# SOUTHERN TIGERS

# SPONSORSHIP PROSPECTUS

JOIN THE AMBUSH



HEAR THE ROAR



# **OUR CLUB**

It is our pleasure to present to you the Southern Tigers Basketball Association STBA/Southern Tigers) Sponsorship Prospectus.

Southern Tigers is a member club of Basketball South Australia and has a rich heritage of success. We were born out of the 2003 merger of Noarlunga City Tigers and the Adelaide Southern Suns. Both clubs originated from founding Clubs, The Adelaide Giants and Glenelg Tigers back in the early 1960s. Southern Tigers and its founding clubs have a proud history of building successful teams at both the Junior & Senior levels and developing great local talent.

A number of our players having played professionally, internationally and have represented Australia, like current NBA star Joe Ingles.

Today we are a modern Basketball Association with over 90 District & Domestic Basketball teams representing over 600 families that live predominately in the Southern and Fleurieu Peninsula, within the City of Onkaparinga. We operate in various venues but 'home base' is the Morphett Vale Stadium, Winifred Taylor Reserve Morphett Vale SA

Our Basketball Association is overseen by a committee of volunteers and is run by employees who are all passionate about our Association being a great contributor to our local community. We are focused on providing a great environment for participants of all ages to enjoy the game of basketball, ensuring the ongoing health and growth of the game and our club.

Southern Tigers is actively involved in our local community through the sporting schools program based on school grounds, after school sporting programs, school holiday clinics, and competition basketball providing our sponsors and partners with great opportunities for engagement and exposure across Southern Adelaide and beyond.





# WHY SPONSOR?

Our reach starts with our member base but extends to the 220,000 plus visitors to the Morphett Vale Stadium each year, the 90,000 plus visitors to our website and our following on social media.

To maximize your sponsorship exposure, we leverage the above audiences through our sponsorship packages in the following ways:

- Fixed signage within the Morphett Vale Basketball stadium
- Facebook cross promotion through sponsor spotlight features
- The ability to promote offers from your business to our members via email, website and Facebook
  - Signage courtside at our NBL1 Home Games
- Assorted options to be mentioned as a sponsor of our Association, NBL1 teams or players.

Our partnerships with Basketball SA and NBL1 sees our NBL1 games live streamed via the NBL app and our local basketball Programs capture a wide audience outside of our member base. Combined with our online and social media presence, we believe sponsoring Southern Tigers is a fantastic opportunity to broaden the reach of your business.

# **OUR REACH**

Physical: 220,000+ visits to Morphett Vale Stadium per year

Online: 90,000+ visits to our website per year (southerntigers.com.au)

#### 2023 Reach

#### Facebook:

Followers: 6.010

Reach: 161,000 – Up 248% from previous year Page Visits: 101,000 - Up 210% from previous year

Post Reach (Last 90 Days) – 81.9K – Up 45% from last quarter

Engagement (Last 90 Days) – 7.9K Reactions/Shares – down 0.6% from last qtr

#### Instagram:

Followers: 1,973

Accounts Reached (Last 90 Days) – 2085

#### TikTok:

Account Created - September 2023





# **NBL1 Naming Rights**

The NBL1 is Australia's pathway to the National Basketball League for both men (NBL) & women (WNBL). In the past 8 years we have won **4 total championships** between both our programs. Our Southern Tigers Men in 2016 & 2018, and our Women in 2017 & 2021.

Of these teams, we have had many of our players and coaches recognised by the league for their individual achievements. These include, Halls Medallists, Woolocott Medallists, Most Valuable Player awards, All Star Five Team, Coach of the Year awards, and award for the Defensive Player of the Year.

# **PACKAGE DETAILS**

2025/2026 - 2 Year Partnership: \$11,000 plus GST per year

# **SPONSOR BENEFITS**

#### Acknowledgement as Naming Rights Sponsor:

- At all NBL1 Home Games (9 per Season)
- In all Online content related to NBL1 Team
- Prominent company logo on NBL1 warm up tops
- Half Time Promotional Audience Participation Activity
- Mascot wearing jersey with sponsorship logo

In-Stadium Signage (Premium Placement on Joe Ingles Court at Morphett Vale Stadium)

- Court side Signage (NBL1 Home Games)
- Floor Vinyl Decals on entry & high traffic areas; canteen & licensed bar
- Logos displayed as court side window decals
- NBL1 Live streaming visibility via Kayo national viewing logins averaging

36,284 per season

\*\*Printing costs paid by Sponsor

**Social Media Exposure** – minimum x 4 exclusive branding opportunities **Framed NBL1 official signed photo** 

**Complimentary Tickets** to VIP seating for NBL1 Home Games and end of season dinner.





# **NBL1 PLAYER SPONSOR**

The NBL1 is Australia's pathway to the National Basketball League for both men (NBL) & women (WNBL). In the past 8 years we have won **4 total championships** between both our programs. Our Southern Tigers Men in 2016 & 2018, and our Women in 2017 & 2021.

Of these teams, we have had many of our players and coaches recognised by the league for their individual achievements. These include, Halls Medallists, Woolocott Medallists, Most Valuable Player awards, All Star Five Team, Coach of the Year awards, and award for the Defensive Player of the Year.

NBL1 Player Sponsorship covers player nomination fees required to be registered to play as an NBL1 athelete.

# **PACKAGE DETAILS**

1 Year Partnership: \$500 plus GST

# **SPONSOR BENEFITS**

#### **Acknowledgement as Player Sponsor**

Announced before and during games.

#### **In-Stadium Promotion**

Logo displayed with player photo on entry to Morphett Vale Stadium & digital in-house platforms, as well as logos displayed as court side window decals

#### Social Media Exposure

As part of any mention of your sponsored player, minimum of 2 exclusive post for your business.

**In-House Media** - logo displayed on internal screens, mention on Tigers Podcast **Complimentary Tickets** 

To all NBL1 Home Games, seated behind player bench (2 tickets)

#### Invitation

To the official end of season Presentation Dinner (cost applies)





# **PLATINUM SPONSOR**

# **PACKAGE DETAILS**

1 Year Partnership: \$4,500 plus GST

# **SPONSPOR BENEFITS**

In-Stadium Signage (Premium Placement on Joe Ingles Court at Morphett Vale Stadium)

- Stadium signage costs included
- Logos displayed as courtside window decals
- Sponsor logo on association-wide communications to internal/external stakeholders

Social Media Exposure – minimum x 4 exclusive branding opportunities

In-House Media - logo displayed on internal screens, mention on Tigers Podcast

Website landing page and hyperlink to business website

**Sponsor Acknowledgement** at all NBL1 Home Games

Half Time Promotional Audience Participation Activity

Complimentary Tickets with VIP seating for NBL1 Home Games (4 tickets)

Complimentary Tickets to the official end of season Presentation Dinner





# **GOLD SPONSOR**

# **PACKAGE DETAILS**

1 Year Partnership: \$3,000 plus GST

# **SPONSOR BENEFITS**

In-Stadium Signage (Premium Placement Court 3 at Morphett Vale Stadium)

- Stadium signage costs included
- Logos displayed as court side window decals
- Sponsor logo on association-wide communications

Social Media Exposure – minimum x 3 exclusive posts for your business

In-House Media - logo displayed on internal screens

Website landing page and hyperlink to business website

Sponsor Acknowledgement at all NBL1 Home Games

Complimentary Tickets at all NBL1 Home Games, seated behind player bench (2 tickets)

Invitation to the official end of season Presentation Dinner (cost applies)





# **SILVER SPONSOR**

# **PACKAGE DETAILS**

1 Year Partnership: \$2,000 plus GST

# **SPONSPOR BENEFITS**

In-Stadium Signage

- Stadium signage costs paid by sponsor
- Logos displayed as courtside window decals

Social Media Exposure – minimum x 2 exclusive posts for your business
In-House Media - logo displayed on internal screens
Sponsor Acknowledgement at all NBL1 Home Games
Complimentary Tickets at all NBL1 Home Games (2 tickets)
Invitation to the official end of season Presentation Dinner (cost applies)







# **SNAP SHOT - NBL 1 PARTNERSHIP OPPORTUNITIES**

Southern Tigers Basketball Association is proud to capture players and families from the Southern Vales, from Marion to Victor Harbor.

We are a not for profit organisation, run by volunteers, who have a love for the game and want to see our Juniors have key development opportunities and a genuine pathway to the national and international elite level of basketball.

We are proud of our junior players, especially those that have made their mark representing Australia and the NBA, and have recently named our show court after Joe Ingles, in recognition of his career start on our courts and his ongoing international success.

Our Southern Tigers Sporting in Schools program has a catchment of over 60 schools. We are represented by 80+ teams representing 600+ families in the Southern Suburbs, from Tiger Cubs starting at 4-5 years of age, right through to our Youth and Senior Programs (50+), and the state representative NBL1 League.

For more information please contact sponsorship@southerntigers.com.au

	Platinum \$4,500 + GST	<b>Gold</b> \$3,000 + GST	<b>Silver</b> \$2,000 + GST	Sponsor \$500 + GST
<b>In-Stadium Signage</b> Premium Placement Joe Ingles Court at Morphett Vale Stadium	<b>~</b>	<b>~</b>		
General Court Signage (Ct 1,2,4)			<b>V</b>	
<b>Logos</b> displayed as court side window decals	<b>~</b>	<b>V</b>		
<b>Sponsor logo</b> incorporated into association wide communications	~	<b>~</b>		
<b>In-House Media</b> Logo on rotation on specific Sponsor digital screen in high-traffic area, and on Club / Player / Heritage promotional screen	~	<b>√</b>	~	~
Half Time promotional audience participation eg; shoot off, half court shot – arranged in collaboration with your service	~	~		
Social Media Exposure Exclusive post promoting your business	Min x 4	Min x 3	Min x 2	Min x 2
Website Landing Page With direct link to your business website	✓	<b>√</b>		
Sponsor's Night invitation	<b>~</b>	<b>√</b>	<b>V</b>	<b>V</b>
Sponsor Acknowledgement Logo displayed on NBL1 Player Profile picture in prominent high-traffic area				~
Tickets to NBL1 Home Games	4 x tickets	2 x tickets	2 x tickets	2 x tickets
<b>Invitation</b> to End of Season NBL1 Presentation Evening and Dinner	Complimentary tickets	<b>✓</b>	<b>~</b>	<b>✓</b>



**Plaver**