

2025



SOUTHERN
TIGERS

SPONSORSHIP PROSPECTUS

HEAR THE ROAR



Our Club

It is our pleasure to present to you the Southern Tigers Basketball Association (STBA/Southern Tigers) Sponsorship & Partnership 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 to ensure the ongoing growth and health of the game and our club.

As an Association we believe in investing in our local community through our involvements in schools, after school sporting programs and core basketball programs as well as seeking sponsorship from businesses that we actively partner with for mutual benefit.





Why Sponsor?

Our reach starts with our member base but extends to the 250,000 plus visitors to the Morphett Vale Stadium each year, the 100,000 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: 250,000+ visits to Morphett Vale Stadium per year

Online: 1000,000+ visits to our website per year (southerntigers.com.au)

2024 Reach (YTD November 2024)

Facebook:

Followers: 6,300+

Reach: 165,000+

Page Visits: 110,000+

Post Reach: 141,000+

Instagram:

Followers: 2,200+

Accounts Reached: 20K+





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

2 Year Partnership: \$9,000 inc 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

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

Social Media Exposure – minimum x 6 exclusive branding opportunities

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





Titanium Sponsor

PACKAGE DETAILS

1 Year Partnership: \$7,500 inc GST

Sponsor 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

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 with VIP seating for NBL1 Sponsors Round (4 tickets)

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



Platinum Sponsor

Package Details

1 Year Partnership: \$6,500 inc GST

Sponsor 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

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)



Gold Sponsor

Package Details

1 Year Partnership: \$5,000 inc GST

Sponsor 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 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 (4 tickets)

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





Silver Sponsor

Package Details

1 Year Partnership: \$3,300 inc GST

Sponsor Benefits

In-Stadium Signage (Placement on Court at Morphet 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



Essential Sponsor

Package Details

1 Year Partnership: \$1,000 inc GST

Sponsor 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 1 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 (1 tickets)

Complimentary Tickets with VIP seating for NBL1 Sponsors Round (1 tickets)



HEAR THE ROAR



Coach Sponsor

Package Details

1 Year Partnership: \$2,000 inc GST

Sponsor 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)



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Player Sponsor

Package Details

1 Year Partnership: \$1,000 inc GST

Sponsor Benefits

In-Stadium Signage

- Logos displayed as courtside window decals

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



SPONSORSHIP CONFIRMATION FORM

THANK YOU FOR SUPPORTING THE SOUTHERN TIGERS BASKETBALL CLUB

PLEASE CONFIRM YOUR SPONSORSHIP PACKAGE

- | | | | |
|--|---------|--|---------|
| <input type="checkbox"/> NAMING RIGHTS SPONSOR | \$9,000 | <input type="checkbox"/> SILVER SPONSOR | \$3,300 |
| <input type="checkbox"/> TITANIUM SPONSOR | \$7,500 | <input type="checkbox"/> ESSENTIAL SPONSOR | \$1,000 |
| <input type="checkbox"/> PLATINUM SPONSOR | \$6,500 | <input type="checkbox"/> COACH SPONSOR | \$2,000 |
| <input type="checkbox"/> GOLD SPONSOR | \$5,000 | <input type="checkbox"/> PLAYER SPONSOR | \$1,000 |

- ALL PRICES QUOTED IN AUSTRALIAN DOLLARS AND INCLUDE GST
- PUBLICITY AND BENEFITS CAN ONLY PROCEED WHEN CONFIRMATION OF SPONSORSHIP HAS BEEN RECEIVED, A TAX INVOICE ISSUED AND PAYMENT RECEIVED

WHEN SOUTHERN TIGERS BASKETBALL ASSOCIATION (STBA) HAS RECEIVED THIS CONFIRMATION, A TAX INVOICE WILL BE GENERATED AND ISSUED TO YOU. PAYMENT TERMS ARE 14 DAYS.

COMPANY NAME: _____

CONTACT PERSON: _____

POSITION _____ ABN _____

POSTAL ADDRESS _____

STATE _____ POST CODE _____

EMAIL _____ TELEPHONE _____

WEBSITE _____ MOBILE _____

AUTHORISED SIGNATURE _____ DATE: _____

PRINTED FULL NAME _____

STBA PRESIDENT GAVIN MILLER

WITNESSED BY

SIGNATURE DATE

SIGNATURE DATE

PRINTED FULL NAME

