



# South West Metro Pirates

## Partnership Proposal



# Who are the Pirates



Welcome to the South West Metro Pirates!

The Pirates make a positive impact on our community by delivering high quality competitions and programs, pathways and development opportunities for all. We provide a family environment that prioritises enjoyment, growth and collective support

Established in 1987, our home is Hibiscus Stadium (aka The Ship) on Klumpp Rd, Upper Mt Gravatt.

Our main membership focus areas are Mansfield, Moorooka, Sunnybank, Sunnybank Hills, Runcorn, Rochedale, Eight Mile Plains, Nathan, MacGregor, Acacia Ridge, Calamvale and all the suburbs in between. But we also have members from throughout Brisbane

- Over 3,500 members
- (5th largest Association in Queensland)
- 8 junior clubs & 264 junior club teams.
- 28 junior representative teams
- Representative teams in the Queensland State League and Queensland Youth League Competitions
- Men and Women's Senior teams in the NBL1 North Competition.
- 130 active referees

*250,000+ people through Hibiscus Stadium per year.*

*Future development for Hibiscus Stadium in the next 2 years growing from 4 court stadium to 7 court stadium.*

# From The CEO

Thank you for considering a partnership with South Western Metro Basketball Association Inc. Home of the Pirates.

This is an exciting time in the history of the Pirates Association, as we are experiencing some great growth and are one of the top 5 largest Associations within Queensland. We are coming into a new season of fresh vision and engagement. It is a exciting time to get involved with us.

As an Association, we pride ourselves on creating an environment that promotes inclusive and safe participation for all, from grass roots to the elite level. We have a great family culture & want our members to feel valued.

We have strong links to the community and are excited to share our passion with current and prospective partnership.

We would love for you to join us aboard 'The Ship'.



**Chris Angus**

Chief Executive Officer

# Benefits to You



**Brand Visibility:** High exposure through advertising in the stadium, on uniforms, and promotional materials to a large audience.

**Targeted Audience:** Access to a diverse fan base, allowing sponsors to reach specific demographics interested in sports, fitness, and community engagement.

**Community Engagement:** Opportunity to build goodwill by supporting local sports initiatives, fostering a positive brand image in the community.

**Increased Sales Opportunities:** Direct marketing to potential customers through promotions, discounts, or special events tied to games.

**Event Sponsorships:** Exclusive rights to sponsor special events, tournaments, or fan engagement activities, enhancing brand association with sports and community.

**Media Exposure:** Enhanced visibility through media coverage, social media mentions, and promotional content tied to the basketball association's activities.

**Networking Opportunities:** Connections with other businesses and leaders in the community, providing opportunities for collaboration and partnerships.

**Customer Loyalty Programs:** Ability to create joint promotions or loyalty programs that encourage fans to engage with both the basketball association and the sponsor.

**Hospitality Benefits:** Access to premium seating and VIP experiences for key stakeholders, enhancing relationships with clients and partners.

**Positive Brand Association:** Aligning with a popular sports association can enhance brand reputation and resonate with fans' loyalty.

**Content Creation Opportunities:** Engaging content creation for social media and marketing campaigns that showcase the partnership and connect with fans.

**Exclusive Promotions:** Opportunity to offer exclusive merchandise, giveaways, or promotions at games, driving engagement and sales.



# Let's Take a look

There are so many options available to our partners. We have packages to suit all budgets. We are also happy to discuss any other ideas or options that may be appropriate for you or your business.

## Business Stadium Advertising \$1,750 excluding GST

What you get

- Wall signage - Dibond Sign - 4000x1250
- Exposure to over 250,000 people a year





# Stadium Partner

## Stadium Naming Rights Partnership

\$40,000 excluding GST

### What you get

- Featured marketing & branding across almost all South West Metro programs.
- Venue referred to as “(Sponsor name) Stadium” for all promotion involved with the venue including competitions & events.
- Signage included both internally & externally at the venue.
- Courtside signage or floor decal for the NBL1 North season.
- 6x seat corporate box (including food & drink package) with business signage on front of corporate box at NBL1 home games
- Access to Pirates competitions and database for sponsor promotions.
- Advertisement on Pirates website & social media platforms.
- Invitation to all Pirates major functions & events.

***Minimum 3-year naming rights deal.***



# Senior Domestic Partners

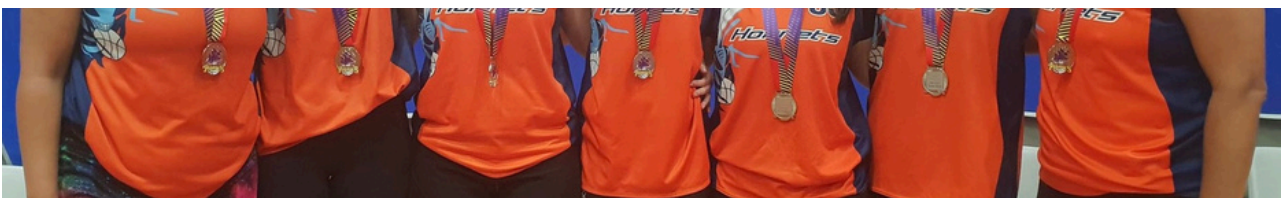
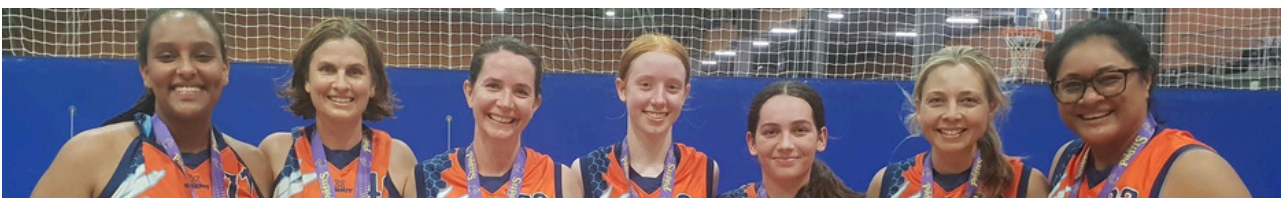
## Senior Domestic Competition Naming Rights Partnership

**\$8,000 excluding GST per senior competition night**

We have 2 mens and 1 women's senior competition running all year round with over 800 players taking part in competitions Sunday, Tuesday and Wednesday nights. A new Monday men's competition begins in 2025

### What you get

- Featured marketing & branding across almost all South West Metro Senior Domestic Competitions.
- Competitions referred to as "(Sponsor name) Wednesday night Senior Competition" for all promotion & on fixtures & any reference online to the junior club competition.
- Core-flute signage or pull up banners for courts during competitions.
- Season Tickets to the Pirates NBL1 home games for up to 4 people.
- Access to Pirates senior competitions and database for sponsor promotions for the competition night sponsored.
- Advertisement on Pirates website & social media platforms.
- Invitation to all Pirates major functions & events





# Junior Representative Partner

## Junior Representative Program Gold Partnership

\$12,000 excluding GST

We have over 300 junior representative player and 28 teams whose compete at varies venues throughout South East Queensland.

### What you get

- Featured marketing & branding across almost all South West Metro Junior Representative program.
- Sponsors branding put on back of every Pirates Rep singlet.
- Signage included internally at the venue.
- Season Tickets to the Pirates NBL1 hoem games for up to 4 people.
- Access to Pirates junior representative teams and database for sponsor promotions.
- Advertisement on Pirates website & social media platforms.
- Invitation to all Pirates major functions & events (including all Junior representative presentations)





# Junior Representative Partners

## Junior Representative Program Purple Partnership

**\$8,000 excluding GST**

We have over 300 junior representative player and 28 teams whose compete at varies venues throughout South East Queensland.

### What you get

- Featured marketing & branding across almost all South West Metro Junior Representative program.
- Sponsors branding put on either front left chest of every Pirates Rep singlet or on every Pirates rep shorts.
- Season Tickets to the Pirates NBL1 home games for up to 4 people.
- Access to Pirates junior representative teams and database for sponsor promotions.
- Advertisement on Pirates website & social media platforms.
- Invitation to all Pirates major functions & events (including all Junior representative presentations)



# SuperHoopers Partner

## SuperHoopers Program Partnership

**\$10,000 excluding GST**

SuperHoopers is our introductory development program aimed at new players turning ages 5 - 9.

### What you get

- Featured marketing & branding across almost all South West Metro Super Hoopers Program.
- Super Hoopers Program referred to as “(Sponsor name) Super Hoopers Program” for all promotion & any reference online to the Super Hoopers program.
- Sponsor branding on Super Hoopers singlets & any custom balls for the length of the agreement.
- Signage included internally at the venue.
- Season Tickets to the Pirates NBL1 hoem games for up to 4 people.
- Advertisement on Pirates website & social media platforms.
- Invitation to all Pirates major functions & events





# Queensland State League Partners

## QSL Program Naming Rights Partnership \$10,000 excluding GST

There are two competitions for men and women within the Queensland State League: QSL - open age competition & QSLYL (Youth League) - players turning 23 or under. The competition is played throughout SE Queensland

### What you get

- Featured marketing & branding across either women's or men's South West Metro QSL & QSL Youth League teams.
- QSL & QSLYL teams referred to as "(Sponsor name) South West Metro Pirates QSL Men/Women".
- Logo Placement on front of QSL & QSLYL Uniforms.
- Signage included internally at the venue.
- Core-flute signage or pull up banners for courts during QSL season.
- Tickets to the Pirates NBL1 home games for up to 4 people.
- Access to Pirates QSL players for business promotions.
- Advertisement on Pirates website & social media platforms.
- Invitation to all Pirates major functions & events.



# Holiday Camps Partnership

## Pirates Holiday Camps Partnership \$8000 excluding GST

Holiday Camps are run in each school Holiday for 3 days at Hibiscus with more than 100 children attending.

### What you get

- Featured marketing & branding across almost all Pirates Holiday Camps during school holidays – up to 4 three-day camps per year in each school holidays.
- Pirates Holiday Camps referred to as “(Sponsor name) Pirates Holiday Camps” or similar for all promotion & any reference online to the Holiday Camps.
- Branding on any Camp gear provided to camp attendees (such as basketballs, t-shirts or singlets)
- Tickets to the Pirates NBL1 home games for up to 4 people.
- Advertisement on Pirates website & social media platforms.





# Buccaneers Academy Partnership

## Buccaneers Academy Program Partnership \$7,000 excluding GST

Our Academy's are run 4 times a year to prepare our players for representative basketball. Ages U12's through to U18's.

### What you get

- Featured marketing & branding across all South West Metro Buccaneers Academy Program – 4 programs each year for each age group (U12-U18).
- Buccaneers Academy Program referred to as “(Sponsor name) Buccaneers Academy Program” for all promotion & any reference online to the Buccaneers program.
- Signage included internally at the venue.
- Tickets to the Pirates NBL1 home games for up to 4 people.
- Advertisement on Pirates website & social media platforms.



# What is NBL1?

NBL1 is a national basketball league in Australia that serves as a key platform for both emerging and established basketball talent. It was established to provide a competitive environment for players and teams outside of National Basketball Leagues (NBL & WNBL), fostering player development and enhancing the overall quality of basketball in the country.

The league is structured into various conferences across different regions, allowing teams from diverse areas to compete and showcase their skills. The Pirates are part of the NBL1 North Competition which includes teams throughout Queensland including Cairns, Townsville, Mackay, Rockhampton and teams from the greater Brisbane area.

NBL1 focuses on nurturing young talent, offering a pathway for athletes to progress to higher levels, including the NBL & WNBL and international competitions.

NBL1 features a mix of amateur, semi-professional and professional players. NBL and WNBL players, overseas players and local players all compete creating a competitive atmosphere that attracts talented athletes and coaches.

Game night at 'The Ship' is all about entertainment and having fun. With crowds of around 500 people it is a great night of action, music, competitions and some great basketball!

All games are live streamed via the NBL1 App and game of the week streamed on Kayo Sports,





# Partnership Opportunities

## Favourite Player

\$120 excluding GST

### What you get

- Autographed photo of your favourite player
- Professional photo taken with your favourite player



# Partnership Opportunities

## Small Business Sponsorship \$700 excluding GST

### What you get

- Business mentioned at half time at home games
- Acknowledgment on Social Media and Pirates website
- Professional photo taken with your favourite player



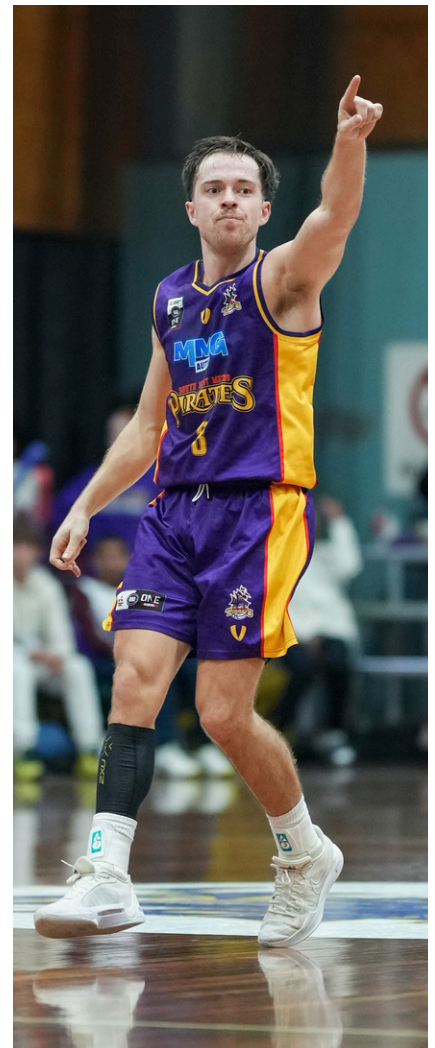


# Partnership Opportunities

## Player Sponsorship \$1000 excluding GST

### What you get

- Sponsor named during player intros at NBL1 home games
- Sponsor logo on players warm up top
- Announcement on social media for the player sponsorship
- Logo on any social media posts when your players photo is used.
- Access to sponsored player for business promotion
- Season tickets for NBL1 season for 2 people.



# Partnership Opportunities

Single Game Night Sponsor  
\$3,000 excluding GST

What you get

- 4 Complimentary tickets to the sponsored game
- Business name mentioned frequently throughout the sponsored game night
- Social Media game promotions for sponsored game to include your logo and business name as part of posts.





# Partnership Opportunities

## Red Partnership Package \$6,000 excluding GST

### What you get

- 6 x seat corporate box (including food & drink package with business signage on front of corporate box)
- Advertisement on Pirates website & social media platforms.
- Sponsor mentioned during home game live stream\* and by court announcer.

\*excluding Kayo game of the week



# Partnership Opportunities

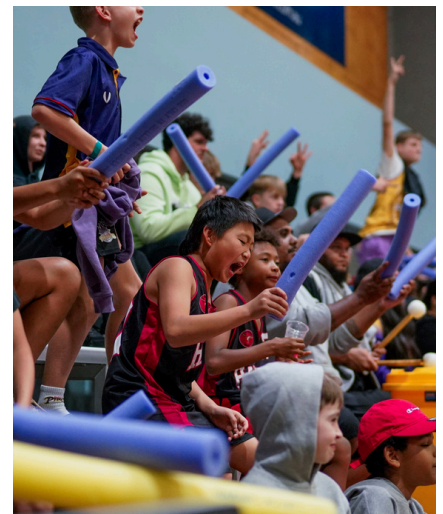


## Purple Partnership Package (Shorts) \$9,000 excluding GST

### What you get

- Logo placement on all NBL1 playing uniforms on shorts, sleeve of warm up shirt & on polo shirts
- 6 x Home Games Season Passes
- Courtside signage
- 20 x drink vouchers & corporate food each home game
- Advertisement on Pirates website & social media platforms.
- Sponsor mentioned during game on home live stream\* & by court announcer.

\*excluding Kayo game of the week





# Partnership Opportunities

## Gold Partnership Package (Singlet) \$12,000 excluding GST

### What you get

- Logo placement on all NBL1 playing uniforms on back of singlet, back of warm up tops & on back of all polo shirts
- 6 x seat corporate box (including food & drink package with business signage on front of corporate box)
- Advertisement on Pirates website & social media platforms.
- Sponsor mentioned during game on home live stream\* & by court announcer.

\*excluding Kayo game of the week



# Want to know more....

## Contact

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**We look forward to partnering with you in  
2025 and beyond.**