



PARTNERSHIP & SPONSORSHIP OPPORTUNITIES


Willetton Basketball Association
Perth's Premier Amateur Basketball Club.



ABOUT US



- Willetton Basketball operates a newly built 8 court multi sports stadium which was completed in February 2020. The stadium features multi-sport capabilities for basketball, netball, badminton and volleyball as well as provides several meeting rooms and a 200 seat functions room for local community clubs, members, corporates and groups access all year around.
- Willetton Stadium is an iconic multi-sports stadium south of the river and arguably the best basketball stadium in Western Australia.
- Willetton Basketball currently has 5,200 playing members – this is made up of 4,500 junior players (from 8 domestic clubs) and 700 senior players (men and women)
- Willetton Basketball operates and manages the largest junior domestic basketball competition in Western Australia with 493 teams and 100 teams of senior players actively playing basketball within the Willetton Stadium each week.

ABOUT US

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- We have over 1200 volunteers actively involved throughout our association; inclusive of board members, committee members, coaches, team managers and general volunteers, all of whom are greatly valued at Willetton Basketball.
- The stadium caters for local badminton, netball, volleyball, table tennis, pickleball, Zumba class user groups as well as private hirers and local primary and high schools within the area and local religious and cultural groups.
- We also offer programs such as our Tiny Tigers, Academy, Skills Classes and our Seniors Social Club program, meaning there's a program for all ages at Willetton Basketball.
- We undertook a complete image refresh project and subsequently launched our exciting new brand and website during 2022, which has positioned Willetton as a centre of positive impact in our community and ensured our website is in the top echelon of sporting club websites in the country @ www.willettonbasketball.com.au
- As such, our digital and social media presence has improved substantially and as of November 2023, the WBA Facebook page has had an organic reach of 236,391 in 2023 with 4,947 followers. Instagram has had a page reach of 47,056 in 2023, with a following of 2,747 users. Our new website launched in June 2022, and has had continued growth and success, recording 208,000 views 51,000 users so far in 2023.
- WBA is the most successful WABL club in Western Australia, having won the Gillam Trophy (the most successful club) a record number of times.
- We are also a successful and well known NBL1 club, with our Women's NBL1 West Willetton Tigers team winning more grand finals than any other club in the SBL/NBL1 West, including winning the inaugural NBL1 West Women's Championship in 2021 and runners up in 2022 and 2023.
- In 2023, Willetton Tigers games were ranked 8th out of 75 clubs Australia wide for most minutes viewed on the live streaming platform with 1,497,876 minutes of our games viewed across the country. Our game night attendances were in the top 3 in the NBL1 West League, with an average of 840 attendees per game night, and a high of 1170 attendees on our Anzac Round game, providing wonderful exposure and added value for sponsors who partner with us.
- Willetton Basketball pride ourselves on our commitment to professionalism and excellence at all levels coupled with our values of Welcoming, Safe and Inclusive we aim to provide the community with facility they can be proud of and enjoy utilising on a daily basis.

VISION

WBA is a centre of positive impact, home to championship teams and the leading basketball association delivering high quality competitions and programs designed to maximise enjoyment and personal development.

VALUES

- Welcoming
- Inclusive
- Safe



PARTNERSHIP PROPOSAL

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WILLETTON
BASKETBALL

Through this partnership proposal Willetton Basketball is offering your business a magnificent opportunity to build a strong relationship with a community based non-for-profit organisation and to support and partner your neighbour being local domestic basketball club Willetton Basketball Association.

The Willetton Stadium is operational 7 days a week and for 49 weeks a year basketball and other sports are played in the stadium throughout the day time with our recreational women's competitions, skills classes, Academy program, Tiny Tigers, Senior Social Club, local school classes in full swing and then every afternoon from 3:30pm it's time for domestic and representative team training sessions and domestic basketball games through until 10:30pm each night.

Willetton Stadium is also utilized by external & community user groups in local badminton, volleyball and netball clubs who also use the Willetton Stadium daily Monday – Friday and the local Willetton SHS runs their elite basketball program from the stadium daily, ensuring the stadium is being utilised by the community all day every day throughout the year.

In addition to our domestic basketball competition, our Willetton Tigers men and women NBL1 West teams participate in Western Australia's state league basketball competition known as the NBL1 West League which consists of 14 associations comprising mainly metropolitan based teams, but also against regionally based teams from Bunbury, Geraldton and Kalgoorlie.

PARTNERSHIP PROPOSAL

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The NBL1 sits just below the National Basketball League (NBL) and features professional players from the USA and NBL players from teams such as the Perth Wildcats. The Tigers NBL1 games are attended by a range of supporters from around the WA metro area and beyond, and at Willetton our spectator numbers are trending up to one of the highest in the NBL1 due to our strong community links and game promotional activities.

Your businesses partnership with Willetton Basketball would afford great exposure to a demographic that are keen sports supporters and mainly young and active families from within the local community.

Willetton Basketball Association would estimate that weekly traffic through the stadium would be in excess of 8,000 persons and we understand our typical demographic to be solid middle class-Australia citizens.

At Willetton Basketball we have recently released our new brand and website of which is one of the premier sporting websites in the country, this will provide a strong online presence for all sponsors and partners to gain maximum benefit from partnering with us.

SPONSORSHIP OPPORTUNITIES

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Basketball Domestic Competition Naming Rights Partnership:

- This platinum level corporate partnership includes exclusive naming rights to the Willetton Basketball Junior and/or Senior Domestic Competition which each competition running 2 seasons annually (summer & winter) with the relevant competition to be re branded to incorporate business name and this is to be used in all correspondence from WBA about the competition, including for all fixtured games and events at the stadium (i.e. Willetton XXXX Junior Domestic Competition, or XXXX Willetton Junior Domestic Competition)
- Package is also inclusive of 1 x Premium (1.2m x 2.4m) signage on 4 x basketball courts within the Willetton Stadium, comprising of 2 x signs in each hall. Supply and cost of signage to be the responsibility of the business and to be installed & maintained by Willetton Basketball Association during the sponsorship period.
- This partnership level is also inclusive of a Corporate Sponsorship Package which entitles the business to 4 reserved sponsors seats in the sponsors viewing gallery for all Willetton Tigers NBL1 West home games (men & women) with light catering and refreshments provided.
- The premium level package is also inclusive of courtside promotion at intervals during competition games and in game night publications.
- Is inclusive of inclusion of logo on the website and social media recognition throughout the period of the agreement.





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Basketball Domestic Competition Naming Rights Partnership:

This platinum level of sponsorship is currently available and the following packages are offered and negotiable:

Junior Domestic Competition:

1 Year – \$30k plus GST, 2 Years – \$60k plus GST,
3 Years – \$80k plus GST.

Senior Domestic Competition:

1 Year – \$10k plus GST, 2 Years – \$20k plus GST,
3 Years – \$30k plus GST.



WILLETTON
BASKETBALL

SPONSORSHIP OPPORTUNITIES

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Willetton Tigers NBL1 Naming

Rights Partnership:

- This gold level corporate sponsorship package includes exclusive naming rights of the Willetton Tigers Men and/or Women's SBL teams, business name/logo features on NBL1 West playing uniforms and also on all NBL1 West Willetton Team Officials on court apparel.
- The Willetton Tigers teams will be known as the XXX Willetton Tigers for all NBL1 fixtured games during the sponsored period inclusive of all home and away games and finals.
- Is inclusive of 2 x Premium Signs (1.2m x 2.4m) on Courts 5 & 6 (SBL Show court), 2 x A frame signage for game night promotion and 1 x Premium sign on Court 3 or 4, cost of signage is responsibility of the business and is to be installed and maintained by Willetton Basketball Association during the sponsorship period.
- Sponsors logo will also be displayed on LED screen signage in the foyer of Willetton Stadium.
- Sponsorship is also inclusive of a Corporate Sponsorship Package which entitles the business to 4 reserved seats in the sponsors viewing gallery for all Tigers NBL1 home games (men & women) with light catering and refreshments provided at all games.
- Inclusive of courtside promotion at all NBL1 West home games and in every NBL1 West match program and in all correspondence made about the Willetton Tigers NBL1 West teams via our website, social media and community newspaper promotions.
- Opportunity for the business to conduct in stadium promotions on NBL1 West game nights in the foyer of Willetton Stadium.





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Willetton Tigers NBL1 Naming Rights Partnership:

This gold level of sponsorship is currently unavailable for 2024, 2025, and 2026. After this time, the following packages are offered and negotiable:

Both Men NBL1 & Women NBL1 Willetton Tigers Teams:

1 Year - \$20k plus GST, 2 Years - \$40k plus GST,
3 Years - \$60k plus GST.

One of either the MNBL1 or WNBL1 Teams:

1 Year - \$10k plus GST, 2 Years - \$20k plus GST,
3 Years - \$30k plus GST



WILLETTON
BASKETBALL

SPONSORSHIP OPPORTUNITIES

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Corporate NBL1 Sponsorship

- This silver level of corporate sponsorship includes a Corporate Sponsorship Package which entitles the business or sponsor to 4 reserved seats in the sponsors viewing gallery for all Willetton Tigers NBL1 home games (inclusive of finals) at Willetton Stadium (men & women) with light catering and refreshments provided.
- Package is also inclusive of 1 x Premium signage (1.2m x 2.4m) on the NBL1 show court and 1 x Premium sign on 1 of courts 1-4 in the adjacent hall providing the business with good exposure across both halls of Willetton Stadium. The cost of signage is responsibility of the business and is to be installed and maintained by Willetton Basketball Association during the sponsorship period.
- Inclusive of courtside promotion at every NBL1 game and in every NBL1 match day program.
- Inclusive of sponsors logo on the website and social media recognition throughout the period of the sponsorship.
- This silver level of corporate sponsorship is currently available at a set price of \$5,000 plus GST per season.

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SPONSORSHIP OPPORTUNITIES

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Association Sponsorship



- This bronze level of sponsorship is inclusive of business signage erected within the Willetton Stadium for a period of 12 months.
- Packages are available for a variety of options included but not limited to the following.
- Package 1: Consists of 1 x Premium sign (1.2m x 2.4m) on 6 courts - \$6,000 plus GST
- Package 2: Consists of 1 x Premium sign (1.2m x 2.4m) on 4 courts - \$4,500 plus GST
- Package 3: Consists of 1 x Premium sign (1.2m x 2.4m) on 3 courts - \$3,500 plus GST
- Package 4: Consists of 1 x Premium sign (1.2m x 2.4m) on 2 courts - \$2,500 plus GST
- Package 5: Consists of 1 x Premium sign (1.2m x 2.4m) on 1 court - \$1,500 plus GST
- Cost of signage is responsibility of business and is to be installed and maintained by Willetton Basketball during the sponsorship period.





CENTRE OF POSITIVE IMPACT



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SUMMARY

Willetton people and the surrounding community in the southern Western Australian metropolitan area choose to become and to remain members of Willetton Basketball Association because we make a unique and positive difference in their lives.

Our basketball and sporting programs offer families and individuals with a way to remain active and healthy in a large but caring club, and also because we provide them with valued services and benefits.

Willetton Basketball Association is centred around our members and families within our community. We aim for our stadium and our competitions to be the beating heart of our community – we currently have third generation members playing in our club.

This is an opportunity for your business to partner with the Willetton Basketball Association and gain exclusive exposure to a significant cross-section of a squarely solid middle-class family demographic.

To discuss this opportunity in more detail, please contact Willetton Basketball Association CEO Mark Winnett on 9310 3388 or mobile 0428 817 993.