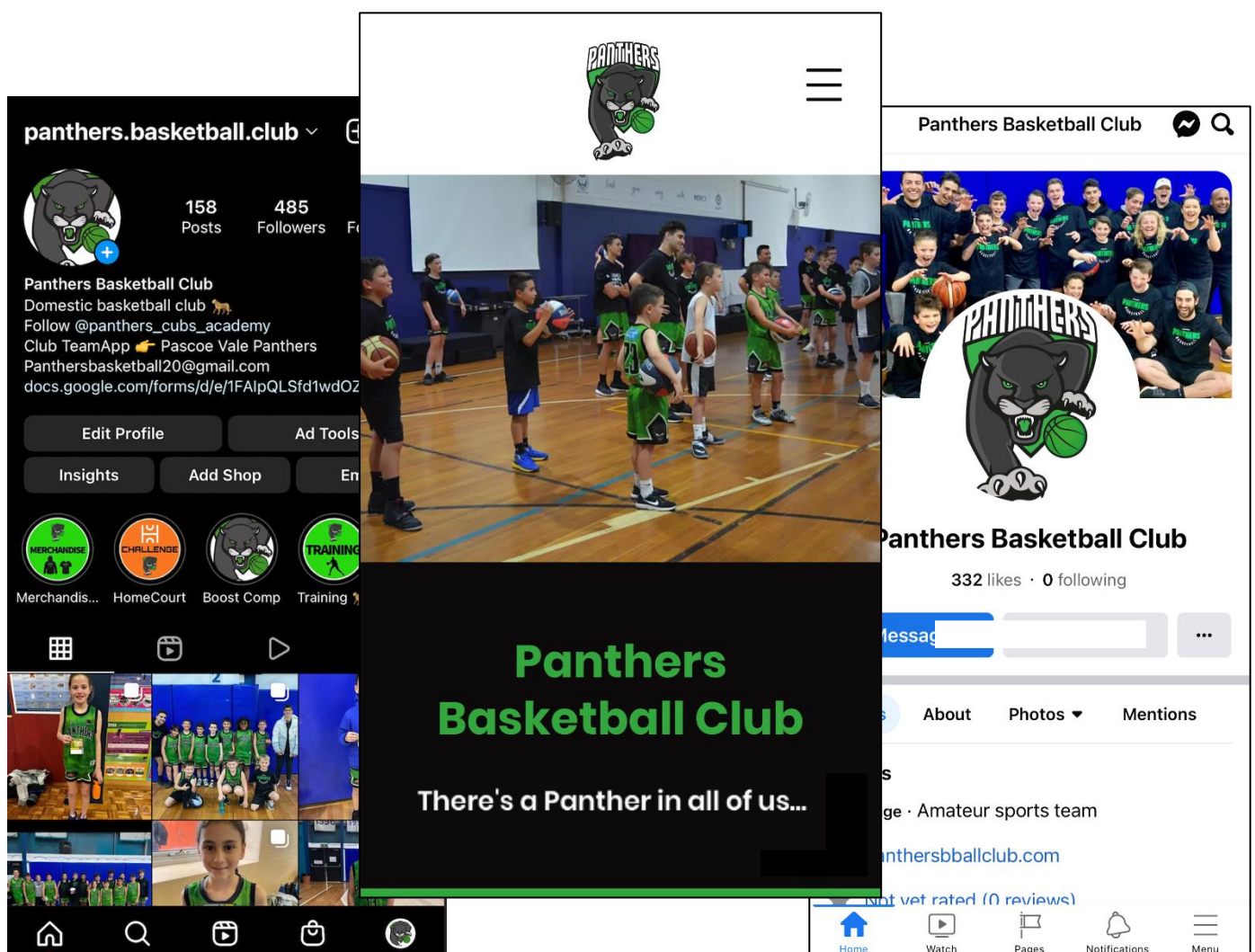
Our Reach

The reach of the Panthers Basketball Club into the community continues to grow, creating high exposure for brand awareness both at games and club functions, via our website, TeamApp, and through our wide-reaching social media and communication presence. This allows multiple channels for us to promote all of our valued sponsors to our wide and engaged supporter base.

Our growing online presence includes:

- A dedicated club website at <https://www.panthersbballclub.com/> - being redeveloped in 2022
- 330+ Facebook followers
- 485+ Instagram followers
- 242 TeamApp users

In conjunction, 2022 will see the launch of our new YouTube channel.



Sponsorship Proposal

We want you

Our major sources of revenue are membership fees and donations received from generous individuals & businesses. The support of sponsors and the local community is vital to the success of our association with these funds reinvested into the club for the benefit of all players and supporters.

Where the Money Goes

Proceeds from our sponsor packages in 2022 / 2023 go toward costs such as:

- Uniform costs
- Training equipment
- Team safety equipment
- Reducing junior program costs
- Family days
- Skills Clinics
- Match balls

Proposal

Sponsorship packages are outlined on the following pages. These packages are being offered for two years, or four seasons, commencing with the Summer 2022 season.

Supporting a community-based club is a rewarding experience on many fronts and we hope that you consider partnering with the Panthers Basketball Club moving forwards.

Sponsorship Options

Platinum Sponsor

Only one Platinum Sponsorship opportunity is being made available for the next two years. As our top tier sponsor, our Platinum Sponsor will gain maximum exposure to our community for their brand.

Details:

- Available Opportunities: 1
- Duration: 2 years
- Total Cost: \$10,000 (\$5,000 per year for two years)

Inclusions:

- Apparel
 - Player Jersey Logo Placement – Large - primary position above number.
- Website
 - Banner on club website homepage
 - Dedicated Sponsor page on club website
 - Logo and blurb on club website sponsor page
- Social Media
 - Company Sponsored competition or giveaway – once season
 - Company logo / blurb or Video posted – twice season
- Other Digital Promotion
 - Banner Ads – TeamApp
 - Logo TeamApp sponsor page
 - Feature Advertisement in monthly E-newsletters
- Club Apparel
 - Exclusive Club Sponsor Winter Jacket x 2
 - Club Hoodie x 2
 - Club T-shirt x 2
- Opportunity to speak at all functions hosted by the club
- Framed certificate of thanks

Sponsorship Options

Gold Sponsor

An exciting opportunity to be one of two Gold Sponsors for the next two years.

Details:

- Available Opportunities: 2
- Duration: 2 years
- Total Cost: \$5,000 (\$2,500 per year for two years)

Inclusions:

- Apparel
 - Player Jersey Logo Placement – Small – secondary position below number.
- Website
 - Logo on club website homepage
 - Dedicated Sponsor page on club website
 - Logo and blurb on club website sponsor page
- Social Media
 - Company logo / blurb or Video posted – once season
 - Gold Sponsor group shout-out – once season
- Other Digital Promotion
 - Banner Ads – TeamApp
 - Logo TeamApp sponsor page
 - Optional Feature Advertisement in monthly E-newsletters
- Club Apparel
 - Exclusive Club Sponsor Winter Jacket x 1
 - Club Hoodie x 2
 - Club T-shirt x 2
- Opportunity to speak at all functions hosted by the club
- Framed certificate of thanks from the club

Sponsorship Options

Silver Sponsor

Five Silver Sponsorship opportunities are being made available for the next two years.

Details:

- Available Opportunities: 5
- Duration: 2 years
- Total Cost: \$2,000 (\$1,000 per year for two years)

Inclusions:

- Apparel
 - Player Warm-up Top Logo Placement – Small – Back or Sleeve.
- Website
 - Logo on club website homepage
 - Logo and blurb on club website sponsor page
- Social Media
 - Company logo / blurb post – once season
 - Silver Sponsor group shout-out – once season
- Other Digital Promotion
 - Logo TeamApp sponsor page
 - Optional Small Advertisement in monthly E-newsletters
- Club Apparel
 - Club Hoodie x 2
 - Club T-shirt x 2
- Opportunity to speak at all functions hosted by the club
- Framed certificate of thanks from the club

Sponsorship Options

Bronze Community Sponsor

Our ten Bronze, community sponsorship opportunities offer an affordable option for small business and individuals to support their local club, while still gaining exposure for their brand (where applicable).

Details:

- Available Opportunities: 10
- Duration: 2 years
- Total Cost: \$1,000 (\$500 per year for two years)

Inclusions:

- Website
 - Logo on club website sponsor page
- Social Media
 - Bronze Sponsor group shout-out – twice season
- Other Digital Promotion
 - Logo TeamApp sponsor page
 - Optional Small Advertisement in monthly E-newsletters
- Club Apparel
 - Club Hoodie x 1
 - Club T-shirt x 1
- Opportunity to speak at all functions hosted by the club
- Framed certificate of thanks from the club

Sponsorship Options

Shorts Sponsor

Details:

- Available Opportunities: 1
- Duration: 2 years
- Total Cost: \$1,500 (\$750 per year for two years)

Inclusions:

- Website
 - Logo on club website sponsor page
- Social Media
 - Brand Shout-out – once season
- Other Digital Promotion
 - Logo TeamApp sponsor page
 - Optional Small Advertisement in monthly E-newsletters
- Club Apparel
 - Club Hoodie x 1
 - Club T-shirt x 1
- Opportunity to speak at all functions hosted by the club
- Framed certificate of thanks from the club

Sponsorship Options

Cubs Program Sponsor

Our Cub's Academy is designed to introduce young children to basketball in a caring, supportive and fun environment without the need for competition.

Only one Cubs sponsorship opportunity is being made available.

Details:

- Available Opportunities: 2
- Duration: 2 years
- Total Cost: \$5,000 (\$2,500 per year for two years)

Inclusions:

- Apparel
 - Cubs Jersey Logo Placement – Large
- Website
 - Dedicated Sponsor page on club website
 - Logo and blurb on club website sponsor page
- Social Media
 - Company Sponsored competition or giveaway – once season
 - Company logo / blurb or Video posted – twice season
- Other Digital Promotion
 - Banner Ads – TeamApp
 - Logo TeamApp sponsor page
 - Feature Advertisement in monthly E-newsletters
- Club Apparel
 - Exclusive Cubs Sponsor Winter Jacket x 2
 - Club Hoodie x 2
 - Club T-shirt x 2
- Opportunity to speak at all functions hosted by the club
- Framed certificate of thanks

Sponsorship Options –Summary.

Sponsorship Tiers	Platinum	Gold	Silver	Bronze	Shorts	Cubs
Available Opportunities	1	2	5	10	1	2
Duration (years) – commencing Summer 2022	2	2	2	2	2	2
Cost per year	\$5,000	\$2,500	\$1,000	\$500	\$750	\$2,500
Total Cost over two years	\$10,000	\$5,000	\$2,000	\$1,000	\$1,500	\$5,000
Benefits						
Apparel Branding						
Large Logo placement on playing jersey	Yes					
Smaller Logo placement on playing jersey		Yes				
Logo placement on Shorts					Yes	
Logo placement on Warm-up Top Back or Sleeve			Yes			Yes
Logo on Cubs Jersey						
Panthers Website						
Banner on home page	Yes					
Logo on home page		Yes	Yes			Yes
Bespoke sponsor page	Yes	Yes				Yes
Logo & blurb on main shared sponsor page	Yes	Yes	Yes			Yes
Logo on main shared sponsor page				Yes		
Logo and acknowledgment on Cubs page					Yes	Yes
Social Media						
Company sponsored competition / giveaway	Once Season					Once Season
Company Logo / Blurb OR Video (supplied by sponsor)	Twice Season	Once Season				Once Season
Gold Group Shout-out / thank-you		Once Season				
Company Logo / Blurb			Once Season		Once Season	
Silver Group Shout-out / thank-you			Once Season			
Bronze Group Shout-out / thank-you				Twice Season		
Other Digital Promotion						
Rotating Banner Ads in TeamApp	Yes	Yes				Yes
Logo on TeamApp Sponsor Page	Yes	Yes	Yes	Yes	Yes	Yes
Feature advertisement in monthly E-newsletters	Yes	Yes				Yes
Small advertisement in monthly E-newsletters			Yes	Yes		
Club Apparel						
Club jackets (exclusive to sponsors)	2	1				2
Free Hoodie	2	2	2		1	2
Free T-shirt	2	2	2	2	1	2
Opportunity to speak at all functions hosted by the club	Yes	Yes	Yes	Yes	Yes	Yes
Framed certificate of thanks from the club	Yes	Yes	Yes	Yes	Yes	Yes

Expression of Interest

Thank you for taking the time to find out a little more about the Panthers Basketball Club.

To take advantage of one of our amazing sponsorship opportunities, or to find out a little more about them, please call:

Adrian Palazzolo

0412 913 144

Graeme Bryant

0409 079 949

Or email panthersbasketball20@gmail.com