



ADVERTISING PACKAGES

***ADVERTISE, ENGAGE, ELEVATE -
YOUR BRAND IN THE GAME!***

PARTNERSHIPS MANAGER

MARYANNE OVERTON

WWW.HILLSHORNETS.COM.AU

ABOUT US



Hills Basketball is a not-for-profit sporting organisation, committed to building something bigger than basketball in our community. We are the largest Basketball Association in NSW, providing development programs, competitions and representative pathways to elite for all facets of the game.

We currently manage our expanding competitions & tournaments across 3 venues - Hills Basketball Stadium (HBS) Castle Hill, Bernie Mullane Sports Complex (BMSC) Kellyville and Dural Recreation Centre (DRC) Dural.

Our commitment to developing grass roots Basketball has seen us awarded for our referee program every year since 2014, boasting the largest local competition in the state with over 850 teams and our own award-winning development program with more than 1,500 children each term. We also host the largest 3x3 tournaments in Australia during each school holiday period.

In addition, we host specialty programs to make Basketball accessible for all - including Wheelchair Skills, All Abilities sessions, Walking Basketball and Homeschool sessions.

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

INSIGHTS

2024

FOLLOWING BY PLATFORM

Followers
Facebook **7.5K**

Followers
Instagram **5.5K**

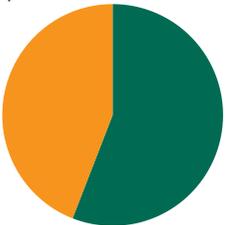
Likes
Tik Tok **8.4K**

Subscribers
E-Newsletter **30K**

NEWSLETTER

30K SUBSCRIBERS

Average Opens



Average Clickable Link Opens



SOCIALS

Highest performing IG post in
2024

45K

views

Facebook total reach in
2024

460K

reach

All Home Games streamed to NBL1
App

35K

impressions

Average interactions per month
on IG

3.4K

interactions

WEBSITE TRAFFIC

- Avg. Website Visits Per Month
- Avg. Website Hits/Events Per Month



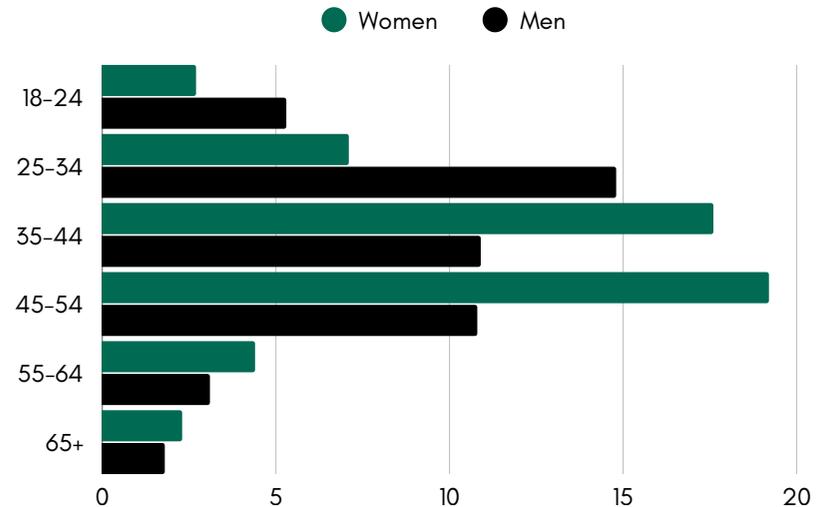
Mobile Users



Manage 3 website domains
with over - visitors per year.

700K

SOCIALS DEMOGRAPHICS (FACEBOOK)



GLORY LEAGUE

8.5K ACTIVE USERS

We currently use Glory League to allow all our Local Competition players to replay their games and watch individual highlights. Glory League is very popular with our 900+ teams and can also be used for tournaments and Representative games.

ACROSS OUR VENUES, WE HAVE
OVER



20,000 PEOPLE
ENTER AND EXIT PER WEEK.

VENUES



CASTLE HILL
6 INDOOR COURTS



KELLYVILLE
2 INDOOR COURTS
5 OUTDOOR COURTS



DURAL
1 INDOOR COURT
6 X BASKETS FOR TRAINING
HIGH PERFORMANCE
CENTRE

FUTURE PLANS

PLANS TO EXPAND INCLUDE:

ADDITIONAL 3 COURTS &
CAFE IN KELLYVILLE.

6 COURTS AT BOX HILL ON
THE HORIZON.

3X3 TOURNAMENT

**LARGEST 3X3 TOURNAMENT
IN AUSTRALIA**

170+

teams per tournament

LOCAL COMPETITION

900+

teams

380+

games per week

11

affiliated clubs

Largest local competition in NSW, with over 5,500
players in local competition games every week.

DEVELOPMENT PROGRAMS

2.5K

kids enrolled each year

133

sessions per week

INCLUSION

Hills Basketball is committed to inclusion, offering free or heavily subsidized programs:

Walking Basketball | All Abilities | Wheelchair Skills | Homeschool Sessions

REPRESENTATIVE

322

players in 2025

978

trial registrations

24 Junior

7 Senior

1 Wheelchair

REFEREE PROGRAM

550+

active officials

Most successful Referee Development program
in NSW, being awarded Referee Program of
the Year every year since 2014.



ADVERTISING PACKAGES

	PLATINUM	DIAMOND A	DIAMOND B	GOLD	DIGITAL ONLY
PRICE (PER ANNUM + GST)	\$17,500	\$9,500	\$7,750	\$6,000	\$3,000
TERM	3 YEARS	2 YEARS	2 YEARS	2 YEARS	1 YEAR
HBS BANNERS X2	5m x 3m	5m x 3m	-	-	-
HBS BANNER X1	NA	NA	5m x 3m	-	-
BMSC BANNER X1		-	4m x 3m	4m x 3m	-
PULLUP BANNER	1	1	1	-	-
GLORY LEAGUE AD MIDDLE CIRCLE	✓	-	-	-	-
GLORY LEAGUE AD BANNER	✓	✓	✓	-	✓
SOCIAL MEDIA ADVERTISING	4	2	2	1	1
NEWSLETTER EXPOSURE	4	2	2	1	1
LOGO ON EMAIL FOOTERS	✓	✓	✓	✓	-
DIGITAL LED ADVERTISING	✓	✓	✓	✓	✓
WEBSITE EXPOSURE	✓	✓	✓	✓	✓
NBL1 JERSEY LOGO	✓	-	-	-	-
NBL1 COURTSIDE SIGNAGE	✓	-	-	-	-
NBL1 EVENT ACTIVATIONS	✓	-	-	-	-
SHOWCOURT GLASS DECALS	✓	-	-	-	-
FEATURED ON NBL1 COLLATERAL	✓	-	-	-	-
NBL1 SEASON TICKETS	4	2	2	2	-
NBL1 PRESENTATION NIGHT TICKETS	2	-	-	-	-
CONFERENCE ROOM HIRE	3	2	2	1	-

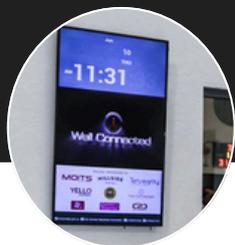
SIGNAGE INCLUSIONS



STADIUM ADVERTISING SIGNAGE

At both our Castle Hill and Kellyville locations, we offer large billboard signage.

We have a team of designers to help collaborate and design your perfect ad. All signage is produced, maintained and assembled by HBA.



DIGITAL LED ADVERTISING

At both our Castle Hill and Kellyville locations, we offer LED digital advertisements.

This can be either video and graphics, giving you the freedom to design your advertisement and update it as you like.



PULL UP BANNERS

Have a pull up banner at your choice of venue to display an advertisement or general branding.

We have a team of designers to help collaborate and design your perfect ad. All signage is produced, maintained and assembled by HBA.



NBL1 JERSEY LOGO

Have your branding prominently displayed on all NBL1 playing jerseys.

- 1 | LOWER BACK OF JERSEY
- 2 | FRONT OF JERSEY
- 3 | UPPER BACK OF JERSEY

PLATINUM ONLY

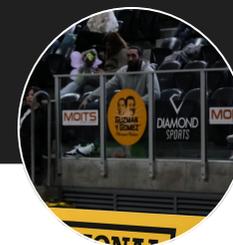


NBL1 COURTSIDE SIGNAGE

On NBL1 game nights, have your signage prominently displayed.

This is not only creating brand awareness amongst those present on game day, but also those watching at home via live stream or on Kayo.

PLATINUM ONLY



SHOWCOURT GLASS DECALS

On NBL1 game nights, have your signage prominently displayed.

Glass decals on our Show Court Grandstand that are visible year round.

PLATINUM ONLY

DIGITAL INCLUSIONS



GLORY LEAGUE ADVERTISEMENTS

As part of our Local Competition, we offer Glory League to our participants as a way to review their games.

The service is loved by competitors and we have over 8.5k users.

We offer centre circle and scrolling banners to sponsors.



SOCIAL MEDIA ADVERTISEMENTS

Sponsors are offered up to 4 social media advertisements per year. This applies to IG Story & FB Post.

Simply send us the artwork, otherwise we can assist in designing the perfect campaign with you.

Ask us about our collaboration add-ons!



NEWSLETTER EXPOSURE

Your logo will appear on each an every Newsletter, reaching our 30k subscribers.

Have the option of adding your advertisement to our Monthly Newsletter for extra exposure.

This option is available to all levels of sponsorship.



WEBSITE EXPOSURE

Our websites see 700k visitors per year.

Have your branding appear on our home pages and displayed on our sponsorship material.

This option is available to all levels of sponsorship.



LOGO ON COMMS

Your logo can appear on all internal and external communications through our email signature.

OPTIONAL ADD-ONS

CONTACT US TO LEARN
MORE ABOUT OUR
OPTIONAL EXTRAS AND
DESIGN YOUR PACKAGE TO
FIT YOUR BUSINESS NEEDS!



ADDITIONAL STADIUM SIGNAGE

Want extra visibility? Add-on a large wall banner at our Kellyville venue and get noticed by the thousands that walk through our doors each week.

ADDITIONAL DIGITAL PROMOTIONS

Want to boost a particular promotion? Add a post to our Instagram to boost engagement or add an additional promotion to the LED signage at both Kellyville and Castle Hill venues.

EVENT SPONSORSHIP OPPORTUNITIES

We host some HUGE events, and would love for you to be involved - including with event activations, naming rights and more. Events include our 3x3 tournaments, which are the largest in Australia, as well as plenty more.

CONTRA SPONSORSHIP

Contra Sponsorship is a powerful way for brands to align with the Hills Hornets Basketball Association by providing products or services instead of financial contributions.



**CONTACT OUR
PARTNERSHIPS MANAGER
TO GET STARTED TODAY!**

PARTNERSHIPS MANAGER

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