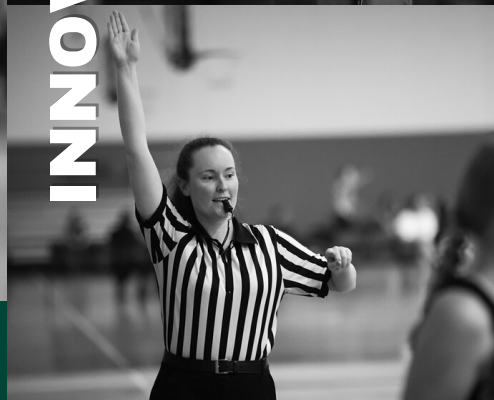


ADVERTISING PACKAGES



HILLS BASKETBALL ASSOCIATION



VALUES



INCLUSIVITY

INNOVATION

COMPETITION

PARTICIPATION

ENJOYMENT

COMMUNITY

A black and white photograph of a large crowd of people, mostly young adults, sitting in bleachers at a sports event. The crowd is dense, filling the bleachers from the foreground to the background. The setting appears to be an indoor sports arena with a high ceiling and large windows on the right side. The lighting is bright, and the atmosphere seems lively. The text 'ABOUT US' is overlaid in large, white, bold letters on the left side of the image.

ABOUT US

Hills Basketball Association (HBA) is the largest basketball association in New South Wales; providing development programs, competitions and representative pathways to elite.

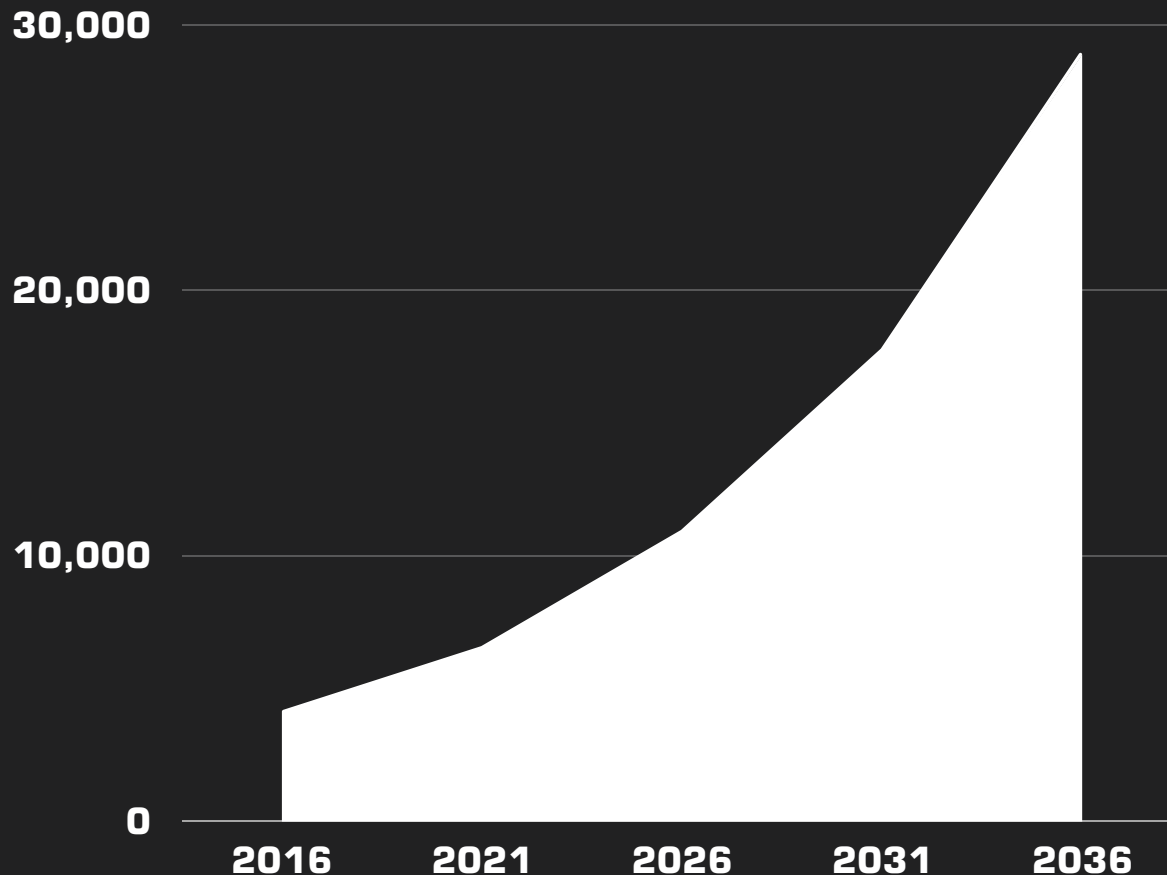
HBA manages three venues; Hills Basketball Stadium, Dural Recreation Centre and Bernie Mullane Sports Complex and has plans to expand from 9 to 12 courts in 2023 and to 18 courts by 2026.

We are passionate about the development of basketball athletes, officials and coaches, but more importantly being a strong community that makes a positive impact. Whilst boasting sold out programs, we also offer community inclusion programs, including I Am A Girl to increase female participation, Wheelchair and Walking Basketball to provide opportunity for all abilities and ages.

Through advertising with the Hills Basketball Association, you are exposed to a legitimate marketing opportunity to our thousands of dedicated members, but more importantly, you are supporting the growth of a community sporting organisation.

OUR INSIGHTS

HBA PREDICTED GROWTH BASED ON THE ACTUAL GROWTH RATE TREND FROM 2016-2021



5.8K FACEBOOK FOLLOWERS



3.6K INSTAGRAM FOLLOWERS



4.7K TIK TOK LIKES



20K PLAYERS & SPECTATORS THROUGH OUR DOORS ON A WEEKLY BASIS.



36.6% OF OUR CUSTOMER IS 10 - 14 YR OLDS, EFFECTIVELY MARKETING TO BOTH CHILD AND PARENT



850 TEAMS IN LOCAL COMPETITION



1800 KIDS ENROLLED IN OUR LEARN TO PLAY PROGRAMS PER TERM



THREE VENUES, 9 INDOOR COURTS, 5 OUTDOOR COURTS.

- CASTLE HILL
- KELLYVILLE
- DURAL



PLANS TO EXPAND INCLUDE ADDITIONAL 3 COURTS & CAFE IN KELLYVILLE, WITH ANOTHER 6 COURTS AT BOX HILL ON THE HORIZON.



MANAGE 3 WEBSITE DOMAINS WITH OVER 700K WEBSITE VIEWS PER YEAR.



OVER 20K NEWSLETTER SUBSCRIBERS.



IN 2022, MONTHLY REACTIVITY TO CLICKABLE LINKS OF OVER 30%

PLATINUM LEVEL

THE BIGGEST AND BEST PACKAGE HILLS BASKETBALL ASSOCIATION HAS TO OFFER. INCLUDES BOTH ADVERTISING AND SPONSORSHIP OF OUR HORNETS NATIONAL LEAGUE TEAMS.

LOGO ON HORNETS NBL1 REPRESENTATIVE JERSEY

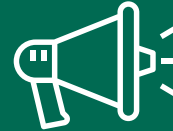
PLATINUM 1 | LOWER BACK OF JERSEY
PLATINUM 2 | FRONT OF JERSEY
PLATINUM 3 | UPPER BACK OF JERSEY
PLATINUM 4 | FRONT OF JERSEY (MIDDLE) UNIFORM SUPPLIER ONLY.



PROMINENT COMPANY LOGO ON ALL REPRESENTATIVE OFFICIALS POLO SHIRTS (COACH, ASSISTANT COACH & MANAGER). PLUS NBL1 PLAYERS.

STADIUM ADVERTISING SIGNAGE

2 X FULL COLOUR SIGN 5M X 3M | HBS COURTS SHOWCOURT HALL | MAIN HALL
1 X MAIN HALL GRANDSTAND GLASS PANEL DECAL LOGO SIGNAGE EXPOSURE
SIGNAGE IS PRODUCED, MAINTAINED AND ASSEMBLED BY HBA



DIGITAL LED ADVERTISING

ALL YEAR ROUND ADVERTISING ON LED SCREEN SYSTEM AT HILLS BASKETBALL STADIUM AND BERNIE MULLANE SPORTS COMPLEX



NBL1 SPECIFIC EXPOSURE

FEATURED ON HILLS HORNETS NBL1 WEBSITE
FEATURED ON HILLS HORNETS NBL1 SENIOR PLAYER OF THE WEEK
FEATURED ON HILLS HORNETS NBL1 PLAYER ANNOUNCEMENTS
FEATURED IN 'GAME DAY GUIDE' ADVERTISEMENTS
GRANDSTAND GLASS PANEL DECAL SIGNAGE EXPOSURE



OPTIONAL ADD - ON

1X FULL COLOUR SIGN | 4M X 3M | BMSC COURTS 1 & 2 HALL | \$5,000 PER ANNUM





PLATINUM LEVEL

CONTINUED

WEBSITE AND SPONSORS DIRECTORY

MAIN WEBSITE HEADER AND LINKED SPONSORS DIRECTORY



DIGITAL SOCIAL MEDIA ADVERTISING

1X STORY POSTS TO HILLS HORNETS BASKETBALL ASSOCIATION SOCIAL MEDIA PER ANNUM



MONTHLY NEWSLETTER EXPOSURE

ACKNOWLEDGEMENT IN MONTHLY NEWSLETTER. 2 X ADVERTISEMENTS PER YEAR
(ARTWORK SUPPLIED BY ADVERTISER)



ADDED BONUSES

4X SEASON PASSES TO NBL1 & WARATAH HOME GAMES
4X END OF SEASON TICKETS
COMPLIMENTARY CONFERENCE ROOM HIRE TWICE PER ANNUM
CERTIFICATE OF APPRECIATION



THE PLATINUM LEVEL PACKAGE IS RESERVED FOR FOUR BUSINESSES. PLEASE CONTACT US FOR THE FULL PACKAGE INFORMATION AND PRICING.

DIAMOND LEVEL

STADIUM ADVERTISING SIGNAGE

2X FULL COLOUR SIGN 5M X 3M | HBS COURTS SHOWCOURT HALL | COURTS 3-6 HALL
SIGNAGE IS PRODUCED, MAINTAINED AND ASSEMBLED BY HBA



WEBSITE SPONSORS DIRECTORY

MAIN WEBSITE HEADER AND LINKED SPONSORS DIRECTORY



DIGITAL LED ADVERTISING

ALL YEAR ROUND ADVERTISING ON LED SCREEN SYSTEM AT HILLS BASKETBALL STADIUM
AND BERNIE MULLANE SPORTS COMPLEX



DIGITAL SOCIAL MEDIA ADVERTISING

1X STORY POSTS TO HILLS HORNETS BASKETBALL ASSOCIATION SOCIAL MEDIA PER
ANNUM



YOUR LOGO ON ALL OUR COLLATERAL

LOGO APPEARS ON EMAIL FOOTERS.



MONTHLY NEWSLETTER EXPOSURE

ACKNOWLEDGEMENT IN MONTHLY NEWSLETTER



OPTIONAL ADD - ON

1X FULL COLOUR SIGN | 4M X 3M | BMSC COURTS 1 & 2 HALL | \$5,000 PER ANNUM

ADDED BONUSES

4X SEASON PASSES TO NBL1 & WARATAH
HOME GAMES

4X END OF SEASON TICKETS

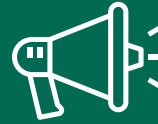
COMPLIMENTARY CONFERENCE ROOM HIRE
TWICE PER ANNUM



GOLD LEVEL

STADIUM ADVERTISING SIGNAGE

2X FULL COLOUR SIGN 2M X 2.4M | COURTS 3-6 MAIN HALL



WEBSITE SPONSORS DIRECTORY

MAIN WEBSITE HEADER AND LINKED SPONSORS DIRECTORY



YOUR LOGO ON ALL OUR COLLATERAL

LOGO APPEARS ON STAFF EMAIL FOOTER ETC.



MONTHLY NEWSLETTER EXPOSURE

ACKNOWLEDGMENT IN MONTHLY NEWSLETTER



ADDED BONUSES

4X SEASON PASSES TO NBL1 & WARATAH HOME GAMES

4X END OF SEASON TICKETS

COMPLIMENTARY CONFERENCE ROOM HIRE TWICE PER ANNUM



OPTIONAL ADD - ON

1X FULL COLOUR SIGN | 4M X 3M | BMSC COURTS 1 & 2 HALL | \$5,000 PER ANNUM



Sponsorship Packages	Platinum	Diamond	Gold
Year 1 Cost (per annum)	Enquire	\$9,500 + GST	\$5,000 + GST
Year 2 Cost (per annum)	Enquire	\$7,750 + GST	\$3,500 + GST
Term	3 Years	2 Years	2 Years
Logo on Jersey	Yes	N/A	N/A
Advertising Space	2 X 5mx3m Assets = 30m ² Plus Jersey Exposure	2 X 5mx3m Assets = 30m ²	2 X 2mx2.4m Assets = 9.6m ²
BMSC Advertising Option	Yes. Enquire.	Yes. Enquire.	Yes. Enquire.
Digital LED Advertising	Yes (Every Hour)	Yes (Every 2 Hours)	Yes (Every 2 Hours)
Website Exposure	Yes	Yes	Yes
Story Posts per annum	2	1	0
Newsletter Exposure	Yes	Yes	Yes
Logo on Collateral	Yes	Yes	Yes
NBL1 Court Side Tickets	6	4	2
Major Sponsor of NBL1 Teams	Yes	N/A	N/A

HILLS BASKETBALL ASSOCIATION

CONTACT

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