



South West Metro Pirates

Partnership Proposal



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

Who are the Pirates

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

Snapshot Of 2023

- 3500+ members making us the 5th largest Association in Queensland
- the second highest rate of growth in 2023 for associations in Queensland at just under 30%
- 250,000+ stadium visitors per year
- 8 Junior clubs and 231 Junior club teams
- 23 Junior Representative teams
- Senior Men's and Women's domestic competitions
- 115 active referees in our referee program.
- 250 SuperHoopers registered in 2023

- Men's and Women's Queensland State League and Youth League Teams
- QSL Youth League Women's Champions in 2023
- Men's and Women's NBL1 Teams: both semi finalists in 2023
- NBL1 live streamed via NBL1 App and Kayo Sports, with Pirates ranked 14th most watched out of 76 associations.
- NBL1 attendance 500+ per game up 13%

Future development for Hibiscus Stadium in the next 2 years growing from 4 court stadium to 8 court stadium.



Stadium Partner

Stadium Naming Rights Partnership \$40,000 excluding GST (1 available)

- 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.
- 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.



Junior Club Partner

Junior club is our largest domestic competition with over 2100 children taking part from ages 8 - 21 on a Friday night and Saturday morning.

Junior Club Competition Naming Rights Partnership \$15,000 excluding GST (1 available)

- Featured marketing & branding across almost all South West Metro Junior Club Competitions.
- Competition referred to as “(Sponsor name) Junior Club Competition” for all promotion & on fixtures & any reference online to the junior club competition.
- Signage included internally at the venue.
- Core-flute signage or pull up banners for courts during competitions.
- 6 x seat corporate box (including food & drink package) with business signage on front of corporate box.
- Access to Pirates junior competitions and database for sponsor promotions.
- Advertisement on Pirates website & social media platforms.
- Invitation to all Pirates major functions & events
- minimum 2 year partnership

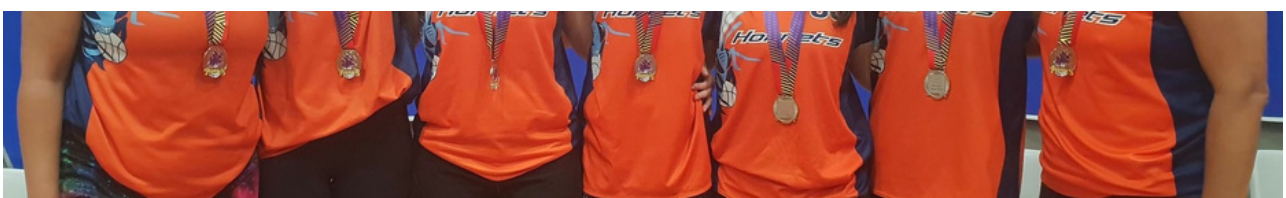


Senior Domestic Partners

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.

Senior Domestic Competition Naming Rights Partnership \$8,000 excluding GST per senior competition night (3 available)

- 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 NBL1 Season 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
- minimum 2 year partnership



Junior Representative Partner

We have over 300 junior representative players who compete at various venues throughout South East Queensland.

Junior Representative Program Gold Partnership \$12,000 excluding GST (1 available)

- Featured marketing & branding across almost all South West Metro Junior Representative program.
- Sponsors branding put on back of every Pirates Rep singlet & warm up shirt.
- Signage included internally at the venue.
- Season Tickets to the NBL1 Season 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)
- minimum 2 year partnership



Junior Representative Partners

Junior Representative Program Purple Partnership \$8,000 excluding GST (2 available)

- 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, as well as place on every warm up shirt sleeve.
- Season Tickets to the NBL1 Season 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)
- minimum 2 year partnership

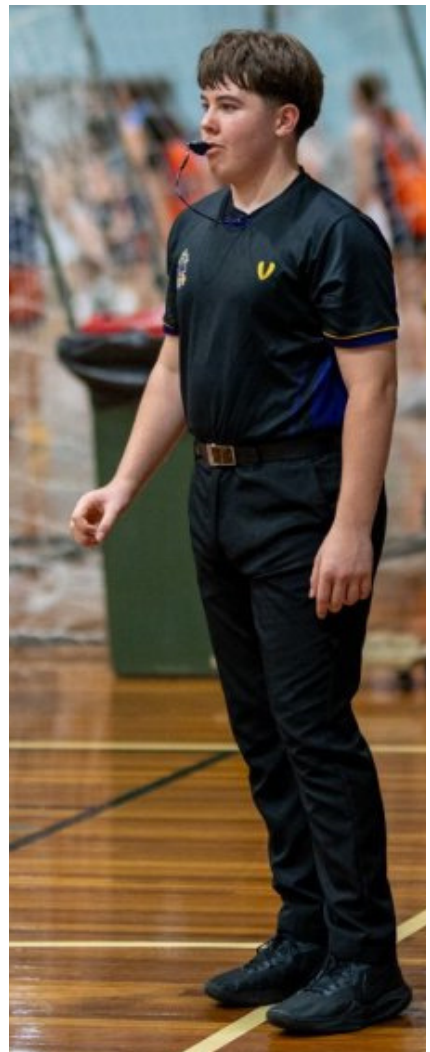


Referee Partner

Referee Program Partnership

\$10,000 excluding GST (1 available)

- Featured marketing & branding across almost all South West Metro Referees Program.
- Referees Program referred to as “(Sponsor name) SWM Referees Program” for all promotion, courses, clinics & any reference online to the referee program.
- Sponsor branding on the back of the referee shirts for the length of the agreement.
- Signage included internally at the venue.
- Season Tickets to the NBL1 Season for up to 4 people.
- Advertisement on Pirates website & social media platforms.
- Invitation to all Pirates major functions & events (including the Referees end of year awards event)
- minimum 2 year partnership



Queensland State League Partners

There are two competitions for men and women within the Queensland State League: QSL - open age competition & QSLYL (Youth League) - players turning 20 or under. The competition played throughout SE Queensland

QSL Program Naming Rights Partnership \$10,000 excluding GST (2 available)

- 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.
- Season Tickets to the NBL1 Season for up to 4 people.
- Free entry into all home QSL games throughout the season.
- Access to Pirates QSL players for business promotions.
- Advertisement on Pirates website & social media platforms.
- Invitation to all Pirates major functions & events.



NBL1 North Partner



NBL1 is a national semi-professional basketball competition for both men and women. It is the second-highest tier for basketball in Australia, after NBL and WNBL.

Purple Partnership Package \$10,000 excluding GST (2 available)

- Logo placement on all NBL1 playing uniforms (either singlet or shorts)
- 6 x seat corporate box (including food & drink package with business signage on front of corporate box)
- Courtside signage during games
- Signage included internally at the venue
- Advertisement on Pirates website & social media platforms.
- Sponsor mentioned during home game live stream* and by court announcer.
- Half page advertisement in game day program

*excluding Kayo game of the week



NBL1 North Partner



Red Partnership Package (Business) \$6,000 excluding GST (6 available)

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

*excluding Kayo game of the week



NBL1 North Partner



Red Partnership Package (Junior Clubs) \$4,250 excluding GST (8 available)

- 6 or 8 seat corporate box (including food & drink package with business signage on front of corporate box)
- Courtside signage during games
- Advertisement on Pirates website & social media platforms.
- Sponsor mentioned during home game live stream* & by court announcer.
- Club mentioned in game day program.

*excluding Kayo game of the week



NBL1 North Partner



White Partnership Package \$2,500 excluding GST (4 available)

- 4x seats at Pirates Bar for all regular season home games (Bar table and chairs)
- Food and drink package
- Signage space in bar area
- Advertisement on Pirates website & social media platforms.
- Business mentioned in game day program.



NBL1 North Partner



Player Sponsorship

Starting from \$1,500 excluding GST (24 available)

- Sponsor name during player intros at NBL1 home games
- Announcement on social media for the player sponsorship
- Access to sponsored player for business promotion
- Business mentioned in game day program.
- Season tickets for NBL1 season for up to 4 people.

Prices vary depending on player sponsored



Want to know more....

Contact

Pirates CEO - Chris Angus
ceo@southwestbasketball.com.au
Mobile: 0477 675 333



We look forward to partnering with you in 2024 and beyond.