



Advertising and Sponsorship Prospectus

Moss Vale & District Basketball Association Inc.

Established 1958

Make your community sponsorship a slam dunk.

Play a role in the future of regional basketball.

Photos by Ian Vaughan



Eyes on the prize



See you on court

At Moss Vale and District Basketball Association, we celebrate our history while we look with bright eyes to the future. Our organisation is the caretaker for the only venue in the Southern Highlands with the ability to host a range of indoor sports and community events - with the expert support of trained professionals and dedicated volunteers.

MVDBA has ongoing success in:

- fostering athletes who compete on the state, national, and international stage
- growing our membership base year on year
- investing in our infrastructure and facilities
- facility and business management

**We love
basketball...
and we offer
so much more.**

What we offer

For the first time, our premier sporting space is offering businesses the opportunity to be seen by thousands of spectators and players over a three-year commitment, with sponsorship packages that include:

- Prestige signage rights
- Your presence on our digital platforms
- Your printed collateral handed out at events
- Announcements during games and other events
- Personal advocacy from endlessly enthusiastic community members!

The MVDBA Sponsorship Prospectus outlines four packages for stadium advertising as well as bespoke opportunities to sponsor competitions and teams. Every offering represents excellent value for money.

Compare one full-page ad in *Highlife* magazine at a cost of \$2,500 per edition with any of our sponsorship packages, and you'll come out smiling.

**Invest in MVDBA
advertising and
sponsorship
packages to expose
your business to
thousands of people**

Make it count



Basketball by the numbers

20,000+	visitors to the stadium per year
700+	players
800+	members
500+	crowd capacity for major events
20+	representative teams: Moss Vale Magic
15	competitions & programs at the stadium
5	nights a week, 42 weeks a year
30+	Basketball NSW certified coaches
55	qualified referees
45	referees in development
100+	volunteers

When it comes to advertising and sponsorship investment, what counts is the exposure for your business.

We designed MVDBA's advertising and sponsorship packages with value in mind: share your support with thousands of stadium visitors, basketball fans and community supporters.

Competing in:

Barrengarry Conference

Southern Junior League

NSW Junior Premier League

NSW Country Tournament

Waratah Youth League

Waratah Senior League

Also hosted:

State Basketball Camps

Tae Kwon Do

Volleyball

Indoor soccer

Wheelchair basketball

Badminton

School events

Coaching clinics

School holiday

programs

Training events

Conferences

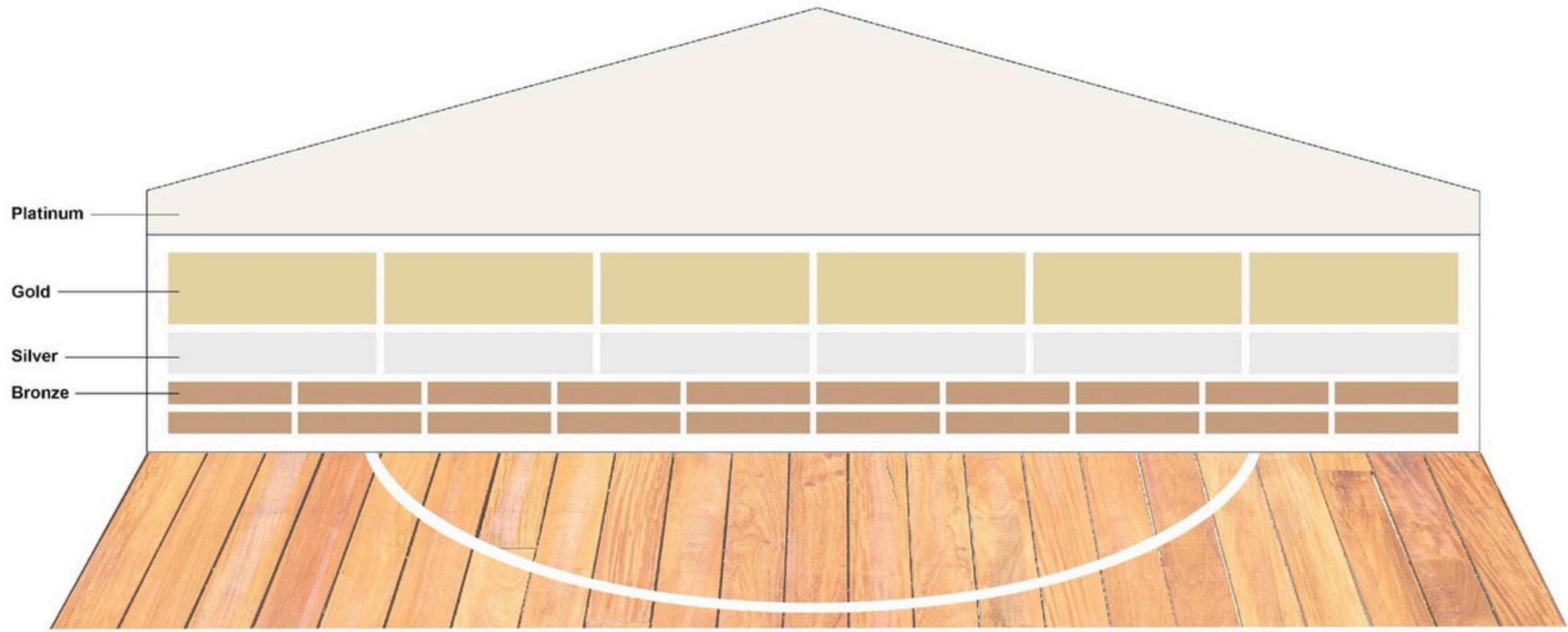
Visiting NBL games

Visiting WNBL games

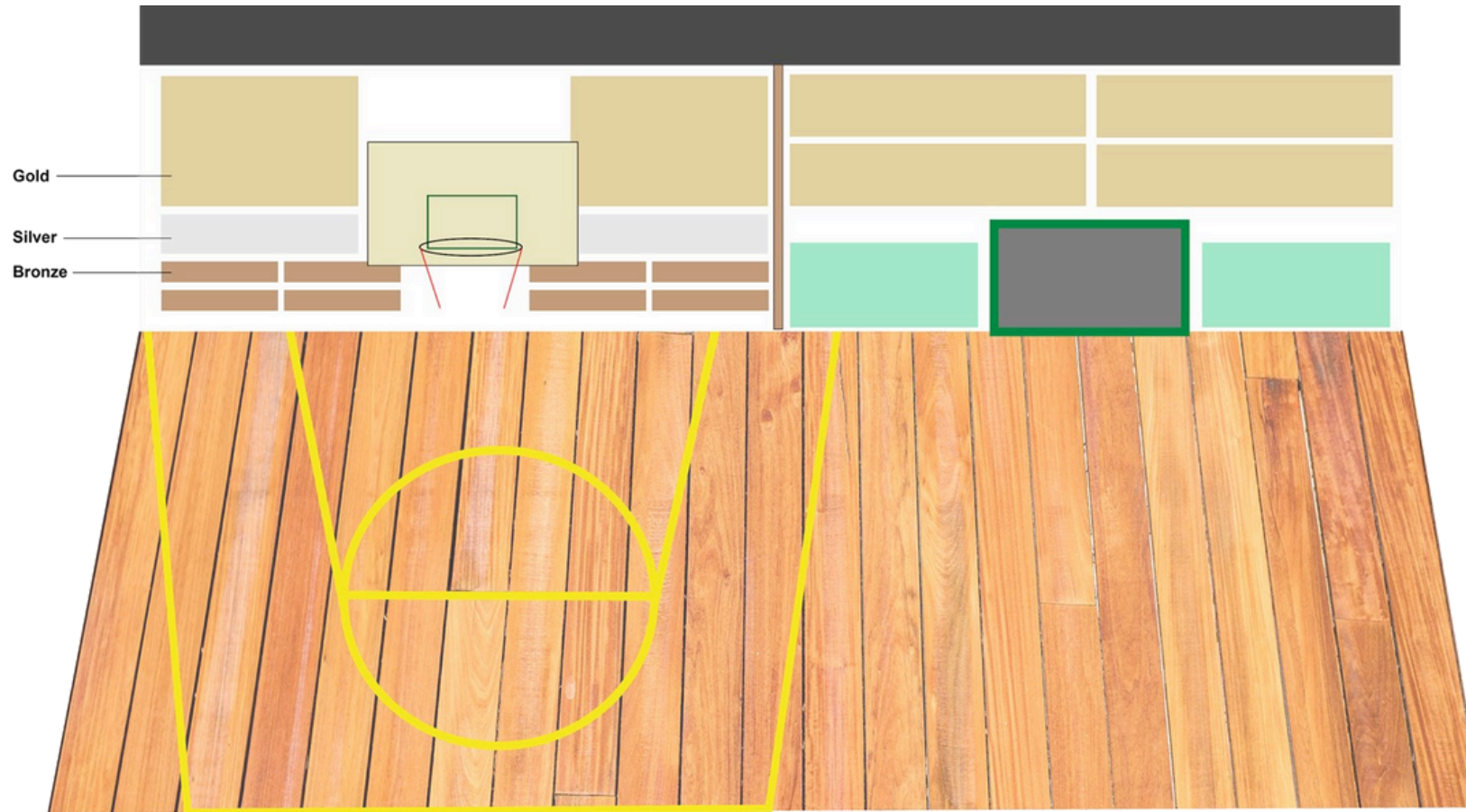
Looking swish



Your business here



Your business here



Platinum package

Your benefits

Platinum large advertising space, at end of the court (4 x spaces)

Foyer signage (eg send your pop-up banner or flags, or digital billboard for our screen)

Sponsor announcement, plus introduction of products and services for 30-60 seconds at major events

Half-time PA acknowledgement

Flyer/brochure distribution

Foyer stand/stall to showcase products (at your expense)

Tickets to major basketball events including meet the players at supper (if applicable)

Social Media posts promoting your business offering, service or specials, with logo, link and tag

Logo placement on special functions programs and invitations

Signage specs

Platinum advertising space See *advertising space diagram*.

Your investment

\$10,000 + GST per annum, minimum 3-year commitment.

Signs design, produce and install at advertisers cost, we can help organise with Spartan Creative

Gold package

Your benefit

Gold advertising space x 2

Half-time PA acknowledgement at Major event

Flyer/brochure distribution

Tickets to major basketball events including meet the players at supper (if applicable)

Social Media posts promoting your business offering, service or specials, with logo, link and tag

Logo placement on special functions programs and invitations

Signage specs

Gold advertising space

*See advertising space diagram,
Generally, 2m wide*1.2m high, some
custom fit to space.*

Your investment

\$5,000 + GST per annum , minimum
3-year commitment. Signs design,
produce and install at advertisers
cost, we can help organise with
Spartan Creative

Silver package

Your benefit

Silver advertising space

Tickets to major basketball events including meet the players at supper (if applicable)

Social Media posts promoting your business offering, service or specials, with logo, link and tag

Logo placement on special functions programs and invitations

Signage specs

Silver advertising space

*See advertising space diagram,
Generally, 1.8m wide* 0.9m high.*

Your investment

\$1,500 + GST per annum, minimum 2-year commitment.

Signs design, produce and install at advertisers cost, we can help organise with Spartan Creative

Bronze package

Your benefit

Bronze advertising space

Social Media posts promoting your business offering, service or specials,

with logo, link and tag

Logo placement on special functions programs and invitations

Signage specs

Bronze advertising space

*See advertising space diagram,
Generally, 1.5m wide* 0.75m high.
Recommend metal signs in impact
zones.*

Your investment

\$800 + GST per annum, minimum 2-year commitment.

Signs design, produce and install at advertisers cost, we can help organise with Spartan Creative

Comparison table

	Platinum	Gold	Silver	Bronze
Signage	Largest space at end of court Foyer	Gold advertising spaces	Silver advertising space	Bronze advertising space
Website	✓	✓	✓	✓
Announcements	30-60 seconds at major events x 6 Half-time x 6	Half-time x 1	-	-
Stadium presence	Your flyers x 2. Foyer stall	Your flyers x 1	-	-
Tickets	10	6	2	2
Your logo on event programs and invitations	✓	✓	✓	✓
Social media posts	6	2	1	1
Number available	4	6	6	20
Annual investment	\$10,000	\$5,000	\$1,500	\$800
Minimum commitment	3 years	3 years	2 years	1 year

But wait, there's more...

MVDBA also offers a range of bespoke sponsorship packages for businesses.



Floor signage

Place your business in the center of the action -literally.

Only four per court are available.

MVDBA is now offering the premium opportunity to advertise your business on the floor of our basketball courts in the stadium. The floor decals are 1.3 meters square or round and are absolutely unmissable.

Signage specs

1.3m floor decals on court.

Your investment

\$2,500 + GST for 12 months, minimum 2-year commitment. Signs design, produce and install at advertisers cost, we can help organise with Spartan Creative

Sponsor a competition

More than 700 players take part in our community competition -5 nights a week, 42 weeks a year.
Players range in age:

- Magic Hoopstars for pre-school and primary school kids
- Under 10s boys and girls
- Under 12s boys and girls
- Under 14s boys and girls
- Under 16s boys and girls
- Under 18s men and women
- Open men and women, A grade (subject to availability)
- Open men and women, B grade (subject to availability)
- Open men and women, C grade (subject to availability)

We take great pride in nurturing our younger players through their local basketball community, providing opportunities for player development, playing in a representative competition, learning to coach and referee, and volunteering or working for the association. We invite businesses to sponsor any of our competitions!

Your benefit

- Naming rights for the competition, and promotion on social media
- Company logo on weekly competition draws
- Invitation to address the crowd at the grand final
- Invitation to present trophies at presentation ceremony

Signage specs

Bronze size sign or logo on weekly draws

Your investment

\$1000+ GST for 12 months (2 seasons), minimum 1-year commitment.

Sponsor a local team

Our local teams are the lifeblood of our community sport organisation.

It's MVDBA's honor to provide two seasons of basketball every year -rain, hail or shine. Players love the opportunity to socialize; they also benefit from the exercise, which is great for their mental health. Sponsoring a team is an investment in your local community.

Your benefit

- Naming rights for the team* listed in all draws and other
- Logo on team singlets (life of the singlet average 4 years)
Invitation to presentation ceremony
- Social media posts each season

** Team name to be approved by MVDBA*

Signage specs

Logo on team singlets

Your investment

\$500+ GST for 12 months (2 seasons), minimum 4-year commitment.

Sponsor a junior rep team

MVDBA punches well above its weight when it comes to rep basketball.

We consistently enter junior teams in Barrengarry Conference, Southern Junior League, Junior Premier League and NSW Country Championships. Supporting these teams takes your business as far afield as Canberra, Sutherland Shire, Albury-Wodonga, North Coast, Far South Coast and beyond.

Only 8 of these positions are available.

Teams include U12, U14, U16, U18 boys and girls.

Your benefit

- Logo on team uniforms (life of the uniform average 4 years)
- Logo on all team social media posts
- Free entry to any home games
- For any at home games, sponsor announcements x 4 per game
- Invitation to presentation ceremony
- 10% Discount on the purchase of all support apparel

Signage specs

Logo on team singlets

Your investment

Sponsor a junior rep team:

4,000 + GST
(\$1000 + GST per year for 4 years)
4-year commitment.

Sponsor a senior rep team

Support a player, the whole team or the senior program

We consistently enter Moss Vale District teams in the NSW Waratah Leagues, taking players to Sydney, the North and South Coast and the Hunter regions. We invite major sponsors for the team.

Sponsor the team: your benefit

- Logo on team uniforms (life of the uniform usually 4 years)
- Signage as outlined in the Bronze sponsorship package, or similar (see page 22)
- Free entry to home games (6 tickets to 10-30 games)
- Collective sponsors logos on pull up banner for game day
- Logo placement on event programs
- At home games, sponsor announcements x 4 per game
- Logo on all team social media posts
- Team photo for display at your place of business

Sponsor a player: your benefit

- Business logo on pull up banner
- Free entry to home games (2 tickets to 10-30 games)
- Court announcements
- Player photo for display at your place of business

Signage specs

Bronze advertising space
*See advertising space diagram,
Generally, 1.5m wide* 0.75m high.
Recommend metal signs in impact
zones.*

Your investment

Sponsor a senior league team:

\$6,000 + GST
(\$1500 + GST per year for 4 years).
4-year commitment.

Sponsor a player:

\$600 + GST for 12 months.

MVDBAI will organise the pull up banners.

Sponsor a senior program

Support players, all senior representative teams.

We consistently enter Moss Vale District teams in the NSW Waratah Leagues, taking players to Sydney, the North and South Coast and the Hunter regions.

We invite major sponsors for each of these teams.

Sponsor the Program: your benefit

- Sponsors will benefit from their business name on pyramid signs along the sidelines at local games
- Collective sponsors logos on pull up banner on game day
- Free entry to home games (2 tickets to 10-30 games)
- Court announcements
- Logo on team social media posts
- team photo for display at your place of business

Your investment

Sponsor the team: \$1,500 + GST for 12 months, minimum 1-year commitment.

Pyramid signage design, production and install at advertisers cost, we can help organise with Spartan Creative

MVDBAI will organise pull up banners.

Beat the buzzer

How to play by the rules



Sub in at the right time

MVDBA sponsorship packages renew in February each year, but you can take out a pro rata package at any time.

Rules and Regulations

- Sponsors are responsible for the cost of signage design, production and installation. We can help organise this if required.
- MVDBA has relationships with preferred providers for design, production and installation, who you may choose to work with.
- MVDBA has final approval rights over signage design.
- Exclusivity arrangements are considered on a case-by-case basis.
- Arrangements are for 1, 2, 3 or 4 years, invoiced annually.
- All uniforms and supporters gear must be purchased from our official supplier Athlead
- Sponsors must have an ABN.

Please note

We are selling a limited number of sponsorship packages. To make the best choice for your business, get in touch today.

About MVDBA



Who we are

MVDBA is an incorporated not-for-profit association managed by a board of directors.

The day-to-day operation is run by our employees as well as a team of dedicated volunteers, many of whom also coach or referee our competitions.

Chairman David Watts

Secretary Simon Harris

Treasurer Phil Soon

Directors Peter Canestrari, Tim Shilleto,
Peter Mitchell, Kristen Gibbeson

Our vision

To provide access to the sport of basketball, for players, coaches & officials of all ages, where they can participate in an enjoyable, safe, controlled and challenging environment.

To educate and develop players, coaches & officials to provide them with the opportunity to reach their full potential and participate at the highest possible level.

Our members come from Goulburn to Wollondilly, Shoalhaven to Illawarra.

Each year thousands of people from all walks of life, across the state and beyond, pass through the doors of our Moss Vale basketball stadium.

The stadium

An asset for the whole community to use.

In recent years, MVDBA has made significant investment in the stadium, including:

- Refurbished floors and new electronic scoreboards
- An upgrade to the canteen, including a commercial kitchen
- Mezzanine-level bar and meeting facilities, with extra spectator seating
- Bathroom and change-room renovations
- Upgrade to the office and reception area
- Upgrade backboards to retractable standard to improve viewing and flexibility of space

We are actively and tirelessly working towards our long-term goal: to more than double the size of the stadium with the addition of 4 courts. We aim to fulfil the venue's potential as a truly multi-purpose sports center that serves as the hub of community and sport in the Southern Highlands region.

We're in a great position to make this happen:

- MVDBA owns the entire facility
- MVDBA has full control over scheduling, planning and use
- We have detailed drawings and a strategic plan that will help MVDBA deliver on this long-held ambition

Contact us to learn more!

We will continue to work towards developing a new multisport and community indoor center on land adjacent to the stadium: the Southern Highlands Multipurpose Indoor Sports Stadium (SHISH).

Give us a shot!

Moss Vale and District Basketball Association Inc.

Email mvbball@bigpond.com

Phone 48681569

Website mossvalebasketball.com.au

Facebook Moss Vale Magic Basketball

Southern Highlands Multipurpose Indoor Sports Stadium

Address 15 Parkes Road, Moss Vale

PO Box 76, Moss Vale NSW 2577

ABN 59 463 415 535

Get in touch today

Imagine the excitement of seeing your brand in the stadium's pride of place - in front of thousands of basketball fans

in our supportive community.

Our sponsorship team would love to take you on a personal tour of the MVDBA stadium to show you exactly what's on offer!

David Watts,

Sponsorship Coordinator

0477711703