



WEST ADELAIDE
Bearcats

**BUSINESS
PARTNERSHIPS 2024**





ABOUT WEST ADELAIDE BASKETBALL - WEST IS BEST!

Founded in 1946, the West Adelaide Bearcats Basketball Club is the **largest and most successful basketball club in Adelaide's western suburbs and indeed the State.**

We are a genuine **PATHWAY CLUB**, catering for **all ages, genders and abilities - from beginners to elite.** We currently have more than **90 teams** and **over 800 players, from under 8s right through to NBL1 Central**, the elite State League competition.

In 2023 we won the **NBL1 Men's title** after having also won the **NBL1 Women's title** in 2022. We have more State League Men's Premierships than any other club. Our junior playing numbers of both boys and girls keep increasing every year as the popularity of basketball skyrockets. Off court the Bearcats have one of the strongest and most loyal supporter bases in South Australia.

Our club demographic is predominantly **young families.** Our **footprint** runs through the western, beachside and portside suburbs of Adelaide from the Lefevre Peninsula through to West Lakes and Henley Beach, and north from Port Adelaide along the Expressway to north western suburbs like Mawson Lakes and Paralowie, covering some 250,000 people.

We play our home games at the **Port Adelaide Recreation Centre.** Based in the heart of Port Adelaide, the stadium hosts local and statewide competitions all year round, with thousands of visitors.

A unique "old school" venue, we are able to brand the stadium to highlight our history including our **28 State League Championships**, the **1982 NBL title**, and many **Australian and Olympic players, such as Rachel Sporn, Peter Ali and Erin Phillips** as well as our business partners through a range of signage and promotional opportunities.



MOST WATCHED, BEST SUPPORTED



West Adelaide is the most watched and best supported State League basketball club in SA.

No matter the size of your business, you could always do with more customers and find new ways to engage them.

The Bearcats are a great way to get your brand in front of thousands of people. Our aim is to connect you to our hundreds of families, members and supporters year round, while using your support to improve our facilities and programs. We have a range of ways to achieve this which are outlined in this pack.

No matter the size of your business, you can join a range of already highly-engaged Bearcat partners to promote your business and your brand, sell your products or services, and enjoy some great action-packed hospitality at an NBL1 game.

And if you have a junior player at the club we can also reduce fees and offer special training opportunities in any package.

In 2023 the Bearcats had 12 games on Kayo Sports Freebies, and over 1.4 million minutes of live streaming viewing action.

Our Good Friday timeslot was the most watched in the NBL1 across the entire nation in 2023, with 13,600 unique viewers watching for 193,000 minutes.



BEARCATS BY THE NUMBERS



5.4k followers
FB reach over 285k



2.7k followers
IG reach over 26k



NBL1 - 2 elite teams, Nation wide competition
9 regular season home games
SA's **largest** in person crowds.



1.4 million documented minutes of viewing of livestream in 2023
#1 **most watched** NBL1 club in South Australia
#7 **most watched** NBL1 club in Australia



PLAYERS - 90 Bearcats Teams
800+ Junior & Senior Players



STADIUM - 100,000 visitors annually via weekly competitions, Aussie Hoops clincs and carnivals



WEBSITE - 500+ unique visitors weekly



OUR 2024 BUSINESS PARTNERSHIP PACKAGES

Our 'Platinum', 'Premiership' & 'Balcony' partners have exclusive naming and signage rights (including exclusive rights to all the large floor, sideline and wall signage prominent on NBL1 telecasts), as well as inbuilt hospitality packages and access to unique promotional opportunities across the club.

PLATINUM PARTNERS (\$12,500 + GST)

Prominent Show Court floor signage, Prominent NBL1 uniform branding, top tier NBL1 hospitality, plus more

PREMIERSHIP CLUB PARTNERS (\$10,000 + GST)

Show Court floor and wall signage spots, NBL1 team uniform branding, NBL1 hospitality

BALCONY CLUB PARTNERS (\$5,000 + GST)

NBL1 Sideline and wall signage visible on live stream, NBL1 hospitality

COURT ONE WALL SIGNAGE SPONSORS (\$3,500 + GST)

Show Court wall signage visible on live stream, NBL1 hospitality

STADIUM WALL SIGNAGE SPONSORS (\$2000 + GST)

Large signage NOT visible on NBL1 live streams, NBL1 hospitality

PORTABLE GRANDSTAND SIGNAGE SPONSORS (\$1,500 + GST)

Back of grandstands signage - visible on NBL1 live stream, NBL1 hospitality

NBL1 PLAYER SPONSORS (\$500 + GST)

*Junior players Fee Relief can be added or included to packages by negotiation.
All our packages are fully customisable to suit your particular business needs or interests.
See the pages that follow for package options.*





2024 NBL1 GAME NIGHT HOSPITALITY

Included as part of our top-tier signage/branding packages or purchase a package as a stand-alone option

Purchase an NBL1 Game Night Hospitality Package for 10

- Corporate hospitality passes at one Bearcats NBL1 home game of your choice
- Each corporate hospitality pass includes 3 hour drinks package
- Client hosting & networking opportunities in prime viewing area on the raised balcony bar

\$750 (plus GST) per match for group of 10

Add additional guest(s): \$75 each (plus GST)



PLATINUM, PREMIERSHIP OR BALCONY CLUB PACKAGES

Exclusive Opportunities available only to Platinum, Premiership Club and Balcony Club packages. Signage locations and partnership duration by negotiation.

Show Court floor decals

Large Prominent floor signage seen on NBL1 live-streamed games (Keyways and Halfcourt)
Also seen by 100,000 stadium visitors annually

NBL1 sideline and Show Court wall signage

Seen on live-streamed NBL1 home games -
rotated sideline signs (strictly limited number) backed by permanent Show Court wall signage

NBL1 in game & club Activations

- Half-time promotions and activations (NBL1 Mens - SOLD - "BIG SHED, BIG SHOT" Competition)
- Stadium product displays, promotional nights
- Player event and promotion attendances

Exclusive Naming & Branding Rights

- Naming rights to one of the NBL1 teams including company logo on playing and NBL1 warm up uniforms (Platinum and Premiership Club packages only)
- Naming rights to Port Adelaide Show court with large logo at center court 5.4m x 1.8m approx. (Platinum packages only)
- Naming rights to our new High performance 3x3 training area
- Naming rights to Bearcats NBL1 home game rounds, including themed rounds (Good Friday, Anzac Day, First Nations Round)

Signage will be produced, maintained and assembled by the Bearcats.



**JOIN HOUSEHOLD BRANDS
AS ONE OF OUR PLATINUM, BALCONY
OR PREMIERSHIP CLUB PARTNERS**



NBL1 NATIONAL Sponsors



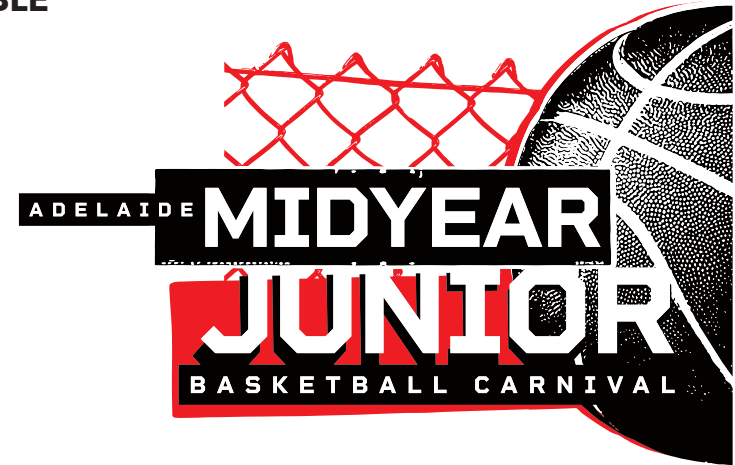


PLATINUM, PREMIERSHIP OR BALCONY CLUB OPPORTUNITIES

Annual Mid-Year Junior Carnival NAMING RIGHTS AVAILABLE

Running over four days in July each year - Hosted by the Bearcats, the Adelaide Midyear Junior Basketball Carnival is the only basketball tournament in South Australia that caters for lower division district teams.

With more than **150 teams and 1,250 players from all over South Australia** competing across multiple stadiums, the event provides a great opportunity for kids to experience carnival competition



Bearcats Junior Warm-Up Tops BRANDING AVAILABLE

Worn by over 700+ Junior Bearcat Players. A great way to get repeated brand exposure. Appearing in Basketball stadiums all across Adelaide and to interstate carnivals. Limited number of Sponsor positions available.

Junior Coaching Clinics EVENT AND PROGRAM NAMING RIGHTS AVAILABLE

The Bearcats deliver a number of grassroots Basketball development programs. Running all year-round, from beginner and domestic level through to District and High Performance. Make a direct impact in the community by sponsoring one of our programs or clinics, with many options from School holiday development clinics to "Girls Only" come and try sessions.

All NBL1 Central matches are live streamed in High Definition on the NBL1 app - with commentators, live stats and social media feeds. The NBL1 Central is part of the 74 Club NBL1 National Competition.



STADIUM SIGNAGE PACKAGES

PORTABLE GRANDSTAND SIGNAGE PACKAGES (\$1,500 + GST) **SIGNAGE FITTED TO BACK OF PORTABLE GRANDSTANDS (1400 x 700)**

Grandstands placed on sideline at NBL1 games, rotating position each round. When not in use at NBL1 games, grandstands are located along courtside baselines all year round (currently limited to 16 portable grandstand signs)

OTHER STADIUM SIGNAGE OPTIONS - *(Not visible on the NBL1 live-stream, but are prominent within the stadium all year round)*

3x3 HIGH PERFORMANCE TRAINING AREA SIGNAGE (\$1,500 + GST)

Eye level signage in our New High Performance training area (2400 x 1200)

COURT 2 & COURT 3 WALL SIGNAGE (\$2,000 + GST)

Baseline Wall Signage viewable within stadium (2400 x 1200)

STADIUM BACK WALL SIGNAGE (\$3,500 + GST)

Very large stretched Canvas Signage positioned up high on back wall (4.8m x 2m Approx)
(multi year partnership deals required for back wall signs due to install costs)

ALL SIGNAGE SPONSORSHIPS INCLUDE -

Corporate Hospitality passes to Bearcats NBL1 home games of your choice, including drinks - from a prime viewing area - # tickets vary per package

Promotion of your business to our members via Sponsor recognition on our club website, direct emails, club newsletter and social media

Signage Costs of production and installation included



NBL1 PLAYER SPONSOR (\$500 + GST)

PLAYER / SPONSOR STADIUM DISPLAY PHOTOS

Framed photo of your player in the stadium entrance foyer, with your company's name/logo on display and sponsor recognition plaque for your business to display

NBL1 GAME NIGHT PA PROMOTIONS

Public announcement promoting your company during NBL1 Central home games

PRODUCT & SERVICES WEB DIRECTORY

Business logo listed on our website in our Product and Services Sponsor Directory

NBL1 PLAYER SUPPORT

Your support will provide a ticket to our end of season senior presentation dinner and the NBL1 Halls Wollacott Medal event for your supported player



CONTACT US TODAY



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The West Adelaide Bearcats acknowledge the land that we train and play on is the traditional lands of the Kurna people. We acknowledge the Kurna people as the custodians of the Adelaide region, respect their spiritual relationship with their country, and that their cultural and heritage beliefs are still as important to the living Kurna people today.





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