



WEST ADELAIDE
Bears

**BUSINESS
PARTNERSHIPS 2026**





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. Our community-level brand, the Port Wildcats, proudly competes in the newly formed **Adelaide Junior Basketball League**, further strengthening our grassroots development pathway.

Traditionally successful at the top level, we have recently **won two of the last three NBL1 Central Men's titles**, after having won the **Women's title in 2022.** We have more State League Men's Premierships than any other club. Our junior playing numbers, both boys and girls, keeps 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 West Lakes to Henley and West 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 Basketball Stadium, located in the Heart of **Port Adelaide.** The stadium hosts local and statewide competitions all year round, attracting thousands of visitors. A unique "old school" venue, we are able to brand the stadium to highlight our history including our **29 State League championships**, and the **1982 NBL title.**



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 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.

Sponsorship with us offers unmatched versatility and reach across multiple platforms and levels of the game. Your brand can be showcased online through digital campaigns, featured prominently on court during matches, or integrated into South Australia's premier State League competition NBL1 Central. We can connect your brand with grassroots development through junior district and domestic programs, ensuring visibility from aspiring athletes to seasoned professionals. Our multi-tiered options deliver broad engagement and lasting impact across the entire basketball community.



In the past 3 seasons the Bearcats have had 25 games on Kayo Sports Freebies, and nearly 4 million minutes of live streaming viewing action.

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.



BEARCATS BY THE NUMBERS



6.3k followers
2.4M Views



4.3k followers
1.7M Views



8000+ views
1000 active users



460 post impressions



95 teams
1200 + players



2 teams
National Competition

OUR 2026 BUSINESS PARTNERSHIP PACKAGES

Our Platinum, Premiership and Balcony partners receive exclusive naming and signage rights (including major floor, sideline and wall signage - visible on NBL1 broadcasts), along with built-in hospitality packages and access to unique club-wide promotional and branding opportunities.

PLATINUM PARTNERS (\$12,500 + GST)

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

PREMIERSHIP CLUB PARTNERS (\$7,500 - \$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)

*Court 2 and 3 Large Wall 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 (\$700 inc GST)

*Junior players Fee Relief can be added to smaller packages and included in larger 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.

2026 NBL1 GAME NIGHT HOSPITALITY



Included as part of our top-tier signage/branding packages

- Corporate hospitality passes at one Bearcats NBL1 home game of your choice (Number of corporate passes vary per package)
- Each corporate hospitality pass includes 3 hour drinks package (Package covers both Men's and Women's games)
- Client hosting & networking opportunities in prime viewing area on the raised balcony bar (Add additional guest(s) to partner packages for \$80 each + GST)



stand-alone group packages available
\$900 (plus GST) per night for group of 10



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

Prominent floor signage seen on NBL1 live-streamed games (Keyways and Halfcourt)

Also seen by 200,000 stadium visitors annually.

Pirate Life, TAPS, Thorne and South Ave locked in for 25/26 - more available

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 for year round branding.

NBL1 in game & club Activations

- Half-time promotions and activations (NBL1 Men's Game Halftime - SOLD)
- 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 our new High performance 3x3 training area including Keyway Signage
- Naming rights to Bearcats NBL1 home game rounds, including themed rounds
(Good Friday, Anzac Day, First Nations Round)

All signage will be produced, installed, 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 - SOLD for 26/27

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. **Naming Rights SOLD for 26/27**



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 at interstate carnivals.

Next release due in 2027 - limited number of sponsor positions available. Enquire now to not miss out.

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 community level to Junior District and High Performance. Make a direct impact in the local community by sponsoring one of our junior programs or clinics, with many options from school holiday development clinics to "Girls Only" come and try sessions.

NBL1 Academy BRANDING AVAILABLE

The **Bearcats NBL1 Academy** provides an elite development pathway for aspiring basketballers, bridging the gap between junior competition and high-performance NBL1 programs. Designed to develop complete athletes, the Academy focuses on advanced skill development, strength and conditioning, game intelligence, and professional habits. The Bearcats NBL1 Academy prepares players to compete at the highest level while representing the club with pride.



STADIUM SIGNAGE PACKAGES

PORTABLE GRANDSTAND SIGNAGE (\$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) - **AVAILABLE**

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 - AVAILABLE

Eye level wall and prominent keyway signage in our High Performance training area

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

Baseline Wall Signage viewable within stadium (2400 x 1200)

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

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



DIGITAL SIGNAGE

The Bearcats' digital signage network provides dynamic, high-visibility exposure for our partners across the Port Adelaide Basketball Stadium and our online community platforms. Our digital displays are prominently positioned throughout key areas of the stadium, ensuring your brand reaches players, families, and spectators across every game day.

In addition, partner branding is featured across the Bearcats' **digital ecosystem**, including our **club website, social media channels**, and by **direct electronic newsletters** and mail outs – reaching thousands of our members and followers throughout the year.

This combination of on-site visibility and digital engagement ensures consistent, year-round promotion and strong alignment with one of South Australia's most established and community-focused basketball clubs.



STADIUM SIGNAGE PACKAGES

BEARCATS HOLLYWOOD SEATS

Experience game night in style with the **Bearcats Hollywood Seats** – our **exclusive courtside hospitality experience** at NBL1 home games. Currently a free add-on for any of our corporate hospitality partners.

Positioned right on the sideline between the Bearcats Bench and the Scoretable, The Hollywood Seats offer the **best view in the house**, bringing you closer to the action than ever before. Enjoy the intensity of elite basketball while relaxing in comfort with premium service and atmosphere.

Whether entertaining clients, rewarding staff, or enjoying a night out with friends, the **Bearcats Hollywood Seats** deliver a unique, up-close experience that combines **sport, community**, and hospitality at its finest.

Limited to up to 5 seats - due to space, these seats are allocated on a first-in basis and another attraction that make the Bearcats game night experience unique.

LARGE STADIUM DIGITAL SCREEN

Do you have a moving logo or an advert to show?

Have your digital media shown on the large screen within the stadium at different times through-out the week -

- During the 9 NBL1 home games + any home finals.
- Fridays nights and Saturday mornings during juniors games.
- Midweek during seniors and social timeslots.

Stay tuned for the next step in the Bearcats signage opportunities.



NBL1 PLAYER SPONSOR (\$700 Inc 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

CORPORATE HOSPITALITY

2 Corporate Hospitality passes to any Bearcats NBL1 home game.

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



80TH ANNIVERSARY CELEBRATIONS & BEARCATS FOUNDATION

BEARCATS FOUNDATION - HELPING BASKETBALL DREAMS

The **Bearcats Foundation** is a dedicated initiative established to **remove barriers** to **participation** and **promote access to basketball** for Bearcats members and their families. Our mission to ensure that everyone – regardless of background or financial situation – has the opportunity to experience the **joy, teamwork, and growth that basketball provides.**

The Bearcats Foundation is supported through **donations, bequests, and grants** from members, sponsors, the public, and other benefactors. Every contribution directly funds programs that strengthen our basketball community.

Giving to the Bearcats Foundation is **another way to support your club**, through tax deductible donations or bequests and you are directly impacting the lives of aspiring athletes, committed coaches, and passionate basketball enthusiasts for generations to come.



BEARCATS 80TH ANNIVERSARY CELEBRATIONS

In **2026**, the **West Adelaide Bearcats** will proudly celebrate **80 years of basketball excellence** – a remarkable milestone that honours our club's history, success, and enduring community spirit.

To mark this occasion, we're planning a **major celebration event in September** that will bring together past and present players, coaches, members, sponsors, and supporters to recognise eight decades of achievement both on and off the court.

To ensure this special event is **accessible and affordable** for all members of the Bearcats family, we are calling for **donations and sponsorships** to help subsidise event costs. Your contribution - which will be acknowledge in event promotion - will help us create a memorable celebration that reflects the pride, legacy, and unity of the Bearcats community.





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.



