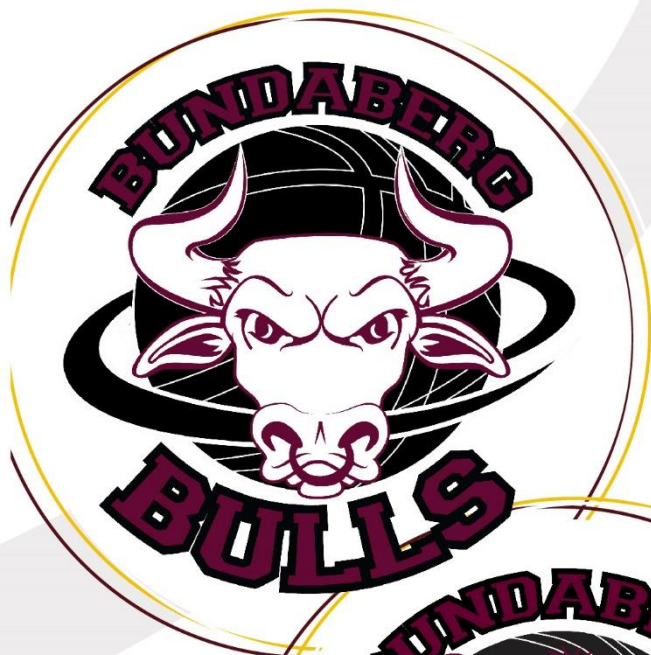




PARTNERSHIP PROPOSAL 2020



Building a foundation for the future
with players for the future



Bundaberg Basketball Incorporate (BBI) would like to formally invite the Bundaberg Business community to become partners and supporters of BBI and be an integral driver to bring the Queensland Basketball League (QBL) competition back to Bundaberg.

This will be a major boost to the Bundaberg economy and will bring the game of Basketball back as a major sporting event for this region. As a partner of the Bundaberg Bulls and Bears, you will be showing that you support growth in the sporting industry in Bundaberg, value its role in developing the younger generation of basketball enthusiasts. You will also be promoting Bundaberg as the ideal place to raise a family, continuing to help the community, local businesses and district grow.

Who are BBI and why has this campaign been started:

BBI is a non-for-profit organisation that is run by a small group of volunteers who are dedicated to the successful running of basketball in Bundaberg at both its Senior and Junior level programs. Currently we have 250+ playing members (150+ juniors and 100+ seniors), 10 representative teams, 40+ Volunteers, 2000+ people that like our Facebook page, plus almost 2000 followers on Facebook and 400+ email subscribers. This is impressive numbers for a sporting community group and demonstrates that we have a large footprint of supporters within the Bundaberg area.

We are finding that our junior players are aspiring to play at the Queensland Basketball League (QBL) and National Basketball League (NBL) level. The QBL is a higher level of competition compared to the CQBL as the QBL consist of teams from as far south as the Gold Coast to as far North as Cairns (15 in total). We would like to see our local players compete in as high a level as possible so as to help them get maximum exposure as individuals and hopefully be recruited into US College or NBL programs. The QBL competition will give our two Bundaberg teams 8 home games each and 8 away games each (not including finals).

To give our players as many opportunities as possible to excel at their chosen sport we need to have them playing in the best competitions available.

What will QBL bring to Bundaberg?

QBL home games will have huge promotions to entice Bundaberg locals to attend the games and bring a sense of pride back to the local community. Each game has the potential to draw a home crowd of 800+ people which has huge financial benefits to the region.

Both Bundaberg teams will be required to host 8 QBL home games each (not including finals) in-turn bringing a minimum of 500+ people to the region annually. For each home game, players and coaches will travel to Bundaberg requiring accommodation, food and entertainment.

Possibility of having an NBL pre-season game between the CQ University Cairns Taipans and Brisbane Bullets in Bundaberg due to the relationships developed between BBI and the Brisbane Bullets Organisation, which utilised correctly, can be a massive promotion for the Bundaberg Region and Bundaberg Basketball.

What will your Partnership help with?

In order to achieve this high level of professionalism and to give our players that opportunity to play at a higher level and be recognized for their skills, we continue to need financial support through partnerships with our local businesses.

- Travel costs and general overall running costs of the QBL program.
- Purchasing of uniforms and team gear for the teams which will go towards ensuring that the Bulls and Bears have a professional image to take into the community and to wear while they assist with organising and running our junior basketball program, All Abilities League program for people with



disabilities, junior referees program, troubled youth program, indigenous programs and basketball schools program throughout the Bundaberg District.

- Bringing 2 male and 2 female import players to the teams to help strengthen the teams, assist in promoting the game of basketball throughout the state and to represent the teams and their partners at numerous community programs in a professional manner wherever they go.
- Assist in housing our import players
- Developing our junior basketball players
- Assist in paying cost to transport, accommodate and feed both teams for away games.

Benefits to Your Company:

Partnership with the Bundaberg Bulls and Bears QBL program is a great opportunity to promote your organisation through exposure to our network of supporters and to the broader community. You will receive extensive promotion through our social media outlets, Bundaberg Basketball website, game night promotions, YouTube channel, community involvement events, programs and many other ways. When you decide to become a partner of the QBL program we have a number of different levels of sponsorship packages available for Your Company to help us achieve our goal.

- You may be able to utilise the Bulls and Bears players from the QBL program to promote your business at corporate events organised by your business.
- The Bundaberg Bulls and Bears will be seen on YouTube Chanel, all social media sights, Bundaberg Basketball website and game night promotions with your business being acknowledged as a partner in the QBL program.
- You will receive a certain number of tickets and general admission tickets to each home game (to be negotiated depending on the partnership package)
- QBL program will provide and display removable signage on your behalf in the Multiplex. (Depending on the Partnership Package)
- Your business will be acknowledged as a supporting partner of the QBL program in our game night programs and on game night by our MC.

A Three year agreement - initially with a review every two years.

- Contract to be drawn up by December 2019

Progress So Far:

BBI have approached the Bundaberg Regional Council (BRC) who have agreed to partner with the QBL program and now all QBL home games will be held at the brand new state of the art Multiplex. Bundaberg Broadcasters (Hitz FM 4BU Kix FM) have also become our Major Supporting Media Partner of the QBL program and will assist in a major role of promotions and marketing for the 2020 QBL season by broadcasting every home game live on radio. The state of the art Multiplex will assist BBI to provide a quality playing environment for the QBL teams to play at and in order to provide a fully entertaining program (such as seen on television at NBL and NBA level games) to encourage local supporters to attend.



Corporate Packages Available

Naming Rights Partner / \$25,000 (only 2 available)

- 4 season passes (Hollywood court side seating between score- bench and players bench and including all Bulls/Bears finals games in Bundaberg)
- 4 Major Supporting Partner polos provided
- 6 general admission tickets
- Business logo on all players uniforms, warm up shirts,
- Recognition on Bundy Basketball website, all Bundy Basketball social media, media releases and game night programs.
- Opportunity to utilise game night promotions and recognised as a major supporting partner of the Bulls and Bears when they are involved with community programs and events and all media promotions.
- Advertising provided and displayed in the Multiplex
- As naming rights partner you will have the opportunity to advertise inside the Bundaberg Basketball Stadium, the training facility for both the Bulls and Bears and the home of Bundaberg Basketball.

Platinum Supporting Partner \$10,000 (8 available)

- 6 season passes (corporate box behind players bench and including all Bulls/Bears finals games in Bundaberg)
- 6 Executive Supporting Partner polos provided
- 6 general admission tickets
- Recognition on Bundy Basketball website, all Bundy Basketball social media and game night programs.
- Opportunity to utilise game night promotions and recognition as a supporting partner of the Bulls and Bears when they are involved with community programs and events.
- Advertising banner provided and displayed in the Multiplex
- As a partner you will have the opportunity to advertise inside the Bundaberg Basketball Stadium, the training facility for both the Bulls and Bears and the home of Bundaberg Basketball.

Gold Corporate Supporting Partner \$6,000 (13 available)

- Box 6 season passes (Platinum court side grandstand 1st & 2nd row-B&C #13-51)
- 6 Major Supporting Partner polos provided
- 6 general admission tickets
- Recognition on Bundy Basketball website, all Bundy Basketball social media and game night programs.
- Opportunity to utilise game night promotions and recognition as a supporting partner of the Bulls and Bears when they are involved with community programs and events.
- Advertising banner provided and displayed in the Multiplex
- As a partner you will have the opportunity to advertise inside the Bundaberg Basketball Stadium, the training facility for both the Bulls and Bears and the home of Bundaberg Basketball.

Silver Corporate Supporting Partner \$4,000 (16 available)

- Box 6 season passes (seats reserved on grandstand 1st & 2nd row-B&C #1-12 or #52-63 or at west end courtside including all Bulls/Bears finals games in Bundaberg)
- 6 Corporate Partner polos provided
- Recognition on Bundy Basketball website, all Bundy Basketball social media and game night programs.
- Opportunity to utilise game night promotions and recognised as a supporting partner of the Bulls and Bears when they are involved with community programs and events.
- As a partner you will have the opportunity to advertise inside the Bundaberg Basketball Stadium, the training facility for both the Bulls and Bears and the home of Bundaberg Basketball.

Corporate Partner \$3,000 (4 available)

- 4 season passes (seats reserved on grandstand 3rd row-D #13-51 including all Bulls/Bears finals games in Bundaberg.
- 4 Corporate Partner polos
- Recognition on Bundy Basketball website, all Bundy Basketball social media and game night programs.
- Opportunity to utilise game night promotions and recognised as a supporting partner of the Bulls and Bears when they are involved with community programs and events.
- As a partner you will have the opportunity to advertise inside the Bundaberg Basketball Stadium, the training facility for both the Bulls and Bears and the home of Bundaberg Basketball.

Business Partner \$2000 (5 available)

- 3 season passes (seats reserved on grandstand 4th row-E #13-51 including all Bulls/Bears finals games in Bundaberg)
- 3 Business Partner polos provided
- Recognition on Bundy Basketball website, all Bundy Basketball social media and game night programs.
- Opportunity to utilise game night promotions and recognised as a supporting partner of the Bulls and Bears when they are involved with community programs and events.
- As a partner you will have the opportunity to advertise inside the Bundaberg Basketball Stadium, the training facility for both the Bulls and Bears and the home of Bundaberg Basketball.

Small Business Partner \$1000 (8 available)

- 2 season passes (seats reserved on grandstand side 5th row-F #13-51 including all Bulls/Bears finals games in Bundaberg)
- 2 Business Partner polos provided
- Recognition on Bundy Basketball website, all Bundy Basketball social media and game night programs.
- Opportunity to utilise game night promotions and recognised as a supporting partner of the Bulls and Bears when they are involved with community programs and events.

All Partners and season ticket holders will get Bulls/Bears general admission finals tickets at discounted prices. All Supporting Partners are obligated to have spectators in seats provided to them in their partnership packages.

Corporate Catering Packages

Catering packages are only available to Naming Rights, Platinum, Gold and Silver Corporate Supporting Partners Box seating.

All catering packages for Corporate Box seating available through The Waves Sports Club catering.
david.frost@thewavesgroup.org

Thank you

Thank you for taking the time to read our partnership proposal with the Bundaberg Bulls and Bears QBL program. When you would like to have a meeting and discuss a partnership in the QBL program please do not hesitate to contact me to arrange a suitable time for the both of us.

Kind regards

Mick Catlin

Head Coach

QBL Chairman

BBI Committee member

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