



2024 Partnership Opportunities



ASSOCIATION OVERVIEW

Logan Basketball as an Association:

- **2300+** registered playing members in 2023
- **5000+** active members across all programs
- Database of over **10,000+** members

Thunderball and Thunder 10's: Introductory program for 4-9 year olds (500 + Participants per year)

School Participation Programs: In-school basketball participation program (750+ participants/ > 12 schools per year)

Junior Club Competition: Domestic junior competition U10's through to U19's (2200+ participants per year)

Senior Social Competition: Domestic senior competition (1000 + participants per year)

Thunder Junior Representative: Representative program U12 through to U21's (260+ participants per year)

Thunder Senior Representative: Representative program for senior players comprising of the NBL1 North and Queensland State League

Logan Basketball also holds management rights to the Cornubia Park Sports Centre. A multi-sport venue regularly hosting Volleyball, Netball, Futsal, Dance, Badminton, Martial Arts, Gym, Rockwall and Cafe.



OUR VALUES

Community minded Association with a focus on ensuring lasting benefits through providing excellence in basketball and venue management.

We constantly ensure our growth and community impact is maintained by following the values of Family, Progression and Professionalism.

Family:

Everything we do is influenced by our commitment to the concept of family and ensuring that every member of our Association feels a strong connection to the Thunder Family. Our members are strongly connected to our partner's brand.

Progression:

Without progression, an Association or business can become irrelevant or stagnant. As such everything we do is progressive, with the view of creating new and exciting ways to grow our business and community engagement.

Professionalism:

A cornerstone of our continued success has been the professionalism that everyone from our staff through to our players has instilled within them from day one of becoming a part of the Thunder Family.

NOTABLE ASSOCIATION ACHIEVEMENTS:

- 16 x Junior State Championships
- Growth of 40% in since 2020
- 13 x International Representative Players
- 7 x QLD Junior Representatives in 2023
- 2021 NBL1 North Women's Champion
- 2021 & 2023 City of Logan Sports Organisation of the Year

2023 BY THE NUMBERS

700+
Average Home Crowd

Fun, Family Atmosphere with Great Entertainment.

Livestream

Every game live streamed through NBL1 app. Game of the week on

Kayo

8 Home Games in 2024

Activations, Networking, Corporate Engagement, Staff Rewards



+7000 +2400 +5000

Social Media & Website

High Digital Engagement

2nd Most Watched NBL1 North Club
Live stream data in 2023

Program Success, Star Power, Connection



**Stadium Billboard
\$4000**

6m x 3m Stadium Billboard showcasing your business

Foyer LED \$1000

2m x 1m LED screen located in stadium foyer advertising through video or digital marketing

**Courtside Billboard
\$900**

2.4m x 1.1m Courtside Billboard showcasing your business



In-Stadium Advertising

A multi-sport indoor venue that has become the heart of our community visited by thousands of people weekly. We host all indoor sport and events including a gym, cafe and rockwall.



CORPORATE HOSPITALITY

Corporate Hospitality

\$5000

The Experience:

- Unique VIP experience combined with year long brand exposure makes our Corporate Hospitality package the best option for a business looking to maximise their partnership investment. You will have an unrivalled hospitality experience.

Partner Benefits:

- 6 x Tickets per Logan Thunder Home Game (8) within a catered court box
- 2 x 1.8m x .60m Courtside A-Frames displaying the partner's business
- Pre- Game, In Game, Post Game announcements to promote partner's business
- Partner's logo prominently displayed within the Game Day Program
- Partner's logo prominently displayed on Logan Basketball website
- 2 x Social Media post's promoting the partner's business
- Minimum of 2 tickets to all corporate Logan Basketball events.



Player Shorts \$8000

The Experience:

Unrivalled brand exposure including your business logo featured on player shorts.

Partner Benefits:

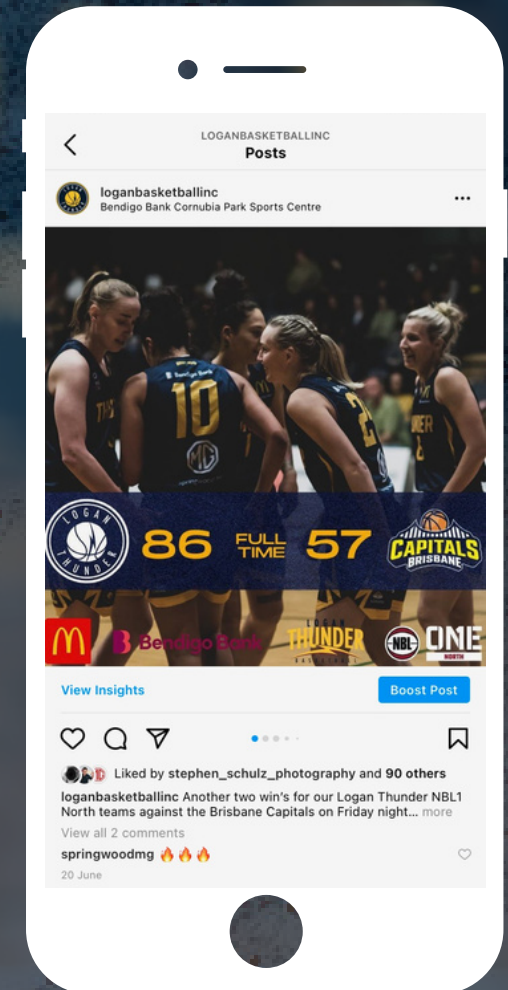
- National brand exposure through league marketing, Kayo, Live stream and player representation.
- 6 x Tickets per Logan Thunder Home Game (10) within catered court side box
- 2 x 1.8m x .60m Courtside A-Frames displaying the partner's business
- Pre- Game, In Game, Post Game announcements.
- Partner's logo prominently displayed within the Game Day Program
- Partner's logo prominently displayed on Logan Basketball website
- 2 x Social Media post's promoting the partner's business
- Minimum of 2 tickets to all corporate Logan Basketball events.

Social Media Scoreboard + Player of the Game \$2000

The Experience:

Highly engaging and attention grabbing posts spanning across all Thunder social media platforms.

Posting Quarter, Half & Full time scores and Player of the game stats for all Thunder Men and Women's games (Estimated 160 + per season). Your business featured on every post.



Player Partner \$1000

The Experience:

A targeted partnership investment that creates a tangible relationship between one of our NBL1 Players and your business. With brand exposure year-round and a great game night experience this entry level partnership is perfect for any business.

Partner Benefits:

- Pre- game announcements to promote partner's business
- Partner's logo displayed within the Game Day Program
- Partner's logo displayed on the Logan Basketball Website
- 2 x Social Media post's promoting the partner's business
- 2 x Platinum Season Memberships
- A minimum of 2 tickets to all corporate events
- 2 x Hours of Promotional/Development work by the player. This can be in the form of: Individual or small group basketball sessions for partner's children.
- School development session that will be performed at a school of the partner's choice.

Premium Game Partner \$2000

The Experience:

- Unique Game Partner opportunity where your business is the star of the show. Excellent brand exposure throughout the year. ... How big of a star your business will be, is completely up to you!

Partner Benefits:

- Naming rights and unlimited marketing opportunity around 1 x home game of the partner's choice. This can include, half time games/competitions, marquee set up at entrance, giveaways or anything else the partner believes will benefit their business.
- 6 Tickets for use of the partner's business within a court side fully catered box for the naming rights game.
- 1.8m x .60m court side A-Frame displaying the partner's business for all home games
- Pre- Game, In Game, Post Game announcements to promote partner's business
- Partner's logo displayed within the Game Day Program for all home games
- Partner's logo displayed on the Logan Basketball website
- 2 x Social Media post's promoting the partner's business
- A minimum of 2 tickets to all corporate events

Staff Team Building \$3000

The Experience:

The perfect team building opportunity for your team, with our team.

Partner Benefits:

- 1 x 60 minute training session with Thunder NBL1 players.
- 1 x Catered court side box (6 people).
- 1 x Access to the locker room for pre game + post game.
- Pre- Game announcements to promote partner's business.
- Partner's logo displayed within the Game Day Program.
- Partner's logo displayed on the Logan Basketball Website.
- 2 x Social Media post throughout the year promoting the partner's business and the partnership.

North QLD Roadtrip \$4000

The Experience:

A partnership investment that creates a tangible relationship between you and our Logan Thunder playing group. Travel with the Logan Thunder Men and Women to North QLD.

Partner Benefits:

- Flights
- Accomodation including Breakfast
- Courtside seats in Cairns and Townsville + Drinks package
- All transfers
- Partner's logo displayed within the Logan Thunder Home Game Day Program
- Parnters logo displayed on Logan Basketball website.
- 2 x Social Media post throughout the year promoting the partner's business
- 2 x Logan Thunder supporter t-shirts

DOMESTIC COMPETITION

Senior or Junior Domestic Competition Naming Rights \$8000

The Experience:

A targeted partnership investment that creates a tangible relationship between our Domestic Competition Players, Coaches, Referees, Volunteers and your business. With brand exposure year-round, this partnership is perfect for any business.

Partner Benefits:

- Naming Rights to Senior or Junior Club Competition: All correspondence and marketing relating to the Competition will refer to the Partners Name Competition, the Partners Name Summer/Winter Season.*
- Partners logo displayed prominently on three 1.8m x .6m A-Side Frames used court side at NBL1 and Domestic Competition Games*
- The Partner Logo and information will be featured on the Logan Basketball website.*
- Logan Basketball will actively promote the partner and it's products through all various social media and communication channels*
- 6 x Tickets per NBL1 Home Game within a catered court side Corporate Box.*
- 4 x Tickets to all Logan Basketball Corporate Events.*
- Thunder Home Strip Signed and Framed Jersey: Signed and Framed Home Strip presented to Partner*
- NBL1 Players to attend any community events at the request of Partner*

PARTNERSHIP IMPACT

A little bit of what your investment provides the community...

- The ability for Logan Basketball to continue to provide low cost opportunities for the City of Logan community to participate in basketball.
- The continued production of one of the most successful NBL1 North programs in QLD.
- Continued support of one of the most successful Junior Representative Programs in QLD.
- The ability for the Cornubia Park Sports Centre to offer low cost court access to the City of Logan community.

If you are interested in a custom partnership package or you have any questions regarding potential opportunities please do not hesitate to contact me on 0439 588 945 or gm@logabasketball.com

Mitch Young
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