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# SYDNEY COMETS SPONSORSHIP PACKAGES

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### **Not for profit community basketball association**

- City of Sydney represents inner city Sydney and surrounds (South, East & West)

### **Located in working class and industrial suburb of Alexandria**

- Facility includes 2 court stadium with 600+ seating
- Access to additional 4 courts at Perry Park

### **Opportunity for all**

- "Learn to Play" - Development program for juniors
- Local social competition
- NSW representative competition

### **Core Values include:**

- Be Passionate & Professional
- Have integrity
- Collaborate with Teamwork, Respect and Humility



# SIGNIFICANT REACH FOR YOUR BRAND

CSBA | SPONSORSHIP PACKAGES



200,000 PLAYERS & SPECTATORS THROUGH OUR DOORS ANNUALLY



CSBA WEBSITE WITH OVER 600,000 WEBSITE VIEWS PER YEAR



COMPETITIONS RUNNING 7 DAYS PER WEEK



23,000+ MEMBER DATABASE

THREE VENUES FOR COMPETITION USE:



3,000 FACEBOOK FOLLOWERS



- ALEXANDRIA STADIUM
- PERRY PARK RECREATION CENTER
- MARRICKVILLE PCYC



2,600 INSTAGRAM FOLLOWERS



5,000 TIKTOK LIKES



3500+ REGISTERED MEMBERS



CULTURALLY INCLUSIVE ASSOCIATION



# NAMING RIGHTS 3-YEAR COMMITMENT

## CSBA | SPONSORSHIP PACKAGES

*Naming rights partner, ONE AVAILABLE ONLY. Please contact us for the full package information and pricing.*

### 1. LOGO ON SYDNEY COMETS NBL1 SINGLET

Prominent company logo on both male and female NBL1 singlets

- Lower Back of singlet
- Front of jersey

### 2. NAMING RIGHTS OF ALEXANDRIA STADIUM

Naming rights to Alexandria stadium, with external signage

### 3. STADIUM ADVERTISING SIGNAGE

Full Colour Sign 4.5m x 4.5m. Alexandria Stadium, center of main advertising wall

### 4. DIGITAL LED ADVERTISING

All year round advertising at on LED Screen Systems at Alexandria Basketball Stadium

### 5. NBL1 EXPOSURE

- Naming rights partner will be featured on CSBA website
- Naming rights partner NBL1 Senior Player of the Week
- Naming rights partner will have Live Streaming Advertising Preference

### 6. CORPORATE BOX AT NBL1 GAMES

Corporate box to watch NBL1 games at Alexandria Stadium. An opportunity to entertain clients and staff



# PLATINUM LEVEL 3-YEAR COMMITMENT

## CSBA | SPONSORSHIP PACKAGES

*Platinum level partner, 4 AVAILABLE ONLY. Please contact us for the full package information and pricing.*

### 1. LOGO ON SYDNEY COMETS NBL1 SINGLET OR SHORTS

Prominent company logo on both male and female singlets

- Upper back of jersey
- Front of playing shorts
- Back of playing shorts

### 2. STADIUM ADVERTISING SIGNAGE

Full Colour Sign 4.5m x 2.2m. Alexandria Stadium, center of main advertising wall

### 3. CORPORATE BOX AT NBL1 GAMES

Corporate box to watch NBL1 games at Alexandria Stadium. An opportunity to entertain clients and staff

### 4. DIGITAL LED ADVERTISING

All year round advertising on LED Screen Systems at Alexandria Basketball Stadium

### 5. NBL1 EXPOSURE

- Platinum Sponsors will be featured on CSBA website
- Platinum sponsors will have CSBA social media exposure
- Platinum Sponsors will have Live Streaming Advertising Preference

### 6. TICKETS

8 tickets to all games hosted at Alexandria Stadium

- NBL1 games
- Sydney Kings & Sydney Flames games
- College games
- Exhibition games



# GOLD LEVEL

2-YEAR COMMITMENT

CSBA | SPONSORSHIP PACKAGES

*Gold level partner, 4 AVAILABLE ONLY. Please contact us for the full package information and pricing.*

## 1. STADIUM ADVERTISING SIGNAGE

Full Colour Sign 3.2m x 2.2m. Alexandria Stadium, on main advertising wall

## 2. DIGITAL LED ADVERTISING

All year round advertising on LED Screen Systems at Alexandria Basketball Stadium

## 3. NBL1 EXPOSURE

- Gold Sponsors will be featured on CSBA website
- Gold sponsor will have CSBA social media exposure
- Gold Sponsors will have Live Streaming Advertising Preference

## 4. TICKETS

6 tickets to all games hosted at Alexandria Stadium

- NBL1 games
- Sydney Kings & Sydney Flames games
- College games
- Exhibition games

## 5. SOCIAL & DIGITAL RECOGNITION

- Direct email promotion
- Facebook and Instagram promotion



# COMMUNITY PARTNER

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CSBA | SPONSORSHIP PACKAGES

## 1. STADIUM ADVERTISING SIGNAGE

Full Colour Sign 2.2m x 1.2m. Alexandria Stadium, on main advertising wall

## 2. DIGITAL LED ADVERTISING

All year round advertising on LED Screen Systems at Comets Basketball Stadium in Alexandria

## 3. NBL1 EXPOSURE

- Community partners will be featured on CSBA website
- Community partners will have CSBA social media exposure
- Community partners will have Live Streaming Advertising Preference

## 4. TICKETS

4 tickets to all games hosted at Alexandria Stadium

- NBL1 games
- Sydney Kings & Sydney Flames games
- College games
- Exhibition games



# REFEREE PARTNER

Referee partner, *ONE AVAILABLE ONLY*. Please contact us for the full package information and pricing.

## 1. NAMING RIGHTS OF 'COMETS REFEREE ACADEMY'

Naming rights of 'Comets referee Academy' creating educational opportunities for CSBA referees.

## 2. CORPORATE LOGO ON REFEREE UNIFORM

Corporate logo on all CSBA referee uniforms

## 3. TICKETS

4 tickets to all games hosted at Alexandria Stadium

- NBL1 games
- Sydney Kings & Sydney Flames games
- College games
- Exhibition games

## 4. SOCIAL & DIGITAL RECOGNITION

- Direct email promotion
- Facebook and Instagram promotion



# INDIGENOUS PARTNER

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*Indigenous partner, ONE AVAILABLE ONLY. Please contact us for the full package information and pricing.*

### 1. INVESTMENT WILL FUND

- Scholarships
- Cultural awareness training
- Representative pathways
- Team entry into local competition
- Indigenous Academy

### 2. STADIUM ADVERTISING SIGNAGE

Full Colour Sign 4.5m x 2.2m. Alexandria Stadium, center of main advertising wall

### 3. CORPORATE BOX AT NBL1 GAMES

Corporate box to watch NBL1 games at Alexandria Stadium. An opportunity to entertain clients and staff

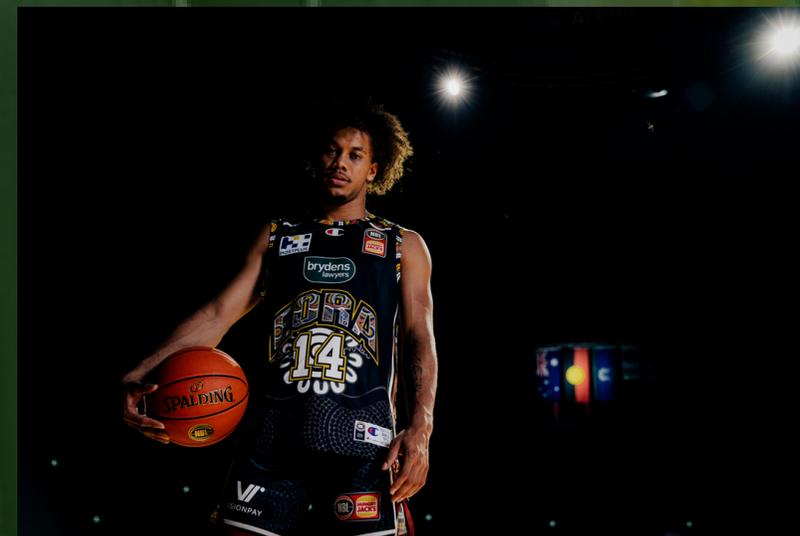
### 4. DIGITAL LED ADVERTISING

All year round advertising on LED Screen Systems at Alexandria Basketball Stadium

### 5. TICKETS

8 tickets to all games hosted at Alexandria Stadium

- NBL1 games
- Sydney Kings & Sydney Flames games
- College games
- Exhibition games



# FINANCIAL

	NAMING RIGHTS	PLATNIUM	GOLD	COMMUNITY
ANNUAL COMMITMENT	TBC	TBC	\$15,000 + GST	\$5,000 + GST
TERM	3 YEARS	3 YEARS	2 YEARS	1 YEAR
NAMING RIGHTS OF STADIUM	✓			
LOGO ON SINGLET/SHORTS	✓	✓		
ADVERTISING SPACE	4.5M x 4.5m	4.5m x 2.2m	3.2m x 2.2m	2.2m x 1.2m
POP-UP ADVERTISING OPTIONS	✓	✓	✓	✓
SITE EXPOSURE	✓	✓	✓	✓
SOCIAL MEDIA POSTS PER YEAR	8	6	4	2
NEWSLETTER EXPOSURE	✓	✓	✓	✓
LOGO ON COLLATERAL	✓	✓	✓	✓
NBL1 CORPORATE BOX	✓	✓		
MAJOR SPONSOR OF NBL1	✓	✓	✓	
TEAM BUILDING SESSION	✓	✓		





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**For more information contact  
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