



# MILDURA SENIOR HEAT SPONSORSHIP PROPOSALS

## 2010 SEASON

## **THE MISSION**

To provide Mildura senior mens and womens representative basketball teams, as a realistic and financially sustainable pathway for local players to fulfil their potential and progress to the highest elite level attainable, while promoting the game.

## **OBJECTIVES**

1. Provide elite level competition for local players and spectators
2. To provide a clear pathway for local junior players to graduate into senior representative basketball
3. To operate on a self funding basis
4. To promote basketball as a healthy, family-friendly leisure activity

## **SPONSORSHIP INFORMATION**

To achieve our goal operating on a self funding basis the MBA has developed a number of sponsorship packages.

The MBA considers that the profile of the senior Men's and Women's representative teams combined with the MBA's ownership of the Mildura Basketball Stadium provide it with a unique opportunity to tailor sponsorship packages that will provide excellent value to local businesses.

Your business can be assured that a commitment to any sponsorship package will result in a commitment from the MBA to deliver all benefits in a professional manner. The MBA considers this of paramount importance so that we have the best opportunity to continue an association with your business in years to come.

## **GAME NIGHT EXPOSURE**

The draw for Big V Men's and Women's program usually schedules 10 to 12 home games with most being double headers featuring both the Men's and Women's teams. The games are all played on the Show Court at the WHK Hothouse in Eighth Street.

The show court at the WHK Hothouse holds around 600 spectators and in 2009 all double headers were at least two thirds full.

Game nights are not only an electrifying entertainment showcase of our local elite basketballers, but an innovative opportunity to promote your business, through fixed signage and verbal acknowledgement by the courtside announcer.

## **STADIUM SIGNAGE EXPOSURE**

During both the summer and winter basketball seasons between 2500 and 4000 people attend the WHK Hothouse on a weekly basis. In the winter season this includes both basketballers and netballers.

During the summer season WIN TV News typically presents two basketball stories per week using footage of games played on the show court. In the winter season there are typically 3 stories per week. Therefore, prime time television exposure can be achieved all year round from court side signage.

## **YOUR REQUIREMENTS**

The enclosed sponsorship packages are standard packages offered by the MBA. In addition to the listed benefits of sponsorship, we are happy to discuss with other ways that we can promote and add value to your sponsorship. We are also more than happy to tailor a sponsorship package to suit your individual requirements and budget.

## **CONTACTS**

In the event that any of our sponsorship packages are of interest to you please contact the General Manager, Marea Dickeson on 03 5023 2241. Marea will be able to discuss your needs or will have a member of our sub committee contact you personally.

## **STADIUM SPONSORS WALL**

**Investment: \$330 (inc GST)**

1. Your Business Logo and Contact details applied to a 300x400mm Sign fixed to the wall above at northern end of the Show Court for a 12 month period.
2. Line listed advert in professionally produced Heat game night magazine during BigV season.

## **PLAYERS SPONSOR**

**Investment: \$440 (inc GST)**

1. Your Business Logo and Contact details framed with a photograph of the Player fixed to the wall in the Entry to the Stadium.
2. Your Business Logo printed on your sponsored players warm up shirt, which is worn when players are warming up and introduced.
3. Line listed advert in professionally produced Heat game night magazine during BigV season.

## **STADIUM SPONSORS PANEL**

**Investment: \$550 (inc GST)**

1. Your Business Logo and Contact details applied to a 500x600mm Sign fixed to the wall on the stadium score bench side of the Show Court for a 12 month period.
2. Line listed advert in professionally produced Heat game night magazine during BigV season.

## **STADIUM SHOW COURT SPONSOR PANEL**

**Investment: \$1,100 (inc GST)**

1. Your Business Logo and Contact details applied to a 1000x2400mm Vertical Sign fixed to the wall above the score bench spectators seating for a 12 month period.
2. Acknowledgement by courtside announcer at all Heat home games during BigV season.
3. Acknowledgement of Sponsor during Heat home games during BigV season.
4. Line listed advert in professionally produced Heat game night magazine during BigV season.



## **STADIUM SHOW COURT SPONSOR BANNER**

**Investment: \$1,500 (inc GST)**

Your Business Logo and Contact details applied to a 2800x1400mm Horizontal Vinyl Banner Sign suspended above the spectators seating for a 12 month period.  
Acknowledgement by courtside announcer at all Heat home games during BigV season.  
Acknowledgement of Sponsor during Heat home games BigV season.  
Line listed advert in professionally produced Heat game night magazine during BigV season.

## **CORPORATE BOX SPONSORSHIP**

**Investment: \$2,750 (inc GST)**

### **Benefits**

1. Serviced Corporate Box.
  - A reserved 5 seat corporate box for use at all home games.
  - Beer, wine, soft drinks and nibbles will be provided to your corporate box at each game upon your arrival. The corporate box area is serviced by an attendant for any additional drink requirements.
  - Access to sponsors area for light refreshments during the half time break of the second game of a double header, or at half time break if only a single game played.
  - Free entry for five people, fully transferable.
2. Signage
  - Prominent permanent signage around the Show Court (Court 1)
  - This signage will be displayed for 12 months.
  - Exposure on game nights and during all other uses of the Stadium.
3. Acknowledgement by courtside announcer at all home games.
4. Advertisement in professionally produced game night magazine including a business feature in at least one addition of the magazine.
5. Two tickets to any functions held by the MBA relating to the senior teams.
6. Business link from the MBA website.

## **NAMING RIGHTS SPONSORSHIP FOR THE MILDURA HEAT - MENS OR WOMENS TEAM**

**Investment: \$5,500 for either team OR \$11,000 for both teams (inc GST)  
per year**

### **Benefits**

1. Serviced Corporate Box.
  - A reserved 6 seat corporate box for all home games.
  - Includes beer, wine and soft drinks.
  - Corporate box is serviced by an attendant who will deliver drinks to your box during the game.
  - Access to sponsors area for light refreshments during the half time break of the second game of a double header, or at half time break if only a single game played.
  - Free entry for 6 people, fully transferable.
2. Signage
  - Prominent permanent signage around the Show Court (Court 1)
  - Prominent permanent signage at the front of the Stadium.
  - Business logo appearing on the show court will be displayed for 12 months.
3. Additional exposure resulting from naming right.

The team will be known as the Mildura '*Your Name*' Heat.  
Through the naming right association you will receive significant media exposure.

### **Television Exposure**

- WIN TV promote each weeks home game 3 times per day for 4 days.
- The commercial cost is \$75.00 per advertisement. The yearly value is estimated at \$9,000.
- WIN TV news typically run two sports stories including footage of each game.
- The commercial cost of advertising during the news bulletin is \$240.
- The yearly value is estimated at \$4,800.

### **Newspaper Exposure**

- The Sunraysia Daily Newspaper typically has two stories per week which both appear on the back page of the newspaper. In addition, they have a weekly column known as Dunkin' Slam.

### **Incidental Exposure**

- In addition to that detailed above, both WIN TV News and the Sunraysia Daily often have other stories and articles on such things as
  - coach announcement
  - player/coach of the week/month awards
  - injury concerns

Local radio stations, including 3MA and Star FM, and other newspapers often report results of games. Coverage is also provided on the 3MA Saturday morning sports show.

In the past, and we hope to continue the tradition this year, a player or coach appears on a weekly basis on 3 radio stations including Star FM's morning program with Mattman.

4. Acknowledgement by courtside announcer at all home games and increased acknowledgement when game night sponsor.
5. Two tickets to any functions held by the MBA relating to the senior teams
6. Exposure to spectators at away games. All away games will be in Melbourne, surrounding suburbs, and some country townships.

Some of the other teams in our divisions are:

Altona

Camberwell

Craigieburn

Cranbourne

Darebin

Hawthorn

Latrobe Uni

Maccabi

Melbourne Uni

Melton

Packenham

Southern Peninsula

Sunbury

Warrandyte

Warrnambool

Werribee

Whittlesea

7. Where possible, the team will be available to your business for promotion.

All we ask of you is to pledge for a two or three year term, which shows your commitment and support to the team/s on a longer term basis, and ensures the viability and longevity of representative senior basketball in our district. The monetary contribution will be incremented per year by 5%, providing a secure financial grounding to the team/s.



## SPONSOR INFORMATION FORM 2010

BUSINESS NAME .....

POSTAL ADDRESS .....

CONTACT NAME .....

TELEPHONE ..... MOBILE .....

EMAIL .....

AGREED LEVEL OF SPONSORSHIP ..... \$ .....

OTHER COMMENTS .....

SPONSORSHIP CONFIRMED BY .....

DATE ...../...../.....