COBURG BASKETBALL ASSOCIATION

Sponsorship and Commercial Partnerships Prospectus

Building Champions. Building Community. Building Business.

INSIDE THIS PROSPECTUS

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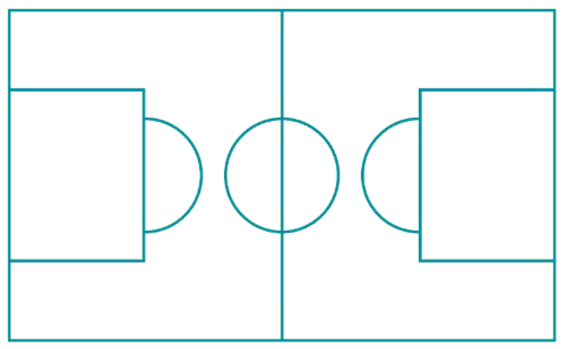

A MESSAGE FROM OUR PRESIDENT

Official Welcome

On behalf of this proud Association, we would like to extend our thanks for taking the time to consider this opportunity to become a partner with the Coburg Basketball Association.

Your support will add to the Coburg Giants' long and storied history as one of Australia's premier sporting clubs.

Established in 1949, the Giants have a rich history and we remain a key player in the statewide VJBL and VBL basketball competitions, and indeed throughout the Merri-bek and Darebin sporting communities.

We offer you an exciting opportunity to be part of basketball history and help us on our journey into the exciting future chapters ahead — together.

Our packages have been developed to provide businesses like yours with an excellent return on investment and guaranteed brand exposure.

If you have any queries, please don't hesitate to get in touch.

Alison BECKWITH
Coburg Basketball Association Inc
PRESIDENT

WNBA All-Star Ezi Magbegor - Coburg Giants Alumni*

COLLABORATIVE & ASSOCIATION PARTNERS

Coburg Basketball Association already collaborates with a growing network of local businesses, corporate partners, and industry bodies — including Basketball Victoria and Merri-bek City Council — supporting everything from stadium operations to junior development programs. These existing partnerships reflect the trust already placed in the CBA brand, and the value our partners see in return. Joining this network means aligning with an organisation already proven as a reliable, community-connected partner across the northern suburbs.

Association Sponsors

BREWDOG

PETER KHALIL MP
Federal Labor Member for Wills

HOOP 2 HOOP
EVERYTHING BASKETBALL

ROYAL STACKS

MELBOURNE SPORTS PHOTOGRAPHY

nationalloans.com.au

ENZO'S Pizzeria

BigV Sponsors

Data Orchard

MUSCLE JOINT BONE

Yuh
Your Wellness Hub

Grill'd
healthy burgers

BigV Players Sponsors

BIOMEDICAL SOLUTIONS

ckv PROJECTS
STRATEGY. PEOPLE. IMPACT.

ESTI-MATE
ESTIMATE WITH CONFIDENCE

McKBuilders
Quality Family Builder

MOST RECENT REPRESENTATIVE SPONSORS

- Aidan King Tree Services
- ASAP Signs
- Basketball Outlet
- Bayford Ford
- Bell Partnership
- ESTI-Mate Electrical
- Grill'd Healthy Burgers
- McKBuilders
- Muscle Joint Bone – Osteo, Physio, Chiro
- Nelson Alexander Real Estate
- Biomedical Solutions
- Brewdog Pentridge
- CKV Projects
- Craig Lawson Consulting
- Data Orchard
- Specialist Hoops
- The Hon Peter Kahill MP
- Ultimate Sports Enterprises
- WGC Business Advisors
- Your Wellness Hub

OUR STORY

A Partnership Beyond the Basketball Court

The **Coburg Basketball Association Inc** ("CBA") was established in 1949 and is one of Australia's oldest and most renowned sporting associations and affiliates of Basketball Victoria.

With a rich and vibrant history, unsurpassed by any other sporting club or association in the State, the CBA remains a welcoming, competitive, inclusive and community-driven basketball organisation that develops players, coaches, officials, and volunteers of all skill levels, while fostering lifelong participation in the game.

Based in Coburg North, the CBA has 5,000+ active members (34% female), hosting over 530 domestic teams in weekly competitions, from 13 junior domestic clubs, catering for players from Under 8 years of age through to Open Age and all-abilities divisions. We also have 37 Victorian Junior Basketball League representative teams (16 Girls and 21 Boys) and four senior VBL representative teams (Women, Men, Youth Women and Youth Men).

As a proud member of the Merri-bek City, the CBA continues to grow, develop and continuously improve, building on the legacy of success and hard work by its founders.

The CBA remains a **GIANT** in basketball and the northern suburbs' sporting communities — home of numerous State and Australian Club Championships, plus WNBL and NBL Championships. Coburg Basketball is also the proud home of Olympian, Opals and current WNBA star **Ezi Magbegor**, and past Olympians and Australian Basketball royalty: Ray Borner, Darryl McDonald, Wayne Carroll, Les Riddle and Patrick Reidy.

CBA BRAND ATTRIBUTES

Community First · Inclusive · Competitive · Modern · Professional · Development Focused · Family Friendly

PARTNERSHIP CONTACT

Grant Wallace — Stadium Operations Manager

Phone: 0447 413 051 **Email:** grantw@coburgbasketball.org.au

THE SCALE OF OUR COMMUNITY

CBA by the Numbers

A snapshot of the community your brand reaches by partnering with the Coburg Basketball Association.

410
Elite players (VJBL / VBL)

5,000+
active members

34%
female membership

7,000+
families

10,000+
weekly stadium visits

13
junior domestic clubs

2,948
registered junior members

120+
referees

260
domestic games / week at our venues

1.4 million+
socials media viewership (2026 BigV season)

PARTNERSHIP CONTACT

Grant Wallace — Stadium Operations Manager

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WHAT WE OFFER

Why Partner with the CBA?

Today the CBA delivers basketball experiences for thousands of participants, across:

- Domestic Competitions (Junior and Senior)
- Representative Basketball (VJBL and VBL)
- School and Outreach Programs
- All-Abilities Basketball
- Walking Basketball
- School Holiday Programs
- Referee Development
- Coach Development
- Community Events

Our vision is to become one of Victoria's leading community basketball organisations. We invite businesses to join us on that journey.

Businesses receive exposure and networking through:

- Stadium visitors
- Family connections
- Corporate networking
- Community engagement
- Local Government relationships
- Digital media
- Livestreaming
- Representative state programs
- Basketball Victoria Elite pathways exposure

PARTNERSHIP CONTACT

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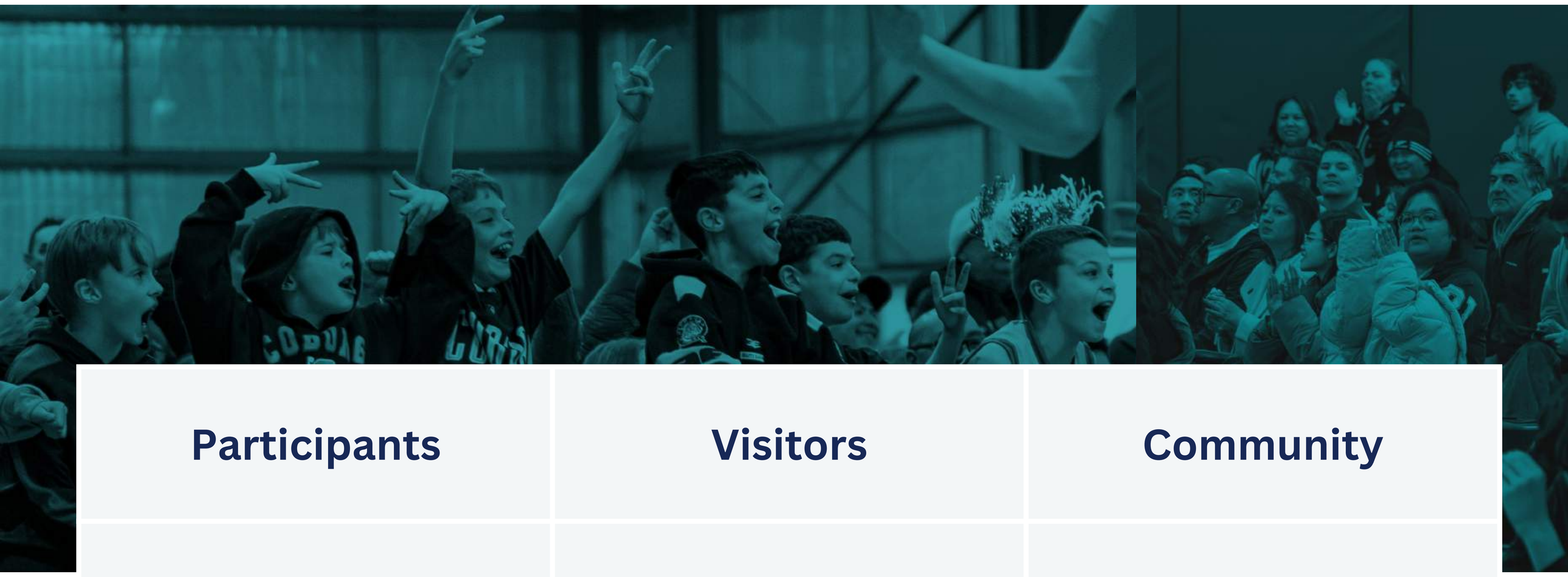
WHO YOU'LL REACH

Our Audience



Participants	Visitors	Community
Children (Girls and Boys, 5–14 yrs)	Corporate groups	Schools (Primary and Secondary)
Youth (Girls and Boys, 14–21 yrs)	Basketball Victoria	Local businesses
Adults (Women and Men, 21 yrs+)	Intrastate teams	
Parents	Tournament spectators	
Coaches		
Technical Officials (Referees, Scoretable, Statisticians)		
Volunteers		

PARTNERSHIP CONTACT

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SPONSORSHIP PACKAGES

HOW WE WORK WITH PARTNERS

Partnership Philosophy

We don't sell advertising, or make contact only once a year.

We create a partnership and a regular connection on our collective journey.

Our partners become a vital part of the CBA family through meaningful community engagement, premium brand exposure, and collaborative activation opportunities that generate measurable outcomes.

Our aim is to double, or triple, your investment with us in return business.

Partnership Tiers at a Glance

Tier	Investment	Best suited for
Platinum	$70,000 p.a.	One exclusive partner seeking venue naming rights
Gold	$10,000–$20,000 p.a.	Brands wanting VBL team naming rights
Silver	$15,000 p.a.	Partners backing our VJBL representative pathway
Bronze	$5,000 p.a.	Community-program-aligned local businesses

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MAJOR PARTNERSHIP

Platinum Partner

Venue Naming Rights Partner

$70,000 annually (3–5 year agreement)

Example: *"ABC Stadium — Home of Coburg Basketball"*

Benefits

• Exclusive Naming Rights	• PA announcements at home VBL games
• Exterior building fascia signage	• Event recognition
• Roof signage (if applicable, with Council)	• VIP hospitality at home VBL games
• Reception signage at the Coburg Basketball Stadium	• Presentation opportunities
• Court 1 floor decals and venue signage	• Corporate function use
• Media wall branding at the Coburg Basketball Stadium	• Player appearances
• CBA website recognition	• Staff basketball clinics
• CBA staff email signature recognition	• Annual review meetings
• CBA membership communications	• First right of renewal
• Media releases	• Category exclusivity
• Social media	

MAJOR PARTNERSHIP

Gold Partner

BigV Naming Rights Partner (Women and/or Men)

$20,000 annually for both teams, or $10,000 for one

Example: *Coburg "ABC" Giants*

Benefits include

• Playing uniform front logo branding	• CBA website profile
• Warm-up apparel	• CBA newsletter recognition
• Media branding	• Social media
• Player appearances	• Sponsor activation at home games
• Home game day recognition on PA	• Branding recognition at all home and away VBL fixtures
• Venue signage — Court 1 (2400mm x 1200mm sign)	

PROGRAM PARTNERSHIP

Silver Partner

VJBL Representative Program Partner

$15,000 annually

Benefits

• Program naming rights	• CBA newsletter recognition
• Playing uniform front logo branding	• Venue signage — Court 2 (2400mm x 1200mm sign)
• CBA website profile	• Warm-up gear branding

COMMUNITY PARTNERSHIP

Bronze Partner

Community Program Partner

$5,000 annually

Examples

• Aussie Hoops	• All-Abilities Basketball
• Holiday Camps	• Women and Girls Programs
• School Programs	• Officials Development
• Walking Basketball	• Volunteer Program

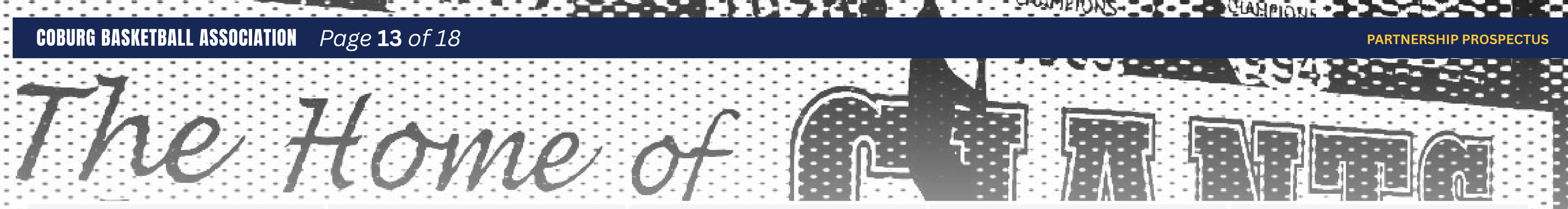
Benefits

• Program naming	• Certificates of Appreciation
• Social media	• Presentation opportunities
• Website	• Venue signage — Court 3 (2400mm x 1200mm sign)

CBA Program Partners

Stand-alone partnership packages are also available, aligned with one of:

• Referee Development Partner	• School Competition Partner
• Coaching Development Partner	• Domestic Competition Partner
• Women's Basketball Partner	• Domestic Finals Series Partner
• Inclusive Basketball Partner	• Volunteer Recognition Partner
• Indigenous Program Partner	



Feature	Platinum	Gold	Silver	Bronze
Naming rights *	✓	✓	✓	✓
Stadium / court signage *	✓	✓	✓	✓
Uniform / apparel branding	✓	✓	✓	—
Media wall branding	✓	—	—	—
Website recognition	✓	✓	✓	✓
Newsletter recognition	—	✓	✓	—
Social media mentions	✓	✓	✓	✓
Media releases	✓	✓	✓	—
PA announcements at games	✓	✓	—	—
Player appearances	✓	✓	—	—
VIP hospitality	✓	—	—	—
Presentation opportunities	✓	—	—	✓
Corporate function use	✓	—	—	—
Sponsor activation at home games	✓	✓	—	—
Staff / community clinics	✓	—	—	—
Annual review meeting	✓	✓	✓	✓
First right of renewal	✓	—	—	—
Category exclusivity	✓	—	—	—
CBA staff email signature	✓	—	—	—
Certificate of Appreciation	✓	✓	✓	✓

PARTNERSHIP CONTACT

Grant Wallace — Stadium Operations Manager

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BEYOND THE COURT

Corporate Hospitality

Invitations will be extended to all our commercial partners to:

- CBA Networking events
- CBA Partners business breakfasts
- CBA Partners business lunches
- CBA Annual Partners function

Supporter Package

Signage and Local Business Packages: **$900–$1,200 per year**
A simple, affordable way for local businesses to put their name in front of CBA's 1,000+ teams and around 5,000 players and their families, all season long.

Includes:

- *Business signage at Coburg Basketball Stadium [2400mmx1200mm size signage in CBA Stadium]*
- *Logo and website link on the CBA partners page*
- *Acknowledgment as a Supporter in the CBA newsletter*
- *Certificate of appreciation*

In-Kind / Contract Partnerships

Businesses may provide products and/or services in lieu of a cash sponsorship. Examples include:

- Air-conditioning
- Building Maintenance
- Cleaning
- Electrical
- Equipment
- Flooring
- Fuel
- Hospitality
- Landscaping
- Painting
- Plumbing
- Professional Services for members
- Retail
- Security
- Trades
- Travel

Benefits

Contract partners receive benefits aligned with the commercial value of the goods and/or services supplied to the CBA. Packages will be individually negotiated.

VBL Player Sponsorship Opportunities

Program	Investment
VBL Women / Men	$750 / player / season
VBL Youth Women / Men	$500 / player / season

A way for local businesses to put their name in front of CBA's families, all season long and assist our player's meeting their ever-increasing participation costs.

Includes:

- *Business signage on the player's warm-up top*
- Social media with Giants player
- *Logo and website link on the CBA partners page*
- *Acknowledgment as a Supporter in the game night VBL programming*
- *Certificate of appreciation*

Stadium Signage Opportunities

Location	Sign Size	Investment
Court 1 Partner	2400mm x 1200mm	**$1,200 p.a.**
Court 2–4 Partner	2400mm x 1200mm	**$900 p.a.**

MAKING THE PARTNERSHIP WORK

Partnership Activation

We work with every partner to maximise return through:

- Promotional campaigns
- Community engagement
- Player appearances
- School visits
- Product launches
- Corporate events
- Digital campaigns
- Social media competitions
- Hospitality experiences

Partnership Packages Overview

Level	Annual Investment	Suitable For
Platinum	$70,000	Venue Naming Rights
Gold	$20,000 (both) / $10,000 (one)	VBL Giants Naming Rights
Silver	$15,000	VJBL Giants Representative Program
Bronze	$5,000	Community Programs and Events
Supporter	$500–$1,000	Signage and Local Business Packages
Community Partner	Contract	In-kind Services
VBL Player	$750	VBL Women / Men, per player
VBL Player	$500	VBL Youth Women / Men, per player

PARTNERSHIP CONTACT

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BRAND EXPOSURE, MADE VISIBLE

Media & Logo Placement

Your brand is presented consistently and prominently across every channel we run — from match day through to our digital content library. Exactly which channels apply depends on your partnership tier (see the relevant tier page for the full list); this section covers how and where placement actually happens.

Where Your Logo Appears

Channel	Where it appears	Notes
Social Media	Game-day recap graphics, sponsor shout-out posts, story highlights (Facebook & Instagram)	Within our regular cadence — 1–2 posts/day, 1 Reel per 8–10 posts
Newsletter	Partner recognition in the relevant edition	12–24 hrs priority turnaround
Website	Dedicated Partners page — logo plus link to your site	Live for the term of the agreement
Video Content	Intro/outro bumper on "The Giants Times"; end-card on the CBA YouTube channel (proposed)	Tier-dependent
Match Day	PA announcements, media wall branding, court and venue signage	See Stadium Signage Opportunities
Email	CBA staff email signature recognition	Platinum tier only
Print	Programs, banners, and event signage as applicable	Per event

What We Need from You

- High-resolution logo (vector EPS/AI/SVG preferred, or high-res PNG with transparent background)
- Any brand guidelines you'd like us to follow (colours, spacing, minimum size)
- An approved short description or tagline, if you'd like one used in written mentions

Placement Standards

- Every partner logo is displayed at a consistent, legible minimum size across our digital assets — we don't crowd multiple sponsors into illegible "logo soup."
- Tier determines prominence and placement: Platinum receives primary/hero placement; Gold, Silver, Bronze and Supporter tiers are scaled proportionally.
- Physical signage follows the standard 2400mm x 1200mm format outlined under Stadium Signage Opportunities, unless otherwise agreed.

Approval Process

- We'll share a proof of any new creative featuring your logo before it's first published.
- Recurring placements (e.g., our regular social media templates) follow the approved format for the term of the agreement, unless you request a change.

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TRANSPARENCY, BUILT IN

Measuring Your ROI

Each CBA partner will receive an annual Partnership Report including:

- Attendance figures
- Participation numbers
- Social media reach
- Digital impressions
- Livestream views
- Website traffic
- Media coverage
- Community engagement outcomes
- Activation summary
- Future opportunities

Let's Build Something Great Together

Basketball connects communities, inspires young people and creates lasting relationships.

By partnering with Coburg Basketball Association, your organisation will become part of one of Melbourne's most respected community sporting organisations, while gaining year-round exposure to thousands of engaged participants, families and supporters.

Together, we can build stronger athletes, stronger communities and stronger businesses.

GO GIANTS!

GET IN TOUCH

Grant Wallace CBA Stadium Operations Manager

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