



SPONSORSHIP PROSPECTUS

Ipswich Basketball Association Inc.





4 HEARTS BREWING
IPSWICH FORCE

Physioac

Racehorse
RH
Hotel

racehor
Instagram icon



FROM THE GENERAL MANAGER

Thankyou for considering a partnership with Ipswich Basketball Association Inc., home of the Ipswich Force NBL1 program.

This is an exciting time in IBA's history, as we are experiencing significant growth across all levels of the organisation.

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 strong links to the community and are excited to share our passion with current and prospective partners.

We would love for you to join us.

With energy,

Brady Walmsley



ABOUT IPSWICH BASKETBALL



Ipswich Basketball Association (IBA) has a long and proud history of being involved in the Ipswich community.

We pride ourselves on being a family orientated club and strive to nurture the type of environment where people look after one another, feel valued and safe.

A place where cultural diversity is respected, gender equity is promoted and families with children are appreciated and supported.

In 2022, Ipswich Basketball Association Inc celebrated its 60th year anniversary.



STRONG LINKS TO THE IPSWICH COMMUNITY



1,600+ active members and growing (3rd fastest growing association in QLD 2019 – 2021)

172+ teams participating in our local competitions

A suite of community participation programs

Stadium used 7 days a week and estimated 5,000 people per week enter the stadium

A men's & women's state league team (NBL₁ North)

A men's & women's senior development team (Queensland State League)

A junior representative program (20 Teams) playing in the Basketball Queensland SQJBC comp

A strong social media following – 5.4K Facebook followers / 1.7k Instagram followers

An inclusive International and Olympic sport, played indoor and all year round





STADIUM SIGNAGE

(From \$1,500 per year for 1800 x 1200)

Advertise your business through signage at Ipswich's primary indoor sporting facility, JBS Arena.

JBS Arena is home to 1600+ members and has an estimated 5000 people enter the venue each week.

The facility is used 7-days per week accommodating for training, games & events. This includes our local competition that plays Monday to Thursday night and Saturday morning.

JBS Arena plays home to the state league programs of the NBL1 North Ipswich Force Basketball, as well as the Ipswich Jets Netball.





DEVELOPMENT

PROGRAM SPONSOR

(From \$10,000 per year for program naming rights)

Ipswich Basketball deliver a suite of grassroots development programs across the region.

With programs delivered in schools and at multiple locations from Springfield to Plainlands, this is a great way to get brand exposure, whilst supporting the benefits of involvement in youth sport & recreation.

In addition to promoting healthy and active lifestyles, these programs serves as a platform for social development and inclusion - fostering stronger and more vibrant communities and individuals.





NBL1 CORPORATE SEATING

(\$3,000 per season)



Sit courtside during NBL1 home games at JBS Arena and enjoy all the action in premium front row seating.

Our corporate seating is the perfect way to entertain family, friends and/or colleagues, in a high intensity, fast paced sporting environment.

There are few better sporting experiences than being up close and personal with the elite talent of the Ipswich Force & the NBL1 North.

Corporate seating packages include:

- Four (4) courtside seats
- Catering
- Drinks package
- Courtside signage
- Priority seating for any home NBL1 finals games



NBL1 PLAYER SPONSORSHIP

(From \$1,500 per player, per season)

The NBL1 North is the second tier of the NBL & WNBL competitions. This program is statewide in Queensland & NT, featuring teams from Gold Coast to Cairns to Darwin.

This is the most extensive sporting competition in Queensland in regard to geography. Many teams are at the centre of their regions sporting landscape and feature regularly in social media, radio, Tv, newspapers and feature website

This is your opportunity to sponsor an Ipswich Force NBL1 local player for the 2023 season, receiving 2 x season member passes to all home games, sponsor acknowledgement in the home program and as part of player introductions, plus a range of additional benefits..





NBL1 MARQUEE PLAYER SPONSORSHIP



Over recent seasons, Ipswich Basketball has established itself as a destination club for high-profile professional players from the NBL, WNBL & overseas.

This includes the likes of Nathan Sobey, Matt Hodgson, Majok Deng, Isaac White, Abby Bishop and others.

The NBL1 Marquee Player Sponsorship is an opportunity to sponsor the playing contract of a marquee player for the NBL1 season, significantly strengthening the competitiveness of our NBL1 squad and being responsible for helping attract elite talent to the region.

In return, you'll receive full access to a range of inner sanctum and 'money can't buy' experiences., whilst playing a key role in our recruitment & team building.



Healthy feet. Better lives.





ENTERTAINMENT & ACTIVITIES SPONSOR

(From \$250 per in-game activity segment)

There is a tremendous opportunity to activate your brand through in-game entertainment and activity sponsorship.

Sponsor the naming rights of an in-game entertainment segment such as half court shot or skills challenge.

Our game day caters to approximately 500 spectators and with 9 x NBL1 home games each season, is a great way to put your brand at the forefront of the Ipswich community.





SPONSORSHIP BENEFITS

MAY INCLUDE

(Benefits differ based on sponsorship package)

We are committed to building partnership agreements that service the needs of our sponsors. All agreements will be personally tailored to ensure you get maximum value from your investment. Below are just some of the benefits that may be included:

- Signage permanently displayed at JBS Arena
- Partnership announcement via our social channels and website
- Opportunity to be involved with IBA community events
- Logo embedded in program apparel
- Logo & business promotion included in IBA e-newsletter - distributed to our member database of approx. 1600 local families
- Invitation to VIP corporate networking events
- Relevant social media mentions as part of posts specific to your sponsored activity
- Access to signed NBL1 merchandise
- Plus, much more

3282 9555

ipswich@choicesflooring.com.au



MyFootDr.

Healthy feet. Happy lives.





OUR MAJOR PARTNERS



4 Hearts Brewing

NBL1 Men's Naming Rights

Marquee Player Sponsor x2

JBS Australia

Stadium Naming Rights (JBS Arena)

Urban Utilities

Program Sponsor to Women in Sport Initiatives

RPQ

NBL1 Women's Naming Rights

Bremer Suzuki

NBL1 Program Sponsor & Vehicle Supplier





**WE LOOK FORWARD
TO PARTNERING WITH
YOU IN 2023 &
BEYOND**

Contact
IBA General Manager
Brady Walmsley
[e: gm@ipswichforce.com.au](mailto:gm@ipswichforce.com.au)
m: 0414 702 149

