

Hills Basketball Association
**SPONSORSHIP
PACKAGES**

2019



ABOUT US

HBA are very passionate and proud of our heritage and the basketball community we have created. We have a strong sense of belonging and value the inclusiveness and participation of all our members. At HBA, we have a proud tradition of developing players, coaches and officials as well as a history of fielding competitive teams. We are an award winning association which boasts a successful high quality local domestic competition and a representative program with a number of athletes who further their achievements at a state and national level.

HBA is a non-profit sporting organisation based in the Hills District in the suburb of Castle Hill. Located in the fast growing north west corridor of Sydney, HBA is a well recognised community association servicing the Hills District and wider community catering for all ages from grass roots to elite levels.

The association was established in 1984 and built the 4 court facility known as the Hills Sports

Stadium in 1995. In October 2017, we expanded to a 6 court facility and in 2018 we gained an additional court at Dural. We have grown to a registration base of over 4,719 with more than 4,278 participants enrolled in the Hornets Academy program per year.

Even these large numbers do not include many others who are actively involved as spectators or volunteers. HBA is affiliated with both Basketball NSW and Basketball Australia.

HBA has grown to become one of the largest sporting organisations in the local area and the second largest basketball association in NSW. The Hills Sports Stadium is among the most visited community sporting venues in the state. More importantly, HBA has had and will continue to have a positive impact on the lives of our players, their families and the wider community.

Hills Basketball Association is committed to working with our sponsors as partners and extended members of our basketball family as we see sponsorship as a mutually beneficial relationship that is vital for the prosperous development of our progressive and successful organisation.

SPONSORSHIP WITH HBA

You are invited to join us as a proud sponsor of Hills Basketball Association Inc. (HBA) We are developing a sponsorship program that will provide an opportunity for corporates, local businesses, families and friends to be a part of a growing and successful organisation.

Sponsorship with HBA provides great marketing opportunities for your business whilst creating and validating community good will. HBA view sponsorship as an investment in the future of our basketball community. Your contribution is essential for our future growth as we aim to be the most successful basketball association in Australia.

WHY SPONSOR HBA

Sponsorship with HBA will boost your business commercially. A relationship with a large vibrant community organisation will have many positive outcomes for your business including increased exposure for sales and market share, providing competitive advantages and increased positive uplift in brand awareness.

We see sponsorship as a cost effective alternative to traditional advertising, reflecting positively on your business. We are seeking sponsorship to not only help us financially, but also to develop a mutually beneficial ongoing working relationship with your business that ensures the long term future development of our members and organisation.

10 GOOD REASONS TO SPONSOR HBA

1. We have in excess of 12,000 players and spectators through our doors each week.
2. We have over 70,000 users per year of which 75% are returning users (users who have used our site before) and 25% are new users to our site, 240,000 user sessions per year and over half a million page views per year.
3. We have 3,016 Facebook subscribers for "Hills Hornets Basketball Association" and 377 Facebook subscribers for the "Hills Sports Stadium".
4. We have 932 followers on Instagram.
5. We have 10,800 newsletter subscribers.
6. We provide continuous brand exposure and presence (i.e. 7 days a week, 50 weeks per year) to a massive and diverse audience.
7. We provide broad exposure extending outside the local community i.e. visiting representative, state, national and international teams and their supporters.
8. Your business will be affiliated with a multiple award winning community sporting organisation.
9. Increases general positive public perception of your business by supporting the local basketball community.
10. Demonstrates your business's commitment to our core community values including teamwork, equality, dedication and pride as well as our Zero Tolerance Policy for inappropriate or abusive behaviour.

HBA = Hills Basketball Association



Proud Winner of the 2017 Community Sporting Organisation of the Year.

AWARDS AT

HIBA

HILLS

2018 BASKETBALL NSW AWARDS

- ★ Most Successful on Court Junior Divisions Program based on performance
- ★ Association Referee Program of the Year (over 2,000 members)

2017 HILLS SHIRE COMMUNITY SPORTING ORGANISATION OF THE YEAR.

2016 BASKETBALL NSW AWARDS

- ★ Recognition for Outstanding Contribution to Women's Basketball
- ★ Association Referee Program of the Year (over 2,000 members)
- ★ Recognition for the Development of Basketball Facilities in NSW

2015 BASKETBALL NSW AWARDS

- ★ Champion Association of NSW
- ★ Association Refereeing Program of the Year (over 2,000 members)
- ★ Association Coaching Program of the Year (over 2,000 members)

16 WAYS WE'D LIKE TO

THANK YOU

1. BRANDED JERSEYS

Prominent company name and logo exposure on the back of all representative jerseys – 21 junior teams and 6 senior teams

2. SIGNAGE ON STADIUM WALL

Signage - 2 x full colour sign 5m x 3m fitted to the stadium wall space surrounding the courts. Signage will be produced, maintained and assembled by HBA.

3. LARGE WEB SITE BANNER

Large website banner [228 pixels (width) x 448 pixels (height)] advertising your company on our website with exposure and links driving traffic to your website. And a large Facebook ad tile [1200 pixels (width) x 628 pixels (height)].

4. YOUR LOGO ON ALL OUR COLLATERAL

Your company name and logo will be displayed and recognised on all HBA correspondence including letterheads, promotional material and email footers.

5. SPONSOR'S DIRECTORY INCLUSION

Your company name and logo will be listed in our Sponsor's Directory plus a link to your website.

6. NEWSLETTER EXPOSURE

Your company will be acknowledged in our monthly newsletter where your business will be promoted to our audience.

7. COMMUNICATIONS PROMOTION

Where appropriate, HBA will pass on special offers or promotions from your business to our members through promotional material or news on our website and/or newsletter twice per annum.

8. FRAMED SIGNED JERSEY

A frame and signed jersey for your company to display at your workplace.

9. CONFERENCE ROOM USAGE

Complimentary conference room hire on 4 occasions per annum where available.

10. CERTIFICATE OF APPRECIATION

Certificate of sponsorship appreciation.

11. SEASON PASSES

8 complimentary season passes to all Waratah Championship League home games where you can

entertain staff, customers, family and friends in the function room during this premier NSW competition.

12. PUBLIC ANNOUNCEMENT PROMOTION

Public announcements promoting your company during program entertainment and just before the starting line up is introduced for Waratah Championship League home games.

13. OCCASION PROMOTIONS

Opportunity to offer competitions or giveaways promoting your company's products including display of products or services to our members on 3 occasions during the term of the sponsorship.

14. NETWORKING INVITES

Invitation to any sponsorship networking function with the opportunity to have your business cards displayed.

15. END OF SEASON TICKETS

6 complimentary tickets to the end of season representative presentation in September.

16. GRAND FINAL PROMOTION

Local domestic competition grand final sponsor acknowledgement public announcement for the Summer and Winter competitions which occur in March and September each year.



**PLATINUM
SPONSORSHIP**

SOLD

13 WAYS WE'D LIKE TO THANK YOU

1. SIGNAGE ON STADIUM WALL

Signage - 2 x full colour sign 5m x 3m fitted to the stadium wall space surrounding the courts. Signage will be produced, maintained and assembled by HBA.

2. LARGE WEB SITE BANNER

Large website banner [228 pixels (width) x 448 pixels (height)] advertising your company on our website with exposure and links driving traffic to your website. And a large Facebook ad tile [1200 pixels (width) x 628 pixels (height)].

3. YOUR LOGO ON ALL OUR COLLATERAL

Your company name and logo will be displayed and recognised on all HBA correspondence including letterheads, promotional material and email footers.

4. SPONSOR'S DIRECTORY INCLUSION

Your company name and logo will be listed in our Sponsor's Directory plus a link to your website.

5. NEWSLETTER EXPOSURE

Your company will be acknowledged in our monthly newsletter where your business will be promoted to our audience.

6. COMMUNICATIONS PROMOTION

Where appropriate, HBA will pass on special offers or promotions from your business to our members through promotional material or news on our website and/or newsletter twice per annum.

7. CONFERENCE ROOM USAGE

Complimentary conference room hire on 4 occasions per annum where available.

8. CERTIFICATE OF APPRECIATION

Certificate of sponsorship appreciation.

9. SEASON PASSES

6 complimentary season passes to all Waratah Championship League home games where you can entertain staff, customers, family and friends in the function room during this premier NSW competition.

10. OCCASION PROMOTIONS

Opportunity to offer competitions or giveaways promoting your company's products including display of products or services to our members on 1 occasion during the term of the sponsorship.

11. NETWORKING INVITES

Invitation to any sponsorship networking function with the opportunity to have your business cards displayed.

12. END OF SEASON TICKETS

6 complimentary tickets to the end of season representative presentation in September.

13. GRAND FINAL PROMOTION

Local domestic competition grand final sponsor acknowledgement public announcement for the Summer and Winter competitions which occur in March and September each year.



DIAMOND SPONSORSHIP

**\$9,500 +GST
FOR 1 YEAR**

12 WAYS WE'D LIKE TO THANK YOU

1. SIGNAGE ON STADIUM WALL

Signage - 2 x full colour sign 2m x 2.4m fitted to the stadium wall space surrounding the courts. Signage will be produced, maintained and assembled by HBA.

2. WEB SITE BANNER

Website banner [708 pixels (width) x 83 pixels (height)] advertising your company on our website with exposure and links driving traffic to your website. And a large Facebook ad tile [1200 pixels (width) x 628 pixels (height)].

3. YOUR LOGO ON ALL OUR COLLATERAL

Your company name and logo will be displayed and recognised on all HBA correspondence including letterheads, promotional material and email footers.

4. SPONSOR'S DIRECTORY INCLUSION

Your company name and logo will be listed in our Sponsor's Directory plus a link to your website.

5. NEWSLETTER EXPOSURE

Your company will be acknowledged in our monthly newsletter where your business will be promoted to our audience.

6. COMMUNICATIONS PROMOTION

Where appropriate, HBA will pass on special offers or promotions from your business to our members through promotional material or news on our website and/or newsletter twice per annum.

7. CONFERENCE ROOM USAGE

Complimentary conference room hire on 2 occasions per annum where available.

8. CERTIFICATE OF APPRECIATION

Certificate of sponsorship appreciation.

9. SEASON PASSES

4 complimentary season passes to all Waratah Championship League home games where you can entertain staff, customers, family and friends in the function room during this premier NSW competition.

10. OCCASION PROMOTIONS

Opportunity to offer competitions or giveaways promoting your company's products including display of products or services to our members on 1 occasion during the term of the sponsorship.

11. NETWORKING INVITES

Invitation to any sponsorship networking function with the opportunity to have your business cards displayed.

12. END OF SEASON TICKETS

4 complimentary tickets to the end of season representative presentation in September.



**GOLD
SPONSORSHIP**

**\$5,000 +GST
FOR 1 YEAR**



12 WAYS WE'D LIKE TO

THANK YOU

1. SIGNAGE ON STADIUM WALL

Signage – 2 x full colour 2AO snap frames (1.19m x 1.68m) fitted to the stadium wall space surrounding the courts. Signage will be produced, maintained and assembled by HBA.

2. WEB SITE BANNER

Website banner [708 pixels (width) x 83 pixels (height)] advertising your company on our website with exposure and links driving traffic to your website. And a large Facebook ad tile [1200 pixels (width) x 628 pixels (height)].

3. YOUR LOGO ON ALL OUR COLLATERAL

Your company name and logo will be displayed and recognised on all HBA correspondence including letterheads, promotional material and email footers.



**SILVER
SPONSORSHIP**

**\$3,000 +GST
FOR 1 YEAR**

4. SPONSOR'S DIRECTORY INCLUSION

Your company name and logo will be listed in our Sponsor's Directory plus a link to your website.

5. NEWSLETTER EXPOSURE

Your company will be acknowledged in our monthly newsletter where your business will be promoted to our audience.

6. COMMUNICATIONS PROMOTION

Where appropriate, HBA will pass on special offers or promotions from your business to our members through promotional material or news on our website and/or newsletter twice per annum.

7. CONFERENCE ROOM USAGE

Complimentary conference room hire on 1 occasion per annum where available.

8. CERTIFICATE OF APPRECIATION

Certificate of sponsorship appreciation.

9. SEASON PASSES

2 complimentary season passes to all Waratah Championship League home games where you can entertain staff, customers, family and friends in the function room during this premier NSW competition.

10. OCCASION PROMOTIONS

Opportunity to offer competitions or giveaways promoting your company's products including display of products or services to our members on 1 occasion during the term of the sponsorship.

11. NETWORKING INVITES

Invitation to any sponsorship networking function with the opportunity to have your business cards displayed.

12. END OF SEASON TICKETS

2 complimentary tickets to the end of season representative presentation in September.





THANK YOU

WE ARE LOOKING FORWARD TO HEARING FROM YOU!

Madison Hare

Sponsorship Coordinator

Mobile 0488 907 009

Phone 02 9894 8944 (ext 6) Fax 02 9894 8127

madison@hillshornets.com.au

Hills Basketball Association Inc.

Hills Sports Stadium Fred Caterson Reserve Caterson Drive Castle Hill

PO Box 6426 Baulkham Hills Business Centre NSW 2153

Email: info@hillshornets.com.au

Website: www.hillshornets.com.au

