

Strathalbyn & District Basketball Association  
www.strathbasketball.com.au  
PO Box 236  
Strathalbyn  
SA 5255



10th November 2020

Dear Business Owner / Manager,

The Strathalbyn & District Basketball Association is seeking your support for the 2020/2021 Season and beyond, and we would be thrilled to offer you the opportunity to become a valuable sponsor. The sport of basketball is in a growth period locally. We have seen our local competition expand an additional 14 teams this season alone across our Senior and Junior grades.

The local area of Strathalbyn has had a long history of junior's pursuing further opportunities in basketball both at a state and national level. Our senior ranks consist of a very strong men's and women's competition, including introducing an A Grade & B Grade competition in both for the first time in 25 years. Currently the Strathalbyn & District Basketball Association caters to players ranging from 7-40+ years. The junior ranks cater to over 250 children ranging in size, age and ability, while our seniors teams are nearly 100. With the additional growth of the local basketball the association is looking at increasing costs with extra court time, playing uniforms and associated costs.

Over the past 12 months we have been investing heavily in upgrading our current playing facilities, while we continue to work towards a new sporting complex for Strathalbyn. Now moving into 2021 we are taking on an exciting new upgrade, with a complete overhaul and upgrade of our Junior playing uniforms to include new tops and shorts. We are restructuring the way our team name and uniform allocations work, which will give great flexibility for sponsors. Whether you want to support one team, two teams or three giving you the choice to have visibility across one to three grades, there are multiple options and support levels for you to review. We have attached some sample mockups we have had drafted to give you an idea of the exciting new look we are working towards and how great your logo could look on the new kits. We will also be providing one of the new tops you sponsor with your logo on it back to you, to display within your business to show the community the support and dedication you provide.

The exposure we are offering your business includes signage in the stadium for all to see week in, week out. The stadium is used for more than just basketball hence you will receive extra value as the signage is always displayed. We have been overhauling our online and social media presence with some great response and reach over the past 12 months and will work diligently to promote your business and support online through our platforms. We will also promote your business throughout our finals and Grand Final day which is always a highlight on the basketball calendar.

If you have any questions we are happy to discuss this further. If you would like to offer your support as a sponsor please reply to our email and we will make the arrangements. We want and need your support and are dedicated to ensure you get great value and return for your support.

Yours sincerely,  
Rowan Sims  
Vice President  
0400491144  
sdba@strathbasketball.com.au

## SAMPLE SDBA UNIFORM KIT DESIGN



## SPONSORSHIP PACKAGE OPTIONS

### Platinum Sponsor

2 Year Package

\$550 Y1 - \$500 Y2 +\$25 setup fee

Inclusions:

30 Uniforms (3 teams/grades)

Sign 600x450mm

\*Subsequent continued sponsorship @\$400 p/year



### Gold Sponsor

2 Year Package

\$350 Y1 - \$350 Y2 +\$25 setup fee

Inclusions:

20 Uniforms (2 teams/grades)

Sign 600x450mm

\*Subsequent continued sponsorship @\$250 p/year

### Silver Sponsor

2 Year Package

\$250 Y1 - \$150 Y2 +\$25 setup fee

Inclusions:

10 Uniforms (1 team/grade)

Sign 450x300mm

\*Subsequent continued sponsorship @\$100 p/year



### Bronze Sponsor

2 Year Package

\$100 p/year +\$25 setup fee

Inclusions:

Sign 450x300mm