

PARTNERSHIP PROSPECTUS

CELEBRATING OVER 40 YEARS OF BASKETBALL IN MOE



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INTRODUCTION

Established in 1979, Basketball Moe Inc. is a local, volunteer ran basketball association that provides junior and senior players the opportunity to play and learn the skills of the game of basketball in a safe and enjoyable environment.

We strive to build continued improvement in basketball in our local area by creating opportunities for all persons involved in the game to develop their skills and knowledge through our development programs and through the promotion of Basketball Victoria's high performance pathways.

Basketball Moe Inc. promotes and encourages a range of positive values such as fair play, integrity, equal opportunity and inclusion, good sporting conduct and a sense of community.

We've developed a number of sponsorship packages which we believe will truly enable your business to gain low cost publicity and advertising in one of Australia's favourite sports. The packages range from our entry level advertising opportunities which gets your business name out and about at local games through to major partnership packages which include opportunities for naming rights to our annual Junior Basketball tournament.

Funding to help Basketball Moe Inc. deliver the best possible opportunities to develop basketball players, coaches and teams in our region is of paramount importance.

Without the financial backing from businesses it is impossible for our Moe Meteors teams to win rounds and make a name for basketball in our region.

By joining Basketball Moe Inc. your business will be seen by a brand loyal fan base that is recognised for supporting the companies that support community sport.

If your company is serious about increasing its image, its sales, and its profits, it cannot afford to miss out on the incredible packages on offer with Basketball Moe Inc.

LET THE NUMBERS DO THE TALKING...

- 9% of Australians aged between 5 and 75 currently play basketball.
- 25% of Australians have participated in basketball during their life.
- 42% of participants play basketball on a weekly basis.
- 27% of Australians consider themselves fans of basketball - while 8% consider themselves 'fanatics'.



SOME KEY FACTS ON BASKETBALL

Basketball is the 2nd highest team participation sport in Australia, with approximately **one million** men and women, boys and girls participating in the sport throughout the country.

Sports participation data from the Australian Bureau of Statistics (October, 2012) shows that basketball has defied the national trend and has continued to grow its already strong participation base among children.

In 2012, the Children's Participation in Cultural and Leisure Activities survey collected information on participation in sport, cultural activities and the use of technology for children aged between 5 and 14. Overall, the study found that 42,000 fewer children were playing organised sport than three years prior. However, basketball participation for 5 - 14 year olds increased by 7.9% or 18,000 participants over this time period.

This growth in participants is remarkable when you consider that the same study found nearly all other major participation sports, including Australian Rules Football, Cricket, Swimming, Netball and Tennis suffered a decline in participation levels within this same timeframe.

(Children's Participation in Cultural and Leisure Activities survey - Australian Bureau of Statistics, October 2012)

OUR PROGRAMS

Basketball Moe Inc. is a well recognised not-for-profit community association servicing Moe / Newborough and the surrounding area. We cater for all ages from grass roots through to elite levels.

Our volunteer ran organisation provides opportunities for children and adults to participate in the game of Basketball in a safe and inclusive environment. We have over 770 registered participants who participate in our grass roots competitions on a weekly basis with our junior programs running on Wednesday and Friday nights and our Senior competitions on Monday, Wednesday and Thursday nights.

We strive to promote and encourage healthy and active lifestyles and aim to build a culture of fair play, integrity, equal opportunity, good sporting conduct and a sense of pride in our community.

We offer a number of development opportunities through participation in our Meteors Representative program which provides athletes with access to quality coaches and the opportunity to compete against the best players from neighbouring associations at tournaments throughout the year. Our Country Basketball League teams provides similar opportunities to senior participants through a series of home and away games against associations from across the Gippsland region.

At Basketball Moe Inc., we recognise that providing development opportunities for all those who contribute to our association is of paramount importance to the continued strength and success of our organisation.

Each year, our panel of experienced, qualified coaches run a series of workshops for our grass roots, volunteer coaches with an aim to improve their knowledge and understanding of the game, which in turn provides better opportunities for the youth participating in our programs.

Our referees are also regularly encouraged to improve their knowledge and experience through our referee development program which provides a range of opportunities to learn from our mentor referees and qualified referee coaches.

At the start of every new season, we run our Mini Meteors program - a safe and fun basketball experience for children aged 5-10 which serves as an introduction to a lifetime of involvement in the game. The program aims to encourage participation and social development.

OUR ANNUAL JUNIOR TOURNAMENT

From humble beginnings in 1982, our annual junior basketball tournament is now in its thirty-eighth year, and is stronger than ever.

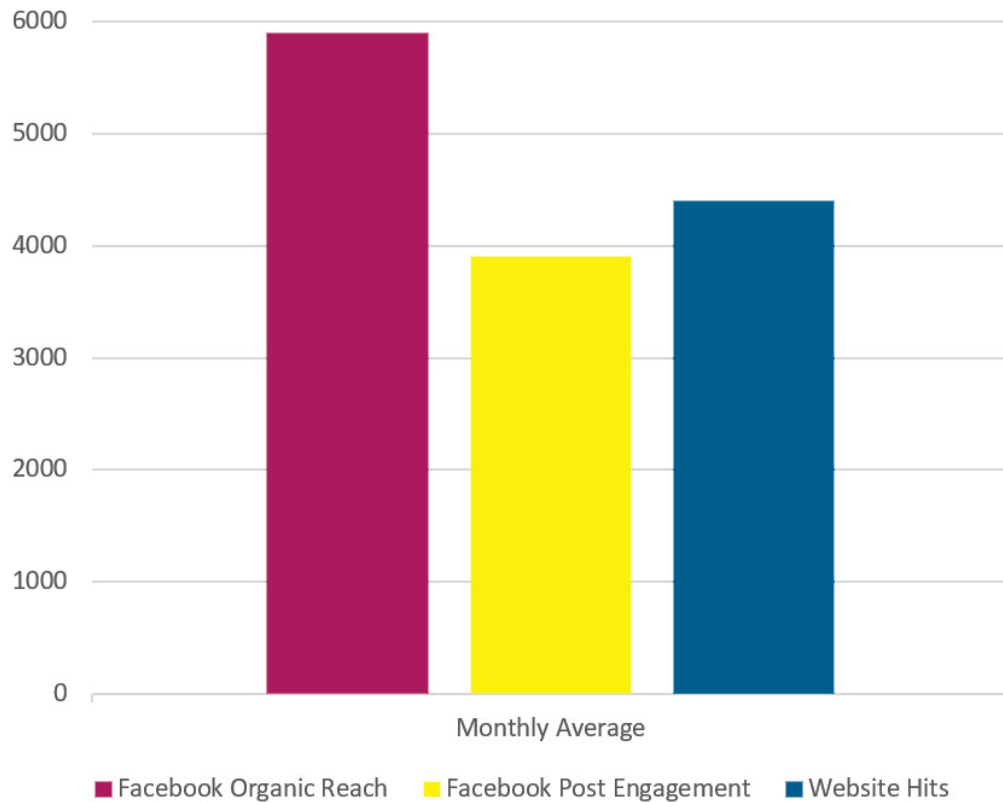
The event runs over three days, from Friday the 5th of November to Sunday the 7th of November 2021 and will see over three hundred individual games of basketball played in a single weekend, attracting more than one hundred and thirty teams from across the Gippsland area and beyond.

Partnering with our annual junior tournament will see your brand exposed to a broad audience of more than 4,000 people at three separate locations throughout the duration of the event.



OUR SOCIAL MEDIA REACH

Basketball Moe Inc. has a significant online presence with over 4,000 hits per month on our website and our Facebook page reaching an organic audience of over 5,900 per month. Our Facebook page also sees an average of 3,900 post engagements per month.



Meteors shower the globe with international talent - Alex Sheedy

- Former Moe Meteors player
- Australian Institute of Sport (WNBL)
- Ippokratis (Greek A1 League)
- Kronos (Greek C League)
- Fresno State Bulldogs (US College)
- 2014/15 MW Women's Basketball Co-Player of the year
- Victoria Country Team - U16 ('06), U18 ('08), U20 ('09 & '10)
- Australian Opals Development Squad (China, 2013)



ADVERTISING OPPORTUNITIES

The following advertising options provide a great opportunity for your business to gain exposure with the highly visible, well maintained profile of the Moe Meteors brand for minimum financial outlay. (All prices include GST).

GET WITH THE PROGRAM | \$100 (1 year)

- One 65mm x 45mm advertisement in each of our Country Basketball League game day programs.
- One 65mm x 45mm advertisement in our 2021 Junior Tournament program.
- Your business logo placed on our official club website.
- Recognition of your sponsorship on our official social media presence.
- Certificate of appreciation.

SHOW US A SIGN | \$250 (1 year)

- Opportunity to supply temporary pull up banners for display on Country Basketball League game days.
- Opportunity to supply temporary pull up banners for display throughout our 2021 Junior Tournament.
- One 65mm x 45mm advertisement in each of our Country Basketball League game day programs.
- One 65mm x 45mm advertisement in our 2021 Junior Tournament program.
- Your business logo placed on our official club website.
- Recognition of your sponsorship on our official social media presence.
- Certificate of appreciation.

PICK AN AGE GROUP, PUT IT IN THE BASKET | \$500 (1 year)

- Your business name on the trophies for an entire age group for our 2021 Junior Tournament.
- Your business logo placed on the fixtures page for the age group you sponsor in our 2021 Junior Tournament program.
- One 65mm x 45mm advertisement in our 2021 Junior Tournament program.
- Your business logo placed on our official club website.
- Recognition of your sponsorship on our official social media presence.
- Certificate of appreciation.

THE POP UP SHOP | \$1,000 (1 year)

- Opportunity to run a pop-up shop from Latrobe Leisure Moe Newborough throughout the duration of our 2021 Junior Tournament.
- One 65mm x 45mm advertisement in our 2021 Junior Tournament program.
- One full A5 page advertisement in our 2021 Junior Tournament program.
- Your business logo placed on our official club website.
- Recognition of your sponsorship on our official social media presence.
- Certificate of appreciation.

THE ZEBRA | \$2,000 (1 year)

- Your business logo on the back of our domestic competition match officials shirts for the 2021/22 season.
- One 65mm x 45mm advertisement in our 2021 Junior Tournament program.
- One 65mm x 45mm advertisement in each of our Country Basketball League game day programs.
- Your business logo placed on our official club website.
- Recognition of your sponsorship on our official social media presence.
- Certificate of appreciation.

A Meteor strike on Victorian State teams - Harry Pepper

- Premiership winning Moe Meteors CBL player
- Victoria Country U18s Team (2017 & 2018)
- Victoria Country U16s Team (2016)
- National School Basketball Championship (Lowanna College, U15s - 2015)



MAJOR PARTNERSHIPS

The following partnership options provide a great opportunity for your business to gain exposure with the highly visible, well maintained profile of the Moe Meteors brand at both home and away games, as well as online.

The packages below are for a period of one year. All prices include GST.

WE LOVE COACHES TOO | \$2,000 (1 year)

Be recognised on the coaches apparel for our 16 Moe Meteors representative teams throughout the 2021 season and receive the following inclusions:

- Your business logo on each of our coaches polo shirts.
- One 130mm x 80mm advertisement in each of our Country Basketball League game day booklets.
- Opportunity to supply one 900mm x 1200mm sign to be erected at Latrobe Leisure Moe Newborough.
- Opportunity to supply pull up banner signage for display at all Country Basketball League home games and throughout the duration of our 2021 Junior Tournament.
- Your business logo displayed on our official club website.
- Social media posts (max one per week) advertising your brand or product.
- Certificate of appreciation.



From Grass Roots Volunteer to the Big Leagues - Michael Cleef

- 2020/2021 National Basketball League Technical Official Panel
- 2021 Under 18 Australian Junior Championships Technical Official Panel
- 2019/2020 National Basketball League Technical Official Panel
- 2019 Under 16 Australian Junior Championships Technical Official Panel



THE TOURNAMENT | \$5,000 (1 year, only one package available)

Be the official partner of Basketball Moe Inc. at our annual Junior Basketball Tournament and receive the following inclusions:

- Naming rights to our 2021 junior basketball tournament.
- Your business logo on the front cover of our tournament program.
- Your business logo on all tournament marketing collateral.
- Your business logo on our tournament merchandise.
- One full A5 page advertisement in our tournament program.
- Opportunity to provide one 900mm x 1200mm sign to be erected at Latrobe Leisure Moe Newborough.
- Opportunity to provide pop up signage for display at the event.
- Your business logo displayed on our official club website.
- Social Media posts (max one per week) advertising your brand or product.
- Certificate of appreciation.

SLAM DUNK | \$15,000 (2 years, only one package available - payment terms negotiable)

Be a major partner of Basketball Moe Inc. throughout 2021 & 2022 and receive the following inclusions:

- Your business logo on each of our coaches polos and select official Moe Meteors merchandise.
- Your business logo on our Country Basketball League teams warm-up shirts.
- Your business name announced with our Country Basketball League team introductions on game days.
- One 130mm x 80mm advertisement in each of our Country Basketball League game day programs.
- Opportunity to provide one 2400mm x 900mm sign to be erected at Latrobe Leisure Moe Newborough.
- Opportunity to provide pop up signage for display at all Country Basketball League home games and events.
- Your business logo displayed on our official club website.
- Social Media posts (max two per week) advertising your brand or product to over 1,000 Facebook subscribers.
- Access to distribute marketing material through our member base.
- 10 Season passes to all Country Basketball League home games.
- Certificate of appreciation.

ketball
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GON AMATEUR BASKETBALL ASSOCIATION


Latrobe City
a new energy


Latrobe LEISURE



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eat & drink
OPEN
149 Argyle Street, Traralgon
Proudly Supporting TRARALGON AMATEUR BASKETBALL ASSOCIATION



PERSONALISED PACKAGES AVAILABLE

We also understand that not every business fits in the same box. We welcome the opportunity to meet with you to discuss a mutually rewarding, personalised sponsorship package that suits your individual businesses needs.

We will provide a significant discount to sponsors who wish to combine any of the major partnership packages outlined in this document.

WE VALUE CONTINUED SUPPORT

At Basketball Moe Inc. we value the businesses who support us in our basketball endeavours.

We welcome the opportunity to discuss providing all major partnerships to potential sponsors at a negotiable rate in exchange for a three year financial commitment.



From a Meteor to an Australian Opal - Jaz Shelley

- Australian Opals 2021 Tokyo Olympics
- Melbourne Boomers WNBL
- WNBL Rookie of the Year (2018/19)
- Geelong Supercats NBL1
- University of Oregon (US College)
- Various Victoria Country teams
- Basketball Australia Centre of Excellence Scholarship
- 2017 Basketball Victoria Junior Player of the Year
- Represented Australia at:
 - 2016 FIBA U17 World Championships
 - 2017 FIBA U19 World Cup
 - 2018 FIBA U18 Asia Championships

IN CLOSING

Thank you for taking the time to consider Basketball Moe Inc. as a potential marketing partner for your business. We trust that you will find a relationship with the Basketball Moe Inc. team beneficial and mutually rewarding for your business.

We hope that our enthusiasm toward reaching mutual goals in the future, both on and off the court matches your enthusiasm to join Basketball Moe Inc. in 2021.

For more information, please contact Nicholas, our club secretary on:

Email: secretary@basketballmoe.com.au
Mobile: 0458 275 387

GOOD REASONS TO SPONSOR OUR CLUB

1. We have in excess of 1,400 players and spectators through our doors each week.
2. We have over 1,000 Facebook subscribers to our official social media page.
3. We provide continuous brand exposure and presence to a massive and diverse audience.
4. We provide brand exposure outside the local community ie. visiting representative teams and their supporters, and other user groups of Latrobe Leisure Moe Newborough facilities.
5. Your business will be affiliated with a 42 year strong, local community focused sporting organisation.
6. Increases general positive public perception of your business through your support of the local basketball community.
7. Demonstrates your businesses commitment to our core values including fair play, integrity, equal opportunity and inclusion, good sporting conduct and a sense of community.
8. Provides opportunities for local youth to become valuable members of our local community through the positive life lessons learnt from participation in team sports.

**MOE
METEORS**

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Established in 1979, Basketball Moe Inc. is a community focused organisation that has been promoting healthy and active lifestyles in the Moe / Newborough area and the wider local community for over 40 years.

For more information contact:

Nicholas Cleef

Secretary

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secretary@basketballmoe.com.au

