

# PARTNERSHIP PACKAGES 2024

# 01

## MISSION STATEMENT

### Vision

“Be the number one basketball club in Australia for providing the Boomers community, leadership and pathways that enable our people to achieve their best”

### Mission

#### Grow With Intent

Grow strategically and sustainably

#### Performance Pathways

Implement pathways for players, coaches, and referees to show how and where the Boomers can support them to “be their best”

#### Investing In Our People

Focus on developing all of our people and the community

### Values

#### Grit & Grow

Strong, determined, strength of character, committed to being the best we can be and providing a supportive environment for growth

#### Connected & Caring

Connected to each other and key organisations, we care for one another and our community and we are compassionate

#### Proud & Passionate

Successful and proud of our achievements and history, we love what we do and we do it with passion and commitment

#### Firm & Fair

Respectful and inclusive, with zero tolerance of poor behaviour

#### Courageous & Competitive

Courageous, powerful, driven and competitive environment for growth



# 02

## OUR HISTORY

The Bulleen Templestowe Basketball Club boasts a storied legacy spanning more than five decades, commemorating its 55th anniversary in 2024 with pride.



Through diligent efforts on the basketball court and the unwavering support of our community, we've emerged as a revered and impactful club, earning respect not only at the local level but throughout the state of Victoria.

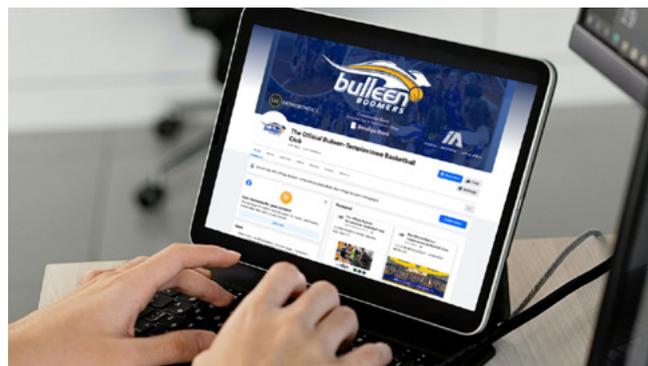
# 03

## SOCIAL MEDIA

The Bulleen-Templestowe Basketball Club are consistently growing an energetic social media presence with a focus on Facebook and Instagram.

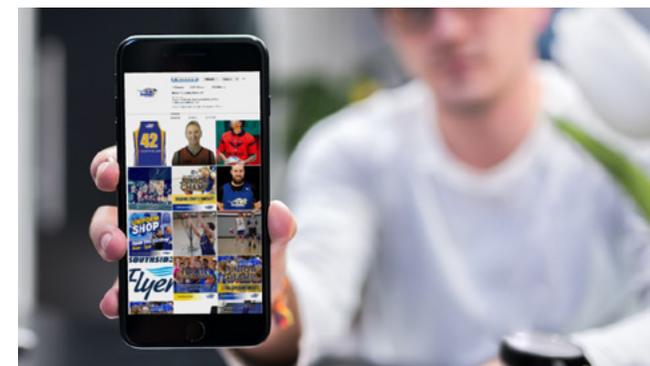
### Facebook

 BulleenTemplestoweBasketballClub



### Instagram

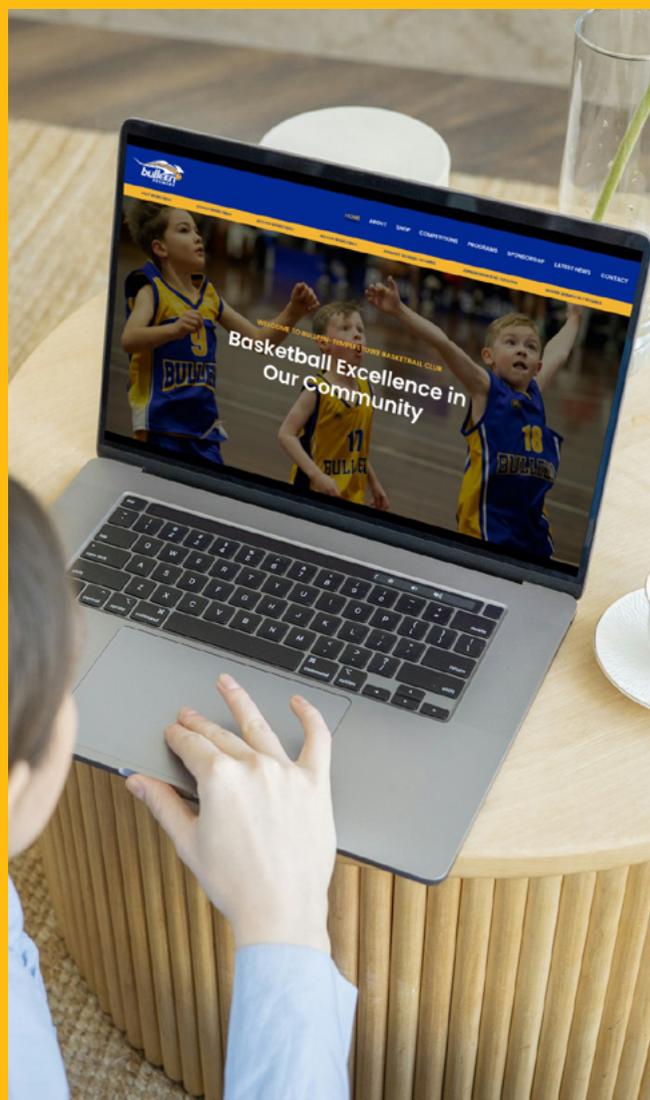
 bulleenboomersinsta



The Bulleen Basketball Facebook hub boasts a following of more than 4,300, while our rapidly growing Instagram audience exceeds 2,100 engaged individuals. We consistently provide player and program updates, fueled by our commitment to delivering regular information to both our local and broader community. Additionally, our strategy includes featuring sponsor shout-outs and spotlights.

# 04

## ONLINE PRESENCE



### Website

 [bulleenboomers.com.au](http://bulleenboomers.com.au)

The Bulleen Basketball website offers an engaging membership experience by showcasing diverse opportunities for individuals to become involved in our esteemed club. From aspiring players to seasoned coaches, impartial referees to dedicated volunteers, the website highlights every avenue, while emphasising the importance of sponsor engagement.

We're proud to showcase this asset and direct traffic from our social channels and sponsor & member emails to the home base for all things Bulleen-Templestowe Basketball Club.

# 05

## OUR NETWORKS

The Bulleen-Templestowe Basketball Club is a member of **Basketball Victoria**. Basketball Victoria is the peak body for basketball in Victoria that provides a range of services for 160 Affiliated Associations statewide. In addition to supporting affiliated basketball associations, Basketball Victoria coordinates a number of participation and player development programs as well as coach and official programs.



The Big V is an elite statewide basketball league in Victoria comprising 140 semi-professional sides in 12 competitions. These competitions comprise both genders, and incorporate three levels of senior competition for men, women and youth leagues.



The Victorian Junior Basketball League incorporates competitions conducted state-wide and provides the highest level of junior competition in Victoria. VJBL boasts 1248 representative teams from 54 associations across Victoria. In the last VJBL calendar scheduled 14,549 games across 78 venues and had 11,934 registered players participate in the U12 to U20 age groups. The Bulleen Boomers are positioned in the top 10 within the VJBL, recognised for both its substantial size and notable success.



The Eastern Districts Junior Basketball Association (EDJBA) stands as Australia's most extensive junior competition, with a remarkable presence of over 1,500 teams and nearly 12,000 players. This all-inclusive association takes pride in delivering an outstanding basketball competition, catering to players of all skill levels. Notably, the Bulleen Boomers rank as the second-largest club within the EDJBA, fielding an impressive 160 teams.



Aussie Hoops is Basketball Australia's official introductory program, providing a fun and inclusive Basketball experience for 5-10 year olds that serves as an introduction to a lifetime of involvement in the game. In addition to promoting healthy and active lifestyles, the program serves as a platform for social development and inclusion – fostering stronger and more vibrant communities and individuals.



# 06

## OUR REACH

The Bulleen Templestowe Basketball Club offers a unique opportunity for your brand to connect with a diverse audience in a broad target market through our members, networks, and programs. Our influence is consistently expanding within the Eastern corridor of Melbourne.

This collaboration extends beyond a conventional "sponsorship" arrangement; it represents a genuine business opportunity with clear commercial viability. Leveraging our extensive reach and frequency, sponsors have the potential to showcase their messages to an audience exceeding 1 million views annually.

### Key statistics highlight the substantial impact and visibility:

- BTBC engages with over 400,000 individuals annually.
- Nearly 500 teams participate in our competition each week.
- Our banner hosts over 14,500 games annually.
- Basketball boasts one of the highest participation rates among team sports in Australia.
- Approximately 548,000 people actively participate in basketball in Victoria.
- Our venues attract over 1,000,000 visitors annually.
- Our school clinics grant access to basketball for 7,000 school children each year.

Consider that the population of Manningham alone surpasses 130,000 residents, underscoring the immense potential for brand exposure and engagement within this vibrant community.



# 07

## AUDIENCE EXPOSURE

The Bulleen-Templestowe Basketball Association caters to a wide variety of members from 5 years of age to open age senior competitions. With junior and senior domestic and representative competitions as well as school programs, wheelchair basketball, all abilities basketball, walking basketball and beginner programs, our audience is a perfect marketing platform for our corporate partners to increase brand awareness and shape consumer attitudes.

### PLAYING MEMBERS

5,000 Participants  
Juniors, Seniors, All Abilities, Male & Female

### GENERAL MEMBERS

1,000 Participants  
Juniors, Seniors, All Abilities, Male & Female

### DOMESTIC COMPETITION

455 Teams  
13,870 Games per year  
548,000 Spectators per year

### JUNIOR ELITE

40 Teams (boys & girls)  
660 Home games per year  
30,000 Spectators per year

### SENIOR ELITE CROWDS

4 Teams (male & female)  
40 Home games per year  
6,000 Spectators per year

### COMMUNITY ENGAGEMENT

50 School visits per year  
7,000 participants per year

## Location

Located in the city of  
Manningham about 12km East  
from the Melbourne CBD.  
Housing over 130,000 residents

# 08

## YOUR SUPPORT



Sponsorship and support play a pivotal role in shaping the success and sustainability of the Bulleen Templestowe Basketball Club (BTBC). This backing is not just a financial transaction but a transformative force that can significantly elevate our organisation and the community we serve.

Your sponsorship holds the power to make a substantial difference by enabling us to:

**Attract and Reward Coaches:** Quality coaching is integral to the development of our players and the overall success of the club. With your support, we can attract and retain skilled coaches, recognizing their dedication and contributions. This ensures that our athletes receive top-notch guidance, fostering a culture of excellence.

**Invest in Training, Development, and Mentoring:** Continuous improvement is a cornerstone of our commitment to our members. Sponsorship funds can be channeled into comprehensive training programs, development initiatives, and mentorship opportunities for both players and coaching staff. This investment not only enhances the skills of our athletes but also cultivates a supportive and growth-oriented environment.

**Maintain Up-to-Date Equipment:** Staying ahead in the dynamic world of basketball requires access to the latest and most effective equipment for both coaches and players. Sponsorship enables us to consistently upgrade and maintain state-of-the-art gear, ensuring that our teams have the tools they need to perform at their best.

**Expand Community Outreach Programs:** With your support, we can broaden our impact within the community. This includes expanding outreach programs, engaging more school children through clinics, and promoting the values of teamwork, discipline, and physical fitness that basketball instills.

**Facilitate Accessible Programs:** Sponsorship allows us to maintain affordable participation fees, making the sport accessible to a wider range of individuals within the community. This inclusivity aligns with our commitment to providing opportunities for everyone to enjoy and benefit from the sport of basketball.

In essence, your sponsorship is not merely a financial contribution but a strategic investment in the holistic development of our club and the broader community. It empowers us to create an environment where aspiring athletes thrive, coaches excel, and the values of teamwork and sportsmanship flourish. Your support is instrumental in shaping a positive and impactful future for the Bulleen Templestowe Basketball Club.



CORPORATE  
PARTNER  
PACKAGES **2024**

# 09

## NAMING RIGHTS

Have your business directly linked with a specific program.

**COST**  
**\$20,000**  
+GST per year  
(3 year commitment)

- Inclusion in the Bulleen Boomers Business Directory
- Social Media Partnership Announcement
- Placement of 2 x 2400mm x 1200mm sign @ Bulleen Stadium (signage at sponsor expense)
- Inclusion with rotational logo recognition on Bulleen Stadium Screen
- Invitation to all Bulleen Boomers Business Networking Events
- 6 x Social Media Promotional Adverts
- Opportunity to Promote via Monthly E-Newsletter Adverts
- Prime Logo Recognition on Bulleen Basketball Website
- Invitation to Host Game Day Promotions to Bulleen Boomers Membership
- Exclusivity Rights (Good/Service Category)
- Logo recognition on relevant program uniform and/or apparel
- Logo Recognition on Bulleen Boomers Marketing Collateral
- 2 x Tickets to Bulleen Boomers Social Function
- Opportunity for SIX EDM annually to Bulleen Basketball database
- Logo Recognition on Primary School Community Basketball Distribution (1200 balls donated annually)
- Promote your business through a special offer to members of Bulleen Boomers for your product/service(s)
- EIGHT season passes allowing entry to all Big V home games including finals
- Acknowledgement of your business by Court Announcer during game breaks at Big V home games
- Half page advertisement in all 2024 Bulleen Boomers Big V home game programs
- 2 x Courtside A Frame Signs at all 2024 Bulleen Boomers Big V home game programs (signage at sponsor expense)
- Access to a BIG V Player for Mutual Partnership Engagement
- Refreshments at half time of BIG V Senior double headers.



# 10

## NAMING RIGHTS

### PARTNERSHIP OPPORTUNITIES

#### COMMUNITY EVENTS:

- 3x3 Events
- Junior Tournaments
- Development Programs
- School Holiday Camps

#### JUNIOR CHAMPIONSHIP

Elite Junior Representative Program

SOLD

#### SENIOR CHAMPIONSHIP (BIG V)

Elite Junior Representative Program

SOLD

#### JUNIOR DOMESTIC

Weekly Junior Competition incorporating 160 U/8-U/21's teams

#### SENIOR DOMESTIC

Social Weekly Adult Competition incorporating over 150 Men's, Women's & Mixed teams.

#### PRIMARY SCHOOL

We host a weekly competition incorporating 19 schools, including 160 teams within Manningham and surrounds

#### REFEREES

We have 125 referees who officiate on a weekly basis within our competitions

#### SCHOOLS PROGRAM

We visit Primary Schools within the Manningham District and surrounds to promote the sport of basketball.

#### TAKIN' IT TO THE SCHOOLS COMMUNITY PARTNER

Business Logo to appear on 1200 Bulleen Branded Basketballs to be distributed to 1000+ families in the Doncaster Templestowe Community at School introductory clinics hosted by our American import.

#### SCHOOL HOLIDAY CAMPS COMMUNITY PARTNER

3x 4 day camps per year during school holidays

#### BULLEEN BOOMERS 3X3 TOURNAMENT COMMUNITY PARTNER

2x events per year bringing members from all across Melbourne into our venues

#### BULLEEN BOOMERS JUNIOR DOMESTIC TOURNAMENT COMMUNITY PARTNER

#### COMMUNITY PARTNER OF AUSSIE HOOPS PROGRAM

[www.bulleenboomers.com.au/aussie\\_hoops](http://www.bulleenboomers.com.au/aussie_hoops)

#### COMMUNITY PARTNER OF WALKING HOOPS PROGRAM

[www.bulleenboomers.com.au/walking-basketball](http://www.bulleenboomers.com.au/walking-basketball)

#### COMMUNITY PARTNER OF 'THE ACADEMY' PROGRAM

[www.bulleenboomers.com.au/junior-academy](http://www.bulleenboomers.com.au/junior-academy)

#### COMMUNITY PARTNER OF 'BABY BOOMERS' PROGRAM

[www.bulleenboomers.com.au/babyboomers](http://www.bulleenboomers.com.au/babyboomers)

# 11

## PLATINUM PACKAGE

**COST**  
**\$15,000**  
 +GST  
 (per year)

- Inclusion in the Bulleen Boomers Business Directory
- Social Media Partnership Announcement
- Placement of 2 x 2400mm x 1200mm sign @ Bulleen Stadium (signage at sponsor expense)
- Inclusion with Rotational logo recognition on Bulleen Stadium Screen
- Invitation to all Bulleen Boomers Business Networking Events
- 6 x Social Media Promotional Adverts
- Opportunity to Promote via Monthly E-Newsletter Adverts
- Prime Logo Recognition on Bulleen Basketball Website
- Invitation to Host Game Day Promotions to Bulleen Boomers Membership
- Exclusivity Rights (Good/Service Category)
- Logo Recognition on Bulleen Boomers Marketing Collateral
- 2 x Tickets to Bulleen Boomers Social Function
- Opportunity for SIX EDM annually to Bulleen Basketball database
- Promote your business through a special offer to members of Bulleen Boomers for your product/service(s)
- EIGHT season passes allowing entry to all Big V home games including finals
- Acknowledgement of your business by Court Announcer during game breaks at Big V home games
- Half page advertisement in all 2024 Bulleen Boomers Big V home game programs
- 2 x Courtside A Frame Signs at all 2024 Bulleen Boomers Big V home game programs (signage at sponsor expense)
- Access to a BIG V Player for Mutual Partnership Engagement



# 12

## GOLD PACKAGE

**COST**  
**\$10,000**  
 +GST  
 (per year)

- Inclusion in the Bulleen Boomers Business Directory
- Social Media Partnership Announcement
- Placement of 2 x 2400mmx1200mm Sign @ Bulleen Stadium (signage at sponsor expense)
- Inclusion with Rotational logo recognition on Bulleen Stadium Screen
- Invitation to all Bulleen Boomers Business Networking Events
- 6 x Social Media Promotional Adverts
- Opportunity to Promote via Monthly E-Newsletter Adverts
- Prime Logo Recognition on Bulleen Basketball Website
- Invitation to Host Game Day Promotions to Bulleen Boomers Membership
- Opportunity for SIX EDM annually to Bulleen Basketball database
- Promote your business through a special offer to members of Bulleen Boomers for your product/service(s)
- SIX season passes allowing entry to all Big V home games including finals
- Acknowledgement of your business by Court Announcer during game breaks at Big V home games
- Half page advertisement in all 2024 Bulleen Boomers Big V home game programs
- 1 x Courtside A Frame Signs at all 2024 Bulleen Boomers Big V home game programs (signage at sponsor expense)



# 13

## SILVER PACKAGE

**COST**  
**\$5,000**  
+GST  
(per year)

- Inclusion in the Bulleen Boomers Business Directory
- Social Media Partnership Announcement
- Placement of 1 x 2400mm x 1200mm Sign @ Bulleen Stadium (signage at sponsor expense)
- Invitation to all Bulleen Boomers Business Networking Events
- 6 x Social Media Promotional Adverts
- Opportunity to Promote via Monthly E-Newsletter Adverts
- Prime Logo Recognition on Bulleen Basketball Website
- Invitation to Host Game Day Promotions to Bulleen Boomers Membership
- Promote your business through a special offer to members of Bulleen Boomers for your product/service(s)
- FOUR season passes allowing entry to all Big V home games including finals
- Acknowledgement of your business by Court Announcer during game breaks at Big V home games
- Quarter page advertisement in all 2024 Bulleen Boomers Big V home game programs
- 1 x Courtside A Frame Sign at all 2024 Bulleen Boomers Big V home game programs (signage at sponsor expense)



# 14

## BRONZE PACKAGE

COST  
**\$3,000**  
+GST  
(per year)

- Inclusion in the Bulleen Boomers Business Directory
- Social Media Partnership Announcement
- Placement of 1 x 2400mm x 1200mm Sign @ Bulleen Stadium (signage at sponsor expense)
- Invitation to all Bulleen Boomers Business Networking Events
- 2 x Social Media Promotional Adverts
- Logo Recognition on Bulleen Basketball Website
- Invitation to Host Game Day Promotions to Bulleen Boomers Membership
- Promote your business through a special offer to members of Bulleen Boomers for your product/service(s)
- FOUR season passes allowing entry to all Big V home games including finals
- Acknowledgement of your business by Court Announcer during game breaks at Big V home games
- Eighth page advertisement in all 2024 Bulleen Boomers Big V home game programs



# 15

## COMMUNITY BLUE PACKAGE

COST  
**\$2,000**  
+GST  
(per year)

- Inclusion in the Bulleen Boomers Business Directory
- Social Media Partnership Announcement
- Placement of 1 x 2400mm x 1200mm Sign @ Bulleen Stadium (signage at sponsor expense)
- Invitation to all Bulleen Boomers Business Networking Events
- 2 x Social Media Promotional Adverts
- Logo Recognition on Bulleen Basketball Website
- Invitation to Host Game Day Promotions to Bulleen Boomers Membership
- Promote your business through a special offer to members of Bulleen Boomers for your product/service(s)
- FOUR season passes allowing entry to all Big V home games including finals
- Acknowledgement of your business by Court Announcer during game breaks at Big V home games
- Eighth page advertisement in all 2024 Bulleen Boomers Big V home game programs



# 16

## COMMUNITY GOLD PACKAGE

COST  
**\$1,500**  
+GST  
(per year)

- Inclusion in the Bulleen Boomers Business Directory
- Social Media Partnership Announcement
- Placement of 1 x 2400mm x 1200mm Sign @ Bulleen Stadium (signage at sponsor expense)
- Invitation to all Bulleen Boomers Business Networking Events
- 2 x Social Media Promotional Adverts
- Logo Recognition on Bulleen Basketball Website
- Invitation to Host Game Day Promotions to Bulleen Boomers Membership
- FOUR season passes allowing entry to all Big V home games including finals
- Acknowledgement of your business by Court Announcer during game breaks at Big V home games



# 17

## IN KIND & ADVERTISING PACKAGES

To discuss how we can tailor a package to suit your business product and or service simply call Bulleen Boomers General Manager, Ryan Rogers.



The "In-Kind (Contra) Sponsorship" component of our sponsorship package offers a unique and flexible avenue for your business to engage with the Bulleen Templestowe Basketball Club (BTBC) in a way that aligns seamlessly with your products and services. In-Kind Sponsorship involves a mutually beneficial exchange where your goods, services, or expertise are provided in kind, in exchange for promotional opportunities and visibility within our community.

To discuss the possibilities and tailor a Contra Sponsorship package that perfectly suits your business goals, we encourage you to connect with Ryan Rogers, Bulleen Boomers General Manager.

Ryan will work closely with you to understand your objectives, provide insights into potential collaboration opportunities, and ensure that the partnership is mutually beneficial.

### **Ryan Rogers**

generalmanager@bulleenboomers.com.au

Tel: 8849 0525

# 18

## AT A GLANCE

BENEFIT	NAMING RIGHTS	PLATINUM	GOLD	SILVER	BRONZE	BLUE	COMMUNITY	GOLD	PLAYER
Bulleen Venue Signage	✓	✓	✓	✓	✓	✓		✓	
Logo on BTBC Website Home	✓	✓	✓						
Social Media Promotion	✓	✓	✓	✓	✓	✓		✓	
Host Game Day Promotions	✓	✓	✓						
Courtside Signage (BIG V)	✓	✓	✓	✓					
Exclusivity Rights	✓	✓							
Logo on Marketing Collateral	✓	✓							
E Newsletter Adverts	✓	✓	✓	✓					
BIG V Game Passes	✓	✓	✓	✓	✓	✓		✓	✓
Game Day Announcements (BIG V)	✓	✓	✓	✓	✓	✓		✓	✓
BTBC Social Function Tickets	✓	✓	✓				✓		
BTBC Business Networking Invites	✓	✓	✓	✓	✓	✓		✓	
Share Promotions To Our Database Via EDM	✓	✓	✓						
Game Program Advert (BIG V)	✓	✓	✓	✓	✓	✓			
BIG V Refreshments	✓								
Logo Recognition on Community Ball Distribution	✓								
Inclusion on BTBC Business Directory	✓	✓	✓	✓	✓	✓		✓	✓
Social Media Welcome Post	✓	✓	✓	✓	✓	✓		✓	✓
Access to BIG V Player for Engagement	✓	✓					✓		✓

\* Refer to package benefits for more information.



# 19

## BIG V PLAYER SPONSORSHIP 2024

### OVERVIEW

Bulleen Boomers Big V Players commit an enormous amount of time and effort into ensuring they are able to compete in Victoria's Premier Basketball League and represent the Club with pride within the community.

**COST**  
**\$600**  
+GST  
(per year)

### PARTNERSHIP BENEFITS

- FOUR season passes allowing entry to all Big V home games including finals
- Your business/family/team name will appear in all BIG V home game programs next to the name of your sponsored player
- Your business/family/team name and logo will be included next to your sponsored player's 'Player Profile' on the Bulleen Boomers website
- Acknowledgement of your business/family/team name as your sponsored player enters the court during pre-game introductions at Big V home games
- Your business/family/team name will receive social media shoutouts and tagging on Bulleen Boomers Club socials.
- Invitation to all club events during 2023
- Invitation to Present Sponsored Players Singlet at BIG V Season Launch Function
- Invitation to the Bulleen Boomers BIG V 2024 End of Season Awards Function
- Inclusion on the Bulleen Boomers Business Directory

### PLAYER BENEFITS

Your contribution as a Player Sponsor supports us to facilitate a professional program with high level coaching, venues, first aid, uniforms, travel assistance and apparel for the duration of the 2024 season, to ensure our teams can perform to the best of their abilities on the court.





# 20

## PARTNERSHIP FORM

### CONTACT DETAILS:

Business/Family/Team Name:

Contact Person:

ABN: (if necc)

Address:

Phone:

Email:

PACKAGE:	COST:	TOTAL:

Please email completed form along with your business logo for advertising purposes to [generalmanager@bulleenboomers.com.au](mailto:generalmanager@bulleenboomers.com.au)  
A tax invoice will be provided to execute a formal partnership.

### OFFICE USE ONLY

Form Received:

Payment Received:

Logo Received: