



26-27 Sponsorship Packages



PARTNER WITH BABA – GROW YOUR BUSINESS & OUR GAME!
We're seeking like-minded local businesses to join us as sponsors for the 26-27 season.

With major and minor sponsorships available, this is your chance to align with WA's #1 Regional Association of the Year and connect with thousands of passionate players, families and fans.

Presented On Behalf Of:
Busseton Basketball Association

Contact:
Sponsorship Co-Ordinator
sponsorship@bussetonbasketball.com.au



Meet BABA

Busselton Basketball Association

We are the local basketball association for the development, training and playing of the basketball game within the Busselton and Dunsborough districts of the South West of WA.

We are committed to offering high quality playing days, referees, coaching, development and skills workshops to improve the experience of all our current and future players, both young and old.

BABA is the largest sporting association within our area encompassing over 2500 paid members and a wider community spectator group of parents, family and friends. Our reach, impact and direct support community is large- offering incredible brand exposure for your business, and an alignment with a well respected, growing and innovative sporting club.

In 2024 we were awarded by Basketball of WA the prestigious recognition of #1 Regional Basketball Association Of The Year and in the 2025 - 2026 season we became the largest Regional Association in WA.

Our Busselton Blazers Talent Development Program often comes away with many carnival wins, championships and accolades- proving we are on the right path to help our basketball community achieve success.

It's an amazing time to align with greatness and we'd love to team up with like minded partners.

We believe the sport of basketball is only going to continue to grow as it's inclusive of all ages and genders, and inspires everyone to embrace a healthy, active and happy life.

Our aim is to encourage and motivate everyone who comes in contact with our association to embrace the sport of basketball, live active lives and fulfill their potential by chasing their dreams.

Even though our association is large- our committee is small, dedicated and passionate. By joining us as a sponsor, you'd directly help our community with operating costs and we'd help expose your business to a consistent, wider audience.

We endeavour to ensure this investment is beneficial and profitable for both of us.



Sponsorship Packages



To appeal to a larger business community, we have various sponsorship opportunities available outlined below. We'd love the opportunity to explore your interest- so please contact our Sponsorship Co-ordinator to get the ball bouncing.

Naming Rights Sponsorship Package - 3 Yr Term

- Logo placement on BABA website with acknowledgement of major sponsorship
- Logo and Brand acknowledgement on all social media posts
- Logo on Blazers Development Training Shirts for all players across all age groups and genders
- Sponsor name mentioned, thanked and asked to co-present in final series/ presentations
- Designated seating and viewing area with signage for finals
- Signage on court co-ordinator or scoring benches, under scoreboard, on end of court and wall for season
- Regular media exposure through various promotion
- Fee contribution to court hire, player, referee and coaching development



\$10,000 p/yr + GST

Diamond Sponsorship Package - Yearly Term

- Logo placement on BABA website with acknowledgement of major sponsorship
- Signage on scoring bench, under scoreboard, on end of court and wall for season
- Sponsor name mentioned and thanked in finals presentation
- Monthly direct sponsor post on social media = 6
- Designated seating and viewing area with signage for finals
- Fee contribution to referee and coaching development trainings
- Fee contribution to admin costs



\$7,500 p/yr + GST

Finals Sponsorship Package - Yearly Term

- Logo placement on BABA website acknowledging finals sponsorship
- Logo placement on website
- Sponsor name mentioned, thanked and asked to co-present in final series/ presentations
- Finals signage in presentation area
- Designated seating and viewing area with signage for finals
- Fee contribution to finals referees & trophies



\$5,000 p/yr + GST

Blazers Sponsorship Package - 3 Year Term

- Logo placement on BABA website with acknowledgement of major sponsorship of Blazers Development Squad, all Blazers social media posts, Blazers Development Training Shirts for all players across all age groups and genders
- Sponsor name mentioned and thanked in all competition social media posts and website articles
- Signage on court wall
- Regular media exposure
- Fee contribution to Blazers court hire, coaches, referees, managers, team nomination fees, accommodation & awards



\$7,500 p/yr + GST

Platinum Sponsorship Package - Yearly Term

- Logo placement on BABA website with acknowledgement of sponsorship
- Signage on scoring bench, on end of court and wall
- Sponsor name mentioned and thanked in finals presentation
- 4 sponsor posts on social media through playing season
- Fee contribution to referee and coaching development trainings
- Fee contribution to admin, court & referee costs



\$5,000 p/yr + GST

Gold Sponsorship Package - Yearly Term

- Logo placement on BABA website with acknowledgement of sponsorship
- Sponsor name mentioned and thanked in final series/ presentations
- 3 sponsor posts on social media through playing season
- Wall signage around stadium in two places
- Fee contribution to skills workshops, coach, player & referee development



\$2,500 p/yr + GST

Silver Sponsorship Package - Yearly Term

- Logo placement on BABA website with acknowledgement of sponsorship
- Sponsor name mentioned and thanked in final series/ presentations
- Signage on stadium wall or end of court
- 2 sponsor post on social media through playing season
- Fee contribution to admin costs and court hire



\$1,500 p/yr + GST

Bronze Sponsorship Package - Yearly Term

- Logo placement on BABA website with acknowledgement of sponsorship
- Sponsor name mentioned and thanked in final series/ presentations
- Signage on stadium wall
- 1 sponsor post on social media through playing season
- Fee contribution to admin costs



\$750 p/yr + GST



Thank You For Your Interest In Supporting Our Community.

We'd love to work together in supporting our basketball community to become the best it can be.

If you're interested in discussing any of our sponsorship opportunities and exploring the possibility, please contact our Sponsorship Co-Ordinator.

Let's build something great—for your business and our basketball community.

Reach out today.

Contact

Sponsorship Co-Ordinator
sponsorship@busseltonbasketball.com.au

Busseton Basketball Association