

# SPONSORSHIP PROPOSAL



Coming together is a beginning.

Keeping together is progress.

Working together is success.

Creating a partnership with Gold Coast City Regional Basketball Association (GCCRBA) presents an opportunity to be aligned with a major community sporting club and build brand awareness with a target market of more than 2,500 participants and a considerably wider audience including not only local spectators and officials but also visiting representative team members and supporters.

We recognise that achieving benefits for our partners, as well as for our association, will develop long term relationships. We pride ourselves in providing our partners with first class management and transparent results. This is the cornerstone of our partnership policy, along with our philosophy of having exclusive company rights to ensure our partners receive maximum benefit from their investment.

We look forward to working with you in the near future.

Regards,  
Allan Hilzinger  
GCCRBA CEO



# Gold Coast City Regional Basketball Association

## Sponsorship Proposal 2011/12



### Who Are GCCRBA?

Gold Coast City Regional Basketball Association (GCCRBA) is one of the three largest basketball associations in Queensland, making it among the most successful and progressive basketball associations in Australia. It has substantially grown in stature over a long thriving history, recently commemorating over 50 years of providing basketball to the Gold Coast community.

The association has over 2,500 participants and hundreds more indirect members involved within the association through seven major clubs, numerous individual teams and a large array of programs.

Over the years GCCRBA has extended their representation in both junior and senior competitions and Queensland representative competitions, which ensures your business will gain exposure far beyond the local community.

### GCCRBA offers a variety of activities, programs and courses including:

- Aussie Hoops (3-6 years)
- Mini-ball (7-11 years)
- Junior (under 10 - under 18) and senior (A,B, social men and women) weekly club competitions and trainings
- Intensity Super League (elite amateur senior competition)
- Representative competitions and trainings (under 12 - under 20)
- State and national championships (under 12 and under 20)
- Overseas tours (juniors and seniors)
- Officials, referees and score table activities and programs
- Holiday camps (7-17 years)
- Regular development programs for players (7-17 years), coaches and officials (all ages)

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### Why become a partner of GCCRBA?

- Send a positive message to reach a diverse audience of the many players, supporters and spectators. The community looks favourably upon businesses which support local sport.
- Connect with your target market through creative displays, activities, product sampling or giveaways.
- Reach a mass audience through print and/or electronic media, social media (Facebook and Twitter) signage and direct mail.
- Show your involvement in the community at a grass roots level and that you understand the importance for the health and wellbeing for people of all ages.
- Make your employees and regular customers feel proud when they see your company support basketball outside of the workplace.
- Regardless of the type of business you are involved with, GCCRBA has partnership opportunities which will be tailored to meet your needs. These range from "passive", advertising options to the more active, partnership packages in which we work hand in hand with your business to ensure everyone comes out smiling.

**As you can see, supporting the GCCRBA can assist basketball, your community and your business in various ways!**

### Some of the many social benefits that GCCRBA provide are:

- ♦ Generating a variety of community interactions.
- ♦ Binding families and fostering friendships.
- ♦ Reducing anti-social behavior and engaging members of the community in meaningful activities.
- ♦ Reducing the dangers of a lack of physical exercise and promoting healthy living habits.
- ♦ Developing individual's confidence, reducing stress and improving self esteem.
- ♦ Encouraging family and community connectedness, improving social skills and networks, reducing isolation and loneliness and creating safer places and communities.

### GCCRBA offer opportunities to become a partner through:

- Representative program sponsorship. Approximately 200 players play in a 14 game home and away series with your company being promoted at games as far west as Toowoomba and as far north as Maroochydore.
- Naming rights for our regular programs, special events, weekly competitions and international tours.
- Sponsorship of our officials, staff, court controllers and/or volunteers, with logos appearing on all shirts.
- Naming rights and advertising opportunities in our monthly newsletter.
- Staff email signatures (logo and 'proudly supported by' included in all staff email signatures).
- Exclusive rights to have your logo branded on every competition ball both sold and used at all competitions at GCCRBA.
- Removable signage consigned at weekly competitions.
- Ownership of a team in our elite-amateur ISL competition.
- Signage on windows and inside the GCCRBA office and basketball shop.
- Logo and link on the [www.goldcoast.basketball.net.au](http://www.goldcoast.basketball.net.au) website which has in excess of 60,000 views per month.
- Various other promotional opportunities.



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As outlined, the ways in which your business and GCCRBA can form a partnership are vast and we will work with you to ensure it is a win-win for everyone involved.

If you would like to discuss forming a partnership with GCCRBA please contact the Chief Executive Officer, Allan Hilzinger, on 0435 055 777 or [allan@gccrba.com.au](mailto:allan@gccrba.com.au).



### TESTIMONIALS

"It was a pleasure to work with Allan and the team at Gold Coast Basketball to sponsor the U18 QLD Basketball Championships this year. Aside from supporting such a great event, we were able to take part in many opportunities to promote our brand, particularly at the finals."

Jen-ni Leong, QLD Marketing Coordinator, Nando's Australia.

"During our time supporting the Gold Coast City Regional Basketball Association we have felt extremely engaged by Allan and his team. SCODY have been given every opportunity to promote at expos and state-based events resulting in a number of generated leads and established relationships."

"Our real thrill came when we were given the opportunity for naming rights to the Gold Coast Scody All Stars which has given us International exposure. We are pleased to be partners with GCCRBA and consider it a mutually beneficial partnership."

Melinda Blackey, National Sales Manager, SCODY.

### Gold Coast City Regional Basketball Association

Carrara Indoor Stadium, Nerang-Broadbeach Rd  
Carrara, Gold Coast, QLD, 4211

PO Box 3311, Nerang, QLD, 4211

P 5594 4108

F 5594 5745

[www.goldcoast.basketball.net.au](http://www.goldcoast.basketball.net.au)