



BASKETBALL NSW

BASKETBALL NSW

PARTNERSHIP PROSPECTUS

2023

BNSW.COM.AU



BASKETBALL NSW AT A GLANCE



History

Established in 1938, Basketball NSW has delivered 85 years of basketball in NSW – giving over 2 million people the opportunity to enjoy our game.



Focus

To unite NSW communities through participation in basketball, enabling people of all ages to realise their potential, whether as a player, official, coach, administrator, volunteer or supporter, regardless of ability, income, gender, culture or location.



Reach

Our community of 274,000+ participants is spread across all of NSW.



Future

Our basketball community has grown 67% since 2017 and we have high targets for additional growth – 500,000 participants by 2025. This growth will continue to create opportunities through programs and experiences for people of all ages, abilities, gender and backgrounds.



Desire

To partner with brands that naturally align with us and want to support our passionate and engaged basketball community across NSW. Brands looking to create a long-term relationship by connecting you to our broad-ranging programs and experiences.

THE OPPORTUNITY FOR YOUR BRAND:

Your support will directly impact the number of kids and adults who will be able to participate in our sport. Together, we will unite NSW communities, one basketball at a time.



A PARTNERSHIP WITH BASKETBALL NSW

WE'RE A SPORT THAT ANYONE CAN PLAY, THROUGH BASKETBALL WE FOSTER COMMUNITY PRIDE AND INCLUSION ACROSS THE STATE, IRRESPECTIVE OF GENDER, ABILITY, AGE AND BACKGROUND. OUR PARTNERSHIP PROGRAM CONNECTS YOU TO OUR BROAD RANGE OF PROGRAMS AND COMPETITIONS - FROM GRASSROOTS TO ELITE - ACROSS VARIOUS FORMATS SUCH AS 3X3, SOCIAL, TRADITIONAL AND WHEELCHAIR BASKETBALL.

Our sport is growing year on year and now is a perfect time to partner with us, so we can share the experience and deliver joint goals over time. We are focused on creating long-lasting relationships that deliver ongoing results for both parties throughout NSW.

As a not-for-profit, we rely on the generous support of corporate partners and donors to get more Australians involved in basketball, so thank you for considering a partnership with Basketball NSW.

This prospectus aims to give you a snapshot of the opportunities available for partnership. We'll use it as a starting point for the discussion to create a tailored solution to deliver against your specific KPIs.

**TOGETHER, WE WILL STRENGTHEN NSW
COMMUNITIES, ONE BASKETBALL AT A TIME.**

**So, let's chat about how we can co-create an
impactful partnership today!**





LET'S WORK TOGETHER

PARTNERSHIP OPPORTUNITIES WITH BASKETBALL NSW

BELOW IS A SNAPSHOT OF OUR KEY PARTNERSHIP OPPORTUNITIES:

1 BASKETBALL NSW - PRESENTING PARTNER

THIS IS OUR HIGHEST LEVEL OF PARTNERSHIP, AND IT COMES WITH A RANGE OF EXCLUSIVE BENEFITS THAT WILL MAXIMISE YOUR BRAND'S EXPOSURE AND ENGAGEMENT WITHIN OUR SPORT.

BY SECURING THE PRESENTING RIGHTS, YOU'LL GAIN UNPARALLELED VISIBILITY ACROSS OUR KEY MAJOR ASSETS, SUCH AS TECHNICAL OFFICIALS AND GRASSROOTS EDUCATION PROGRAMS. THIS MEANS THAT YOUR BRAND WILL BE FRONT AND CENTRE DURING IMPORTANT EVENTS AND PROGRAMS, CAPTURING THE ATTENTION OF BOTH PARTICIPANTS AND SPECTATORS ALIKE.

This partnership offers extensive reach across all levels of our sport. Whether it's the professional leagues, school programs or community-based initiatives, your brand will be associated with every facet of our sport. This level of exposure ensures that your message will resonate with a diverse audience, creating a lasting impression and fostering strong brand loyalty.

We are looking to partner with a brand that will grow and evolve as we do, providing ongoing support across many aspects of our sport.

YOU'LL HAVE THE OPPORTUNITY TO ALIGN YOUR BRAND WITH THE VALUES, PASSION, AND EXCITEMENT THAT DEFINE OUR SPORT.

This partnership is a unique chance to leverage our platform and tap into a thriving community that is deeply connected.





2 PROGRAM PARTNERS

AS A PROGRAM PARTNER, YOU CAN FOCUS ON A SPECIFIC AREA WITHIN BASKETBALL NSW THAT BEST ALIGNS WITH YOUR BRAND OBJECTIVES AND AUDIENCE. WITH PROGRAM NAMING RIGHTS YOU'LL GET TOP TO BOTTOM EXPOSURE SO YOUR BRAND WILL BECOME SYNONYMOUS WITH YOUR CHOSEN PROGRAM.

Below is a summary of our key programs:



Schools and Kids

Supporting this program means you'll play a key role in getting more kids playing basketball. Your involvement will help support kids and parents across NSW through our schools' tournaments, Sporting Schools programs, skills days, and metro and country development events.



Supporting Girls in Basketball

Basketball is a great way to focus on empowerment, leadership and opportunity for girls. Align your brand with our successful 'I am a Girl' and Grit for Girls programs which helps create a platform to encourage more girls to play, referee, coach, officiate and administrate basketball.



Building Blues (Pathways to Elite)

For athletes and technical officials who show potential, our development programs, mentor opportunities and competitive tournaments take them through the basketball ranks - crafting their skills to become the best they can be. Your brand will be recognised across various platforms as you support NSW's best basketballers and officials - the best of the best.



Competitions

Align with the premier basketball competition in the state, the Waratah Leagues. Comprised of 551 Junior, 95 Senior and 10 Wheelchair teams, totalling 656 teams that runs across the Metropolitan, Southern, Riverina, Central, North and Far North regions with many games live streamed for additional coverage. Branding, marketing and engagement opportunities exist across the various Leagues.



Indigenous

Our basketball programs specifically designed for Indigenous communities have the goal of promoting inclusivity, cultural diversity, and skill development. Our aim is to eliminate barriers, allowing young people the opportunity to play basketball. By supporting our programs, your brand can become a champion of empowerment, fostering engagement, and creating pathways to success for Indigenous youth.



COMMERCIAL OPPORTUNITIES WITH BASKETBALL NSW

WE'RE COMMITTED TO CREATING PARTNERSHIPS THAT DELIVER GREAT COMMERCIAL AND COMMUNITY RETURNS. WE SEEK TO PARTNER WITH BRANDS THAT SHARE OUR PASSION FOR BASKETBALL, THOSE THAT HAVE AN AFFINITY WITH OUR COMMUNITY AND NATURALLY TALK TO OUR LARGE, ENGAGED AUDIENCE.

Our commitment is to deliver the best results from the partnership by working to understand your goals and requirements from your involvement in basketball.

Below is a summary of our partner hierarchy to give you an understanding of how we approach partnerships. We like to work closely with potential partners to ensure we build proposals that meet your requirements and deliver on your KPIs.

BASKETBALL NSW - PRESENTING PARTNER

This is the highest level of partner with branding across major assets including our Technical Officials and involved in activities across all tiers / programs.

Program Partners

Brands who align with naming rights:

- Schools and kids
- Supporting Girls in Basketball
- Building Blues (Pathways to Elite)
- Competitions
- Indigenous

Strategic and Government Partners + Major Gifts

Partners that aid BNSW in delivering on our overarching strategy or specific objectives.

Supporting Partners

Partners supporting Basketball NSW with value-add services - in kind products and services.

Affiliate Partners

Associations and industry bodies who support our programs.

Preferred Suppliers

Brands who grow our sport with preferential pricing, campaigns and offers.

Other ways to get involved with BNSW

Ask us about: Event support, hospitality packages, donations and grants.



LET'S CHAT

TO DISCUSS HOW WE CAN CO-CREATE
A LASTING PARTNERSHIP THAT
PROVIDES IMPACT FOR BOTH OUR
BRANDS, AND THE NSW BASKETBALL
COMMUNITY, PLEASE CONTACT:

LUISA MASTRANGELO-CLARKE

Head of Partnerships

☎ 02 8765 8555

📱 0412 474 242

✉ luisa.mclarke@bnsw.com.au





Basketball NSW

Wangal Country
PO Box 198
Sydney Markets NSW 2129

P 02 8765 8555
E info@bnsw.com.au

BNSW.COM.AU