



PARTNERSHIP PROSPECTUS





Welcome to the Tigers Family

Our Club, Our Community, Our Future

The Southern Tigers Basketball Association (STBA) stands as one of South Australia's most recognised and successful community sporting organisations. With a legacy of producing elite athletes and a thriving grassroots foundation, the Tigers continue to grow as both a high-performance program and a community hub for over 1,000 players and families.

From Morphett Vale to the NBA - A Proven Pathway

The Southern Tigers are the only Australian basketball club to have produced four NBA players, showcasing our commitment to athlete development and excellence.

Our alumni include:

- **Joe Ingles** - NBA veteran and Australian Boomers star.
- **Luke Schenscher** - Former Chicago Bulls and Portland Trail Blazers player.
- **Mark Bradtke** - Former NBA player (Philadelphia 76ers) and Australian basketball legend.
- **Lachlan Olbrich** - Recently drafted to the Chicago Bulls following standout NBL, NBL1 and college performances.

This pathway from Tiger Cubs to NBL1 to the global stage proves that the Southern Tigers are a launchpad for excellence.





Why Partner with the Southern Tigers?

Partnering with the Southern Tigers means aligning your brand with excellence, inclusivity, and growth — both on and off the court. Your business will gain exposure across the NBL1 Central competition, Junior District League, grassroots Tiger Cubs programs, and growing community engagement across the Fleurieu and Onkaparinga regions.

Digital Reach & Media Exposure

Our digital audience has experienced record-breaking growth in 2025, supported by visibility through NBL1 Central streaming and strong club-driven media activity.

Key 2025 Streaming Metrics (Southern Tigers Games):

- Total Live Views: 41,300 +
- Replay Views: 27,800+
- Combined Total Audience: 69, 100+ unique views
- Average Viewers per Game: 2,300+
- Peak Round (Round 10 vs North Adelaide): 4,800+ live viewers
- Top Match: Southern Tigers vs Forestville (Round 14) - 5,200 total views
- Finals Series Audience: Over 10,000 combined live & replay viewers

While NBL1 Central owns and operates the streaming platform, these results highlight the strong following and engagement surrounding Southern Tigers games.

Exposure Value

- Over 100,000 digital impressions across streaming, media, and social content.
- Club-produced content including post-game features, interviews, and sponsor acknowledgements.
- 18% of viewers interstate and 7% international.

Club Media & Partner Integration Opportunities

Although NBL1 Central manages official broadcasts, the Southern Tigers provide club - owned channels for sponsor visibility:

- Social Media Features
- Website Integration
- In-Venue Exposure (signage, screens, and activations)
- Event Partnerships (home games, community events, awards nights)





NBL1 Naming Rights

The NBL1 is Australia's pathway to the National Basketball League for both men (NBL) & women (WNBL). In the past 10 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, Woolcott 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 Per Team

\$35,000inc GST per year

Partner 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 Uniforms, Signage & Media
- Half Time Promotional Audience Participation Activity

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

- Court side Signage (NBL1 Home Games)
- Floor Vinyl Decals on Joe Ingles court
- 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

Social Media Exposure – minimum x 6 exclusive branding opportunities

10 Complimentary Tickets to VIP seating for NBL1 Home Games

Speaking opportunities at club events





Diamond Partner

PACKAGE DETAILS

1 Year Partnership: \$20,000 inc GST

Partner 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

Company Logo - Displayed on NBL1 Warm-Up Tops & Training Gear

Social Media Exposure – minimum x 5 exclusive branding opportunities

In-House Media - logo displayed on internal screens

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 (8 tickets)

Complimentary Tickets with VIP seating for NBL1 Sponsors Round (8 tickets)

Complimentary Tickets to the official end of season Presentation Dinner (4 tickets)





Platinum Partner

Package Details

1 Year Partnership: \$15,000 inc GST

Partner 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

Business Logo - Featured on select club merchandising

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 with VIP seating for NBL1 Home Games (4 tickets)

Complimentary Tickets with VIP seating for NBL1 Sponsors Round (4 tickets)

Complimentary Tickets to the official end of season Presentation Dinner (2 tickets)



HEAR THE ROAR



Gold Partner

Package Details

1 Year Partnership: \$7,500 inc GST

Partner Benefits

In-Stadium Signage (Court Placement 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 3 exclusive branding opportunities

In-House Media - logo displayed on internal screens

Website logo displayed on website

Sponsor Acknowledgement at all NBL1 Home Games

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

Complimentary Tickets with VIP seating for NBL1 Sponsors Round (4 tickets)



HEAR THE ROAR



Silver Partner

Package Details

1 Year Partnership: \$4,000 inc GST

Partner Benefits

In-Stadium Signage (Placement on 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 2 exclusive branding opportunities

Business Logo - Displayed on team apparel

In-House Media - logo displayed on internal screens

Website logo displayed on website

Sponsor Acknowledgement at all NBL1 Home Games

Complimentary Tickets with VIP seating for NBL1 Home Games (3 tickets)

Complimentary Tickets with VIP seating for NBL1 Sponsors Round (3 tickets)



HEAR THE ROAR



Bronze Partner

Package Details

1 Year Partnership: \$2,000 inc GST

Partner Benefits

In-Stadium Signage (Placement on 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 2 exclusive branding opportunities

In-House Media - logo displayed on internal screens

Website logo displayed on website

Sponsor Acknowledgement at all NBL1 Home Games

Complimentary Tickets with VIP seating for NBL1 Home Games (2 tickets)

Complimentary Tickets with VIP seating for NBL1 Sponsors Round (2 tickets)



HEAR THE ROAR



Community Partner

Package Details

1 Year Partnership: \$500 inc GST

Partner Benefits

Social Media Exposure – minimum x 1 thank you post

In-House Media - logo displayed on internal screens

Website logo displayed on website

Sponsor Acknowledgement at all NBL1 Home Games

Complimentary Tickets with VIP seating for NBL1 Home Games (2 tickets)

Complimentary Tickets with VIP seating for NBL1 Sponsors Round (2 tickets)



HEAR THE ROAR



Coach Partner

Package Details

1 Year Partnership: \$2,000 inc GST

Partner Benefits

In-Stadium Signage

- Logos displayed as courtside window decals

Social Media Exposure – minimum x 2 exclusive branding opportunities

Website logo displayed on website

Sponsor Acknowledgement at all NBL1 Home Games

Complimentary Tickets with VIP seating for NBL1 Home Games (2 tickets)

Complimentary Tickets with VIP seating for NBL1 Sponsors Round (2 tickets)



HEAR THE ROAR



Player Partner

Package Details

1 Year Partnership: \$1,000 inc GST

Partner Benefits

In-Stadium Signage

- Logos displayed as courtside window decals

Directly Support an NBL1 Player

Social Media Exposure – minimum x 1 exclusive branding opportunities

Website logo displayed on website

Sponsor Acknowledgement Logo displayed on NBL1 Player Profile pictures

Complimentary Tickets with VIP seating for NBL1 Home Games (2 tickets)

Complimentary Tickets with VIP seating for NBL1 Sponsors Round (2 tickets)



HEAR THE ROAR