



FORESTVILLE EAGLES BASKETBALL CLUB

Strategic Partnerships 2024



An exciting opportunity for your business
to grow with the **Forestville Eagles**
Basketball Club in 2024.



Kaurna Acknowledgement

We acknowledge and pay our respects to the Kaurna people, the traditional custodians whose ancestral lands we gather on.

We acknowledge the deep feelings of attachment and relationship of the Kaurna people to country and we respect and value their past, present and ongoing connection to the land and cultural beliefs.



The Forestville Basketball Club would like to thank Kelly Barnes from AllStar Photos for supplying many of the superb images included in this document. We are also grateful and acknowledge AllStar Photos as a club strategic partner.

allstarphotos.com.au

About Us



Forestville is one of the 10 District Member Clubs of Basketball SA and has a strong tradition of success at both junior and senior levels. The club is Not for Profit and is based at the Wayville Sports Centre, one of the best facilities for district basketball in South Australia.

Forestville has been developing young South Australians for more than 70 years. Teaching the game of basketball from early beginner to paid professional, our emphasis uniquely looks to develop each individual in the disciplines, qualities and characters of, Leadership, Team Play, Perseverance and Resilience in the management of win/loss.

The club participates in the running of Basketball Australia's Aussie Hoops program, for players aged 5 to 10. We have one of the largest and longest-running Aussie Hoops programs in the State.

Our junior program fields teams in the Basketball SA Junior District competition and the Southern Districts Domestic Junior Basketball League from Under 10s to Under 23 youth league. We focus on skill development and providing pathways for all players to achieve the highest level of success possible.

Our Division 1 men's and women's team compete in the National Basketball League One (NBL1) Central competition, with a history of success which includes multiple championships in the state league competition.

Forestville is proud of the players who represent us at a higher level, including, (NPP) National Performance Program, (SPP) State Performance Program, (EADP) Emerging Athlete Development Program, NBL and WNBL, AIS Centre of Excellence, Overseas College Basketball/Scholarships and Olympic representation.

Forestville Goals

Achieve on court success at all levels.	Provide a pathway beyond district level for elite players and coaches and administrators.	Create an environment which caters to the needs of players of all ages and abilities.	Develop basketball at the primary school level in Forestville and surrounding areas.	Be a leader in the management of basketball events and programs in South Australia.	Establish a club structure which ensures long term financial security.
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Strategic Partnerships with Forestville Eagles



MAJOR



PLATINUM



PREMIUM



TEAM

Other Options Available

Club Partner on offer again after last years success.
NBL1 Individual Player Partner.

Club Demographics 2023



Historically **740,000** visitors to the club's website www.forestvilleeagles.asn.au annually.

Over **300,000** visitors annually to the club's home stadium the Wayville Sports Centre.

108 Basketball Teams.

800+ registered junior players (Under 10 to Under 18).

100+ registered senior players (Under 23 and above).

2 National Basketball League One (NBL1) Central teams.

Games are played on Saturday nights at our home court of Wayville. Crowds averaging **700 people** on game night.

Wayville Sports Stadium hosts competitions such as Basketball South Australia District, Primary School Mini Ball, Country Carnivals, and State Championships. Business exposure with signage is significant.

Why Partner with Us?

Thank you for taking the time to read this partnership document. The club heavily relies on the generosity and spirit of our members and strategic partners. We firmly believe partnering with Forestville will boost your business commercially.

In addition to the commercial benefits you will receive, you can expect to build relationships with a large vibrant community organisation which will have many positive outcomes for your business. Including increased exposure for sales and market share, providing competitive advantages, and increased positive uplift in brand awareness.

The club sees strategic partnerships as a cost-effective alternative to traditional advertising, reflecting positively on your business. We are seeking sponsorship to not only help us financially but also to develop a mutually beneficial ongoing working relationship with your business that ensures the long-term future development of our members and organisation.

Thank you, **Vivienne Cocks** and **Alison Pearse**
Strategic Partnership Co-ordinators.





NBL1 Central Team *Naming* Rights

Benefits partnering with Forestville Eagles include:

- Exclusive Team Naming Rights for NBL1 Central.
- Opportunity for Women's NBL1 Central Team and /or Men's NBL1 Central Team's Naming Rights.
- Advertising and coverage for your company, both nationally and locally, your brand is partnered with one of the leading NBL 1 Central clubs visible across multiple platforms, online and digital, static signage displays as well as live game streams and local stadium games.
- Logo on your chosen NBL1 Central teams playing uniform and warm-up tops, and be known as the "your company & logo" Eagles.

You will receive complimentary **10 x NBL1 Central Season Passes** to all Forestville home games.
In addition you will also gain the benefits of the **Major Partnership Package**.

Cost \$12,000.00 (exc. GST) per team

with a minimum 1 year option to roll over to a 2nd year.

Men's Naming Rights unavailable for the upcoming 2024 season.



FORESTVILLE EAGLES BASKETBALL CLUB

www.forestvilleeagles.asn.au

MAJOR PARTNER



\$10,000 (exc. GST) Per Year

1 year minimum. Plus the option to rollover to a second year.

13 ways we'd like to say *thanks*

1. Branded Playing Uniforms

Prominent company logo on the uniform and warm-up tops of your chosen NBL1 Central team.

2. Court Signage On Stadium Wall

2 x Full colour signs 1800mm x 1200mm fitted to the stadium wall space surrounding Court 1. Signage will be produced, maintained and assembled by Forestville.

3. Logo On All Electronic Collateral

Your company logo will be displayed and recognised on Forestville official correspondence including our website, promotional material and email footers.

4. Inclusion In Strategic Partner's Directory

Your company logo will be listed on our website in the Strategic Partner's Directory.

5. Communications Promotion

Where appropriate, Forestville will pass on special offers or promotions from your business to our members through promotional material or news on our website, including directly emailing all members.

6. NBL1 Central Season Passes

10 x Complimentary passes to all NBL1 Central home games.

7. Networking Invites

Invitation and complimentary tickets to sponsorship networking opportunities including 'Sponsors Night' NBL1 Central home game.

8. Club Tab

\$500 tab to be spent on Forestville merchandise, or in our bar.

9. Front Entrance Strategic Partner's Board

Prominent display of company logo on Strategic Partner's Board in the entrance foyer.

10. Club Membership Fees Waived For 1 Playing Member

Playing membership fees waived for your participating playing member up to the U23 and below competition. Or the option to waive fees for a nominated Forestville player.

11. End of Season Awards Event

4 x Complimentary tickets to the Forestville "End of Season" presentation dinner.

12. Public Announcement Promotions

Public announcements promoting your company during program entertainment and just before the starting line-up is introduced for NBL1 Central home games.

13. A-Frame Courtside Signage

1 x A-Frame courtside signage placed during NBL1 Central home games.

PLATINUM PARTNER



\$5,000 (exc. GST) Per Year

1 year minimum. Plus the option to rollover to a second year.

12 ways we'd like to say *thanks*

1. NBL1 Warm-up Tops

Company logo on the warm-up tops of your chosen NBL1 team.

2. Court Signage On Stadium Wall

1 x Full colour sign 1800mm x 1200mm fitted to the stadium wall space surrounding Court 1. Signage will be produced, maintained and assembled by Forestville.

3. Logo On All Electronic Collateral

Your company logo will be displayed and recognised on Forestville official correspondence including website, promotional material and email footers.

4. Inclusion In Strategic Partner's Directory

Your company logo will be listed on our website in the Strategic Partner's Directory.

5. Communications Promotion

Where appropriate, Forestville will pass on special offers or promotions from your business to our members through promotional material or news on our website, including directly emailing all members.

6. NBL1 Central Season Passes

8 x Complimentary passes to all NBL1 Central home games.

7. Networking Invites

Invitation and complimentary tickets to sponsorship networking opportunities including 'Sponsors Night' NBL1 Central home game.

8. Club Membership Fees Waived For 1 Playing Member

Playing membership fees waived for your participating playing member up to the U23 and below competition. Or the option to waive fees for a nominated Forestville player.

9. Front Entrance Strategic Partner's Board

Prominent display of company logo on Strategic Partner's Board in entrance foyer.

10. End of Season Awards Event

2 x Complimentary tickets to the Forestville "End of Season" presentation dinner.

11. Public Announcement Promotions

Public announcements promoting your company during program entertainment and just before the starting line-up is introduced for NBL1 Central home games.

12. A Frame Courtside Signage

1 x A Frame courtside signage placed during NBL1 Central home games.

PREMIUM PARTNER



\$3,200 (exc. GST) Per Year

1 year minimum. Plus the option to rollover to a second year.

9 ways we'd like to say *thanks*

1. Signage on Stadium Wall

1 x Full colour sign 1800mm x 1200mm fitted to the stadium wall space. Signage will be produced, maintained and assembled by Forestville.

2. Logo On All Electronic Collateral

Your company logo will be displayed and recognised on Forestville official correspondence including website, promotional material and email footers.

3. Inclusion in Strategic Partner's Directory

Your company logo will be listed on our website in the Strategic Partner's Directory.

4. Communications Promotion

Where appropriate, Forestville will pass on special offers or promotions from your business to our members through promotional material or news on our website, including directly emailing all members.

5. NBL1 Central Season Passes

6 x Complimentary passes to all NBL1 Central home games.

6. Networking Invites

Invitation and complimentary tickets to sponsorship networking opportunities including 'Sponsors Night' NBL1 Central home game.

7. Front Entrance Strategic Partner's Board

Prominent display of company logo on Strategic Partner's Board in entrance foyer.

8. Public Announcement Promotions

Public announcements promoting your company during program entertainment and just before the starting line-up is introduced for NBL1 Central home games.

9. End Of Season Awards Event

2 x Complimentary tickets to the Forestville "End of Season" Presentation Dinner.

Optional Extras can be added to Strategic Partnership invoice:

- Additional wall sign (Cost \$220 exc. GST). Full colour sign **1800mm x 1200mm** fitted to our stadium wall.
- Member playing fees (+ 10% admin fee).
- Bar and/or merchandise tab at an agreed cost.

FORESTVILLE EAGLES BASKETBALL CLUB

www.forestvilleeagles.asn.au

JUNIOR PARTNER



\$1,200 (exc. GST) Per Year

1 year minimum. Plus the option to rollover to a second year.

8 ways we'd like to say *thanks*

1. Logo On Electronic Collateral

Your company logo will be displayed and recognised in promotional material.

2. Inclusion in Strategic Partner's Directory

Your company logo will be listed on our website in the Strategic Partner's Directory.

3. NBL1 Central Season Passes

4 x Complimentary passes to all NBL1 Central home games.

4. Networking Invites

Invitation and complimentary tickets to sponsorship networking opportunities including 'Sponsors Night' NBL1 Central home game.

5. Front Entrance Strategic Partner's Board

Prominent display of company logo on Strategic Partner's board in the entrance foyer.

6. Public Announcement Promotions

Public announcements promoting your company during program entertainment and just before the starting line-up is introduced for NBL1 Central home games.

7. NBL1 Central Team Of The Night

The sponsor junior team are special guests at a selected NBL1 Central game.

8. End of Season Awards Event

2 x Complimentary tickets to the Forestville 'End of Season' Presentation Dinner.

Optional Extras can be added to Strategic Partnership invoice:

- Additional wall sign (Cost \$220 exc. GST). Full colour sign **1800mm x 1200mm** fitted to our stadium wall.
- Member playing fees (+ 10% admin fee).
- Bar and/or merchandise tab at an agreed cost.





CLUB PARTNER

\$500 (exc. GST) Per Year (1 Year Minimum)

1. Logo On Electronic Collateral

Your company logo will be displayed in our promotional material.

2. Inclusion In Strategic Partners Directory

Your company logo will be listed on our website in the Strategic Partner's Directory.

3. NBL1 Central Season Passes

2 x Complimentary passes to all NBL1 Central home games.

4. Networking Invites

Invitation and complimentary tickets to sponsorship networking opportunities including 'Sponsors Night' NBL1 Central home game.

5. Front Entrance Strategic Partner's Board

Display of company logo on Strategic Partner's Board in the entrance foyer.

6. Public Announcement Promotions

Public announcements promoting your company during program entertainment and just before the starting line up is introduced for NBL1 Central home games.

Optional Extras can be added to Strategic Partnership invoice:

- Additional wall sign (Cost \$220 exc. GST). Full colour sign **1800mm x 1200mm** fitted to our stadium wall.
- Member playing fees (+ 10% admin fee).
- Bar and/or merchandise tab at an agreed cost.
- 2 x Tickets to the 'End of Season' Forestville Presentation Dinner. - \$200.00.





NBL1 INDIVIDUAL PLAYER PARTNER

\$500 (exc. GST) Per Year (1 Year Minimum)

1. Company Logo on Warm-Up Top

Your company logo will be displayed on the sleeve of the warm-up top of your chosen player.

2. Logo on all Electronic Collateral

Your company logo will be displayed and recognised in promotional material.

3. Inclusion in Strategic Partners Directory

Your company logo will be listed on our website in the Strategic Partnership Directory.

4. NBL1 Central Season Passes

2 x Complimentary passes to all NBL1 Central home games.

5. Networking Invites

Invitation and complimentary tickets to sponsorship networking opportunities including 'Sponsors Night' NBL1 Central home game.

6. Front Entrance Strategic Partner's Board

Display of company logo on Strategic Partner's Board in the entrance foyer.

7. Public Announcement Promotions

Public announcements promoting your company during program entertainment and just before the starting line up is introduced for NBL1 Central home games.

Optional Extras can be added to Strategic Partnership invoice:

- Wall sign (Cost \$220 exc. GST). Full colour sign **1800mm x 1200mm** fitted to our stadium wall.
- Member playing fees (+ 10% admin fee).
- Bar and/or merchandise tab at an agreed cost.
- 2 x Tickets to the 'End of Season' Forestville Presentation Dinner. - \$200.00.



COMMITTED TO OUR STRATEGIC PARTNERS



Our Commitment

As a club we are looking for ways to support our partners, one way we can do this is to use the power of our member base to drive business back to you. Forestville Eagles Basketball Club has one of the largest memberships in the state, through our network of court side signage, digital media, including social media and other options like the club newsletter we are actively promoting our partners.

But we want to do more!

For the upcoming 2024 season we want to promote your business brand, any special offers you are running, building awareness for any services that you offer, and have your business at the forefront of our member base. We want to be able to offer a platform best suited for your business to engage with our members, we are committed to delivering your message to benefit your business.

The Forestville Eagles Basketball Club are continually looking at ways to improve how your message is delivered to our members, other club partners and visitors to the club. We, as a club have steadily increased our online presence, our new website, as well as the power of social media, we are delivering digital content through Facebook and Instagram, your message, your business, your offer boosted through these platforms. Content is also featured through the club newsletter, and at no cost to your business. Another successful feature is our annual Forestville Eagles Member Discount page. We will be discussing with our Strategic Partners if they would like to be involved and what that would look like for their business.

So, how does this work?

Contact Viv Cocks via email strategicpartnerships@forestvilleeagles.asn.au or call on 0417 874 651 during office hours and discuss your promotional concepts and how we can will deliver for your business.

We would love to hear from you and your ideas.

Vivienne Cocks



EDDIE.....

SO MUCH MORE THAN A CLUB MASCOT

He is infectious! We see Eddie pumping up the crowd, stopping for photo op's and cheering on both our men's and women's teams. Some say he is, perhaps, the greatest club mascot we've seen.

And we're told there is still more to come, how do we know? We are lucky enough to have heard it straight from Eddie's beak.

We are excited to see what Eddie has in store for us, the players and the spectators. We are fortunate to have Eddie at our home games and there maybe some fantastic opportunities in the future.





**We look forward to hearing from you.
Contact Forestville Eagles Basketball Club**

Vivienne Cocks

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