



SENIORS
2019 WARATAH LEAGUE
SPONSORSHIP

ILLAWARRA HAWKS



THE ILLAWARRA HAWKS...ABOUT OUR CLUB

WHY SPONSOR THE HAWKS

Basketball Illawarra has been providing basketball services to the Illawarra since 1954.

Basketball is truly the only 'Sport for Everyone', catering for impaired and non-impaired athletes, with no restrictions on age or gender.

The Basketball Illawarra Hawks are our representative teams, competing in the Basketball NSW Waratah State League competitions. We have 4 teams competing in 2019 and we are looking for your sponsorship for those teams, being Division 1 Men, Youth League Men Divisions 1 & 2 and Youth League Women.

WHAT YOUR SPONSORSHIP BUYS

- Basketball Illawarra primary membership is now over 1500 players and growing at 5% per competition
- Including parents, our primary sphere of influence is over 3500 people through our customer database
- Our secondary sphere of influence is social media, which is also growing. Recent post reach and engagements via our Facebook and Instagram pages have totalled to nearly 20 000 people. This will continue to grow thanks to ongoing local member growth and programmed social media exposure
- Our website, www.snakepit.com.au, has had over 500 000 page visits during the last 12 months, and now is approaching 100 000 visits per month and expected to keep growing
- The Snakepit Stadium is visited by over 3000 people each week, peaking at over 10 000 visitors during representative season
- The NBL Illawarra Hawks train at the Snakepit, regularly having media visits from the Illawarra Mercury, WIN News and 9 Nines Illawarra with increasing exposure
- We host the NBL Illawarra Hawks preseason games and other events, attracting up to 500 people including photographers and film crew increasing exposure to your sign
- We also host junior representative weekends which attract thousands of players and spectators from all over the state to the stadium, who stay & buy locally

2019 WARATAH LEAGUE

- Senior representative games with visiting teams and supporters from across Greater Sydney, Newcastle, Central Coast & regional NSW
- All teams have 10 to 11 home games and similar away games, increasing the geographical area of exposure for sponsors to the whole east and central regions of NSW
- Additionally, 2019 will see home games live streamed, with sponsors having the opportunity to increase their exposure online across other regions and even countries





SPONSORSHIP BENEFITS

PLATINUM

GOLD

SILVER

BRONZE

PLAYER SPONSOR

GAME DAY

INVESTMENT	\$10 000 Only 1 per team	\$6 000	\$3 000	\$1500	\$700	\$300
TEAM NAMING RIGHTS	✓					
FIXED SIGNAGE ON SHOW COURT	✓	✓				
FIXED SIGNAGE ON OTHER COURTS	✓					
ADVERTISING – WEBSITE	✓	✓	✓	✓		
ADVERTISING - FACEBOOK	✓	✓	✓	✓		
ADVERTISING - INSTAGRAM	✓	✓	✓	✓		
ADVERTISING – VENUE	✓	✓	GAME DAY ONLY	GAME DAY ONLY	GAME DAY ONLY	GAME DAY ONLY
BUSINESS LOGO ON WARM-UP TOP	FRONT	BACK			✓	
BUSINESS LOGO ON GAME DAY EVENT STAFF SHIRT	✓					
GAME DAY PROMOTION – ANNOUNCEMENTS AT VENUE	INCLUDES BUSINESS PROFILE	INCLUDES BUSINESS PROFILE	NAME ONLY	NAME ONLY	NAME ONLY	NAME ONLY
GAME DAY PROMOTION – ONLINE STREAMING / VISUAL DISPLAYS	✓	✓	✓	✓	✓	✓
GAME DAY PROMOTIONS – GAME DAY PROGRAM	FULL PAGE AD + INSERTS	FULL PAGE AD + INSERTS	½ PAGE AD	½ PAGE AD	LOGO ONLY	LOGO ONLY
VIP SEASON TICKETS	12	8	6	4	2	
TEAM PHOTO	✓	✓	✓	✓	✓	
VIP INVITE TO END OF SEASON DINNER	✓	✓	✓	✓	✓	



**BASKETBALL
ILLAWARRA**

FOR FURTHER INFORMATION PLEASE CONTACT
COMPETITIONS@SNAKEPIT.COM.AU OR CALL 42259999



BASKETBALL ILLAWARRA



facebook.com/IllawarraBasketball/



[basketball_illawarra](https://www.instagram.com/basketball_illawarra)



www.snakepit.com.au