



PARTNERSHIP & SPONSORSHIP PROSPECTUS

- Mandurah Basketball Association -
Home of the Mandurah Magic



ABOUT US

Mandurah Basketball Association operates from the Mandurah Aquatic & Recreation Centre (MARC) facility. The stadium features 6 multi-sport courts along with indoor and outdoor pools, offices, meeting room space and a state-of-the-art gymnasium.

With approximately 5000 participants and many members now calling Mandurah Basketball Association home, we are one of Western Australia's largest sporting associations.

Mandurah Basketball offer activities ranging from junior development programs and domestic basketball to elite WABL and NBL1 West competition ensuring everyone is catered for.

Sustainable growth is a key strategic goal for the association, ensuring we remain an accessible, professional sporting powerhouse within the Peel region. With basketball being the fastest growing sport for children aged under 15 in Australia, the future is oh so bright.

With 2024 bringing national broadcast exposure, state and local level radio commentary and Mandurah Magic's men winning the NBL1 West Championship in front of 6,500 people at RAC Arena, there has never been a better time to get involved.

What does this all mean for you and your business? **OPPORTUNITY.** Our reach of approximately 10,000 people per week enables us to offer publicity few others in the Peel region can. Our ability to expose your business to thousands of local families each week is unmatched!

Social media advertising, signage, print advertising, corporate courtside packages, there is an option for every person and business. Competitive rates and a friendly environment mean now is the time to join the Mandurah Basketball family.

OUR MAGIC PILLARS

M MINDFUL
A AUTHENTIC
G GENEROUS
I INTEGRITY
C CELEBRATION

MANDURAH
BASKETBALL



WE ARE
MAGIC

OUR VALUES

We know how important your brand as a business is. We understand you work extremely hard to establish and maintain your reputation. We know this because we also share this value.

Our Magic Pillars - Mindful, Authentic, Generous, Integrity & Celebration guide our direction and decision making here at Mandurah Basketball. We continue to build our strong reputation and are always looking to partner with businesses who share our values.





OUR REACH

The MARC facility operates 7 days per week, with Mandurah Basketball training and playing competition 6 days per week. With almost 5,000 participants and their families attending the facility weekly, we estimate foot traffic through the stadium would reach 8,000 persons weekly.

Our Social media platforms have over 10,000 followers, with many more members of pages we actively collaborate with. This ensures we can maximise the exposure your business will receive within the Peel and greater Perth area.

During the 2024 NBL1 West season all games were streamed live across the NBL1 and Kayo sports platforms with a total of 45.9 million minutes being viewed. Of the 74 teams competing in NBL1 nationally, Mandurah Magic ranked 2nd in the country with over 2 million minutes being viewed.

This all leads to one thing, **EXPOSURE!** Having audiences this large ensure we can offer your business a level of exposure that few, if any within the region can.

SPONSORSHIP OPPORTUNITIES

Mandurah Basketball understands every business is different. Each business has their unique marketing strategy, budget and reason for engaging in sponsorship. With this in mind we have tiered various packages to ensure there is something available to suit your needs.





CLUB MAJOR SPONSOR

This top tier sponsorship packages contains everything to maximise your businesses exposure. Covering advertising and marketing across NBL1, WABL and domestic competitions, it ensures your business will stand out.

Inclusions:

- Catered VIP corporate box for 8 people to each NBL1 Home Game
- Placement of your business logo on all NBL1 Warm-up shirts
- Incorporation of your business logo into our Facebook cover image
- Two 1200mm x 600mm signs positioned on baseline walls of Showcourt 1
- Two 2400mm x 900mm 'A' frames signs positioned courtside during NBL1 games
- Two 2400mm x 900mm 'A' frames signs positioned courtside during Domestic games
- Two 2400mm x 900mm 'A' frames signs positioned courtside during WABL games
- One 3000mm x 1200mm 'Major Sponsor' sign positioned in the Showcourt 1 grandstand
- Prime Position website advertising promoting your business
- Advertising on the front cover of the NBL1 Program as the Major Sponsor
- Naming right to our NBL1 Awards Evening and 4 free tickets (catering included)
- Access to NBL1 Players for agreed promotional opportunities
- 20 Social Media blasts per year promoting your sponsorship

This level of sponsorship is currently unavailable until October, 2028. After this date the package will be offered at the following rates:

1 Year - \$30,000 (ex GST)
2 Years - \$58,000 (ex GST)
3 Years - \$86,000 (Ex GST)



NBL1 MEN NAMING PARTNER

This Naming Rights package offers high level exposure to your business and ensures sustainability of our men's NBL1 team into the future. Covering advertising and marketing across all aspects of the men's NBL1 program it ensures your business will stand out.

Inclusions:

- Catered VIP corporate box for 8 people to each NBL1 Home Game
- Placement of your business logo on men's NBL1 Warm-up shirts
- Two 1200mm x 600mm signs positioned on baseline walls of Showcourt 1
- One 2400mm x 900mm 'A' frame signs positioned courtside during NBL1 games
- One 2400mm x 1200mm 'Exclusive Partner' sign positioned in the Showcourt 1 grandstand
- Prime Position website advertising promoting your business
- Advertising within the NBL1 Program as the men's Naming Right partner
- Courtside Announcements during NBL1 home games promoting your business
- Access to NBL1 Players for agreed promotional opportunities
- 10 Social Media blasts per year promoting your partnership

This level of sponsorship is currently unavailable until February, 2027. After this date the package will be offered at the following rates:

1 Year - \$13,000 (ex GST)
2 Years - \$25,000 (ex GST)
3 Years - \$37,000 (Ex GST)



NBL1 WOMEN NAMING PARTNER

This Naming Rights package offers high level exposure to your business and ensures sustainability of our women's NBL1 team into the future. Covering advertising and marketing across all aspects of the women's NBL1 program it ensures your business will stand out.

Inclusions:

- Catered VIP corporate box for 8 people to each NBL1 Home Game
- Placement of your business logo on women's NBL1 Warm-up shirts
- Two 1200mm x 600mm signs positioned on baseline walls of Showcourt 1
- One 2400mm x 900mm 'A' frame signs positioned courtside during NBL1 games
- One 2400mm x 1200mm 'Exclusive Partner' sign positioned in the Showcourt 1 grandstand
- Prime Position website advertising promoting your business
- Advertising within the NBL1 Program as the women's Naming Right partner
- Courtside Announcements during NBL1 home games promoting your business
- Access to NBL1 Players for agreed promotional opportunities
- 10 Social Media blasts per year promoting your partnership

This level of sponsorship is currently unavailable until February, 2027. After this date the package will be offered at the following rates:

1 Year - \$13,000 (ex GST)
2 Years - \$25,000 (ex GST)
3 Years - \$37,000 (Ex GST)



DOMESTIC MAJOR PARTNER

This major partner package offers extremely high level exposure to your business and ensures your support for Mandurah Basketball's grass roots operations are highly visible. Covering advertising and marketing across all aspects of Summer and Winter domestic competition, this package ensures all important funding supports junior basketball.

Inclusions:

- 1800mm x 750mm signs affixed to each score bench during all MARC Domestic games
- One 1200mm x 600mm sign positioned on a baseline wall of Showcourt 1
- Advertising of your business logo within the Mandurah Magic WABL Facebook Page
- Advertising of your business logo within the Mandurah Magic Team communication 'App'
- Advertising in the NBL1 game day program
- Reserved seating for six people to each NBL1 home game
- Prime Position website advertising promoting your business
- Access to NBL1 Players for agreed promotional opportunities
- 10 Social Media blasts per year promoting your partnership

This level of sponsorship is currently unavailable until September, 2025. After this date the package will be offered at the following rates:

1 Year - \$13,000 (ex GST)
2 Years - \$25,000 (ex GST)
3 Years - \$37,000 (Ex GST)



WABL MAJOR PARTNER

This major partner package offers very high level exposure to your business and ensures your support for Mandurah Magic's WABL program in unquestionable. Covering advertising and marketing across all aspects of the junior WABL program, it ensures your business will stand out whilst providing all important funding to support junior basketball.

Inclusions:

- 1800mm x 750mm signs affixed to each score bench during all MARC WABL games
- One 1200mm x 600mm sign positioned on a baseline wall of Showcourt 1
- Advertising of your business logo within the Mandurah Magic WABL Facebook Page
- Advertising of your business logo within the Mandurah Magic Team communication 'App'
- Advertising in the NBL1 game day program
- Reserved seating for six people to each NBL1 home game
- Prime Position website advertising promoting your business
- Access to NBL1 Players for agreed promotional opportunities
- 10 Social Media blasts per year promoting your partnership

This level of sponsorship is currently unavailable until November, 2027. After this date the package will be offered at the following rates:

1 Year - \$13,000 (ex GST)
2 Years - \$25,000 (ex GST)
3 Years - \$37,000 (Ex GST)





NBL1 CORPORATE PARTNER

This package offers great exposure for your business, whilst also focusing on the awesome game night experience that is Mandurah Magic NBL1. The perfect mix of business and pleasure this package offers amazing value and gets your business onto the NBL1 stage.

Inclusions:

- Catered VIP corporate box for 4 people to each NBL1 Home Game
- One 1200mm x 600mm sign positioned on baseline wall of Showcourt 1
- Advertising for your business within the NBL1 Program every home game
- Courtside Announcements during NBL1 home games promoting your business
- Website advertising promoting your partnership
- Access to NBL1 Players for agreed promotional opportunities
- 10 Social Media blasts per year promoting your partnership

This level of sponsorship is currently available



1 Year - \$5,500 (ex GST)
2 Years - \$10,500 (ex GST)
3 Years - \$16,000 (Ex GST)



COMMUNITY PARTNER

Perfect for the community minded business, looking to gain exposure for their business as well as securing season passes to attend NBL1 games with your family and friends.

Inclusions:

- One 1200mm x 600mm sign positioned on a baseline wall within the Showcourts
- Reserved seating for six people at every NBL1 home game
- Advertising within the NBL1 Program for every home game
- Website advertising promoting your partnership
- Courtside Announcements during NBL1 home games promoting your business
- Access to NBL1 Players for agreed promotional opportunities
- 5 Social Media blasts per year promoting your partnership

This level of sponsorship is currently available

1 Year - \$2,200 (ex GST)
2 Years - \$4,300 (ex GST)
3 Years - \$6,400 (ex GST)



SERVICE PARTNERS

At Mandurah Basketball we are aware that many businesses can provide a myriad of services to support our association which can form the basis of a meaningful partnership. Transport, food & beverage, retail and medical are just some of the sectors from which businesses partner with us.

If your business provides services which can support Mandurah Basketball, we would love to hear from you. We are happy to discuss many options to support both your business and the association.

EXPERIENCE THE MAGIC!

Businesses within the Peel region and greater area choose to become and remain partners with Mandurah Basketball Association because of our community. The welcoming, supportive environment ensures together we have the ability to positively impact the lives of others.

Centered around our members and families, Mandurah Basketball strive to consistently improve as an organisation whilst offering the gift of fitness and health to those within our community.

Partnering with Mandurah Basketball provides opportunity for your business to access a wide cross-section of our community who call the Magic home.

To discuss any packages or other opportunities for partnership, please contact Mandurah Basketball General Manager Brent Barclay on 0408 350 563 or gm@mandurahbasketball.com.au

