SPONSORSHIP PACKAGES

www.seahawksqbl.com | www.seahawksbasketball.com.au

North Gold Coast Seahawks Basketball

seahawksbball

SPONSORSHIP LETTER

Dear Potential Sponsor,

We would first like to take this opportunity to thank you in advance for taking the time to review our sponsorship proposal. On behalf of the management committee of Seahawks, we would like to invite you to contribute as a sponsor of our men's and women's Queensland Basketball League (QBL) teams. The QBL is a semi-professional league and your sponsorship will enable us to meet the cost of fielding competitive teams in the QBL. Sponsoring Seahawks will promote your products and increase brand awareness throughout the Gold Coast and Queensland. We are confident in our ability to exceed expectations for you and will draw on our membership base of over 1,500 players, coaches and volunteers and our extended Seahawks family.

For several years, Seahawks has operated successful teams in the development Southern Basketball League (SBL) and now in the Queensland Basketball League (QBL). Seahawks is continuing it's goals of developing elite athletes and providing a pathway through the QBL to the NBL and beyond!

To ensure the success of our teams in the QBL, we are seeking partnerships, financial support, and key stakeholder's involvement to support this important step in our club's history.

Following is more information about the QBL and a table of benefits and opportunities for potential partners and sponsors. We are again grateful that you have taken a few minutes of your time to look at our sponsorship. We look forward to discussing partnership opportunities with your company and look forward to working with you to promote Seahawks and your business.

We thank you in anticipation!

Sincerely,

Kerran Evans
General Manager
North Gold Coast Seahawks Basketball

ABOUT

NORTH GOLD COAST SEAHAWKS BASKETBALL

North Gold Coast Seahawks Basketball Incorporated was formed in 1996 to provide basketball competitions and programs for the northern Gold Coast. Since that time Seahawks Basketball has provided a sporting opportunity for thousands of citizens in the northern Gold Coast region. North Gold Coast Seahawks Basketball also provides domestic basketball competitions and programs on a weekly basis for approximately 1500 registered playing members ranging from under 5 through to open age.

OUR REACH

- Primary catchment areas are Labrador to Helensvale and Ormeau to Oxenford which is the second fastest growing area in Queensland with population growth of 29% since 2011.
- 810 junior, 300 Aussie Hoops and 360 senior registered players over 6 clubs and individual senior teams.
- Wider family and friends exposure estimated to be around 6,000 individuals on a regular basis.
- 13 representative teams in Basketball Queensland junior basketball competitions.
- 20% average growth per annum in junior numbers over each of the last two years.
- Major rebranding in 2016.
- Social Media exposure:
  Facebook 3,400 likes.
  Instagram 1,700 followers.
- 122,000 website visits per annum.
- Regular crowds of over 300 spectators, the largest in the league.

ABOUT QUEENSLAND BASKETBALL LEAGUE

The Queensland Basketball League is the state's premier semi-professional basketball competition, running from April to September each year.

Since its launch in 1986 as the State Basketball League, the QBL has seen some of the country's top basketball athletes move through its ranks in both the women's and men's competitions. Highly regarded in the country as one of the best state league competitions, each year the QBL attracts a number of elite players to the competition, including Australian representative athletes, NBL and WNBL players, and players from US colleges and other international competitions.

In what has become a highly competitive league, 15 Basketball Queensland affiliated associations currently compete across three geographically-based pools from Cairns to the Gold Coast – with teams attracting strong local support from fans.

HEAD COACHES 2019

QBL MEN'S COACH

ADAM TYRUS

Adam has had a distinguished coaching career through the Seahawks junior ranks. After representing the Seahawks in both SBL and QBL as a player, Adam has made the step up to QBL Head Coach.

QBL WOMEN'S COACH

ROBERT SLEAFORD

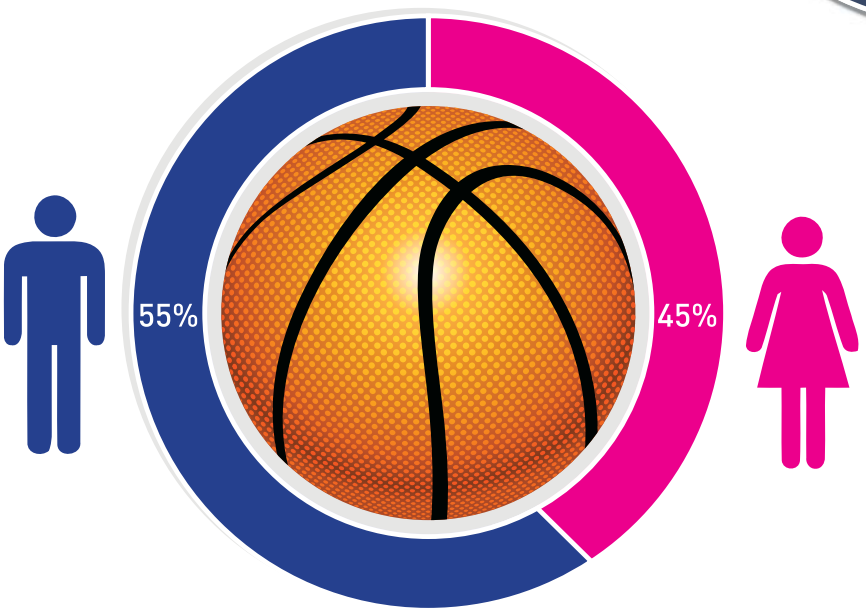
Rob was the most successful coach in the SBL over the five years previous to Seahawks elevating to the QBL.
Rob guided the Women's team to the semi finals in our inaugural season.

AUDIENCE'S DEMOGRAPHIC

The initial target audience for home matches is the Seahawk's senior and junior players together with families and friends. Seahawks has cultivated a strong community involvement as evidenced by our strong QBL attendance, consistent double digit growth and player retention.

The wider Gold Coast has a strong traditional basketball following with Seahawks being one of two local associations. There is a high rate of dual involvement in both associations and Seahawks QBL will draw interest from basketball participants outside the Seahawks family.

OUR AUDIENCE ARE:



FORECAST AUDIENCE:

6000+ Reach

"THE NEST"

HOME OF THE SEAHAWKS

The Seahawks QBL program home games will be played at Runaway Bay Indoor Stadium. The capacity was 300, however Seahawks have increased that capacity to 500 with the purchase of additional seating. Anticipated crowd size based on the previous year is 400+.

#SWOOPAS1

SPONSOR BENEFITS PACKAGES

$25,000 PLATINUM SPONSOR

$10,000 GOLD SPONSOR

$5,000 SILVER SPONSOR

$2,500 BRONZE SPONSOR

PLATINUM
NAMING RIGHTS SPONSOR
$25,000

As the Naming Rights Sponsor of North Gold Coast Seahawks QBL Program, you will be entitled to the following benefits:

BUSINESS LOGO POSITIONING

- "[sponsor name] North Gold Coast Seahawks" Designation used in all QBL posts and literature and marketing
- Prominent logo on QBL kit uniforms
- Fixed internal Signage for the duration of the agreement
- Courtside signage during games
- Access to Seahawks junior competitions and database for sponsor promotions
- Logo on Facebook cover banner
- Logo on email signatures and letterheads
- Full page advertisement in game day program
- Rotating advertisement on Seahawks Website

OTHER BENEFITS

- 8-seat Corporate Box (including food & drink package) with business signage on front of corporate box
- Invitation to all Seahawks functions
- Pre-Game live script read
- Social media exposure on Facebook and Instagram

GOLD
MAJOR SPONSOR
$10,000

BUSINESS LOGO POSITIONING

- Major sponsor logo on QBL kit uniforms
- Fixed internal Signage for the duration of the agreement
- Courtside signage during games
- Half page advertisement in game day program
- Rotating advertisement on Seahawks Website

OTHER BENEFITS

- 8-seat Corporate Box (including food & drink package) with business signage on front of corporate box
- Invitation to all Seahawks functions
- Pre-Game live script read
- Social media exposure on Facebook and Instagram

SILVER
CORPORATE BOX SPONSOR
$5,000

- 8-seat Corporate Box (including food & drink package) with business signage on front of corporate box
- Courtside signage during games
- Rotating advertisement on Seahawks Website
- Quarter page advertisement in game day program
- Invitation to Seahawks functions
- Pre-Game live script read
- Social media exposure on Facebook and Instagram

BRONZE
SPONSOR
$2,500

- Courtside signage during games (sponsor cost)
- "Gold" sponsor designation. Seahawks to provide sponsor with logo to use in marketing material
- 8 Season passes
- Rotating advertisement on Seahawks Website
- 1/8 page advertisement in game day program
- Invitation to Seahawks functions
- Pre-Game live script read
- Social media exposure on Facebook and Instagram

For more information regarding sponsorship of North Gold Coast Seahawks please contact:

marketing@seahawksbasketball.com.au

or

ANDREW PRICE (QBL MANAGER) 0416 262 839

andrew.price@seahawksbasketball.com.au

or

KERRAN EVANS (GENERAL MANAGER) 0450 038 572

kerran.evans@seahawksbasketball.com.au

PO Box 569 Upper Coomera Q 4209 | 07 5573 1796

www.seahawksqbl.com | www.seahawksbasketball.com.au

North Gold Coast Seahawks Basketball

seahawksbball