



# PERRY LAKES HAWKS

PARTNERSHIP PROPOSAL

2024

**PRIDE**  
**PASSION**  
**PERSEVERANCE**  
**RESPECT**  
**LEADERSHIP**



# WHO ARE THE PERRY LAKES HAWKS?

Perry Lakes Hawks is the most successful State Basketball League/NBL1 West club in Western Australia. Winning 13 SBL Championships and 1 NBL1 Championship.

Perry Lakes Hawks Basketball Association is dedicated to the promotion of basketball to people of all ages. Involvement at all levels of basketball is the essential ethos of our club.

We participate in the premier NBL1-West competition and the Western Australian Basketball League (WABL). We run a large domestic Junior Club Competition, School Competitions, Holiday Camps and other Junior Development initiatives. These events are attended by a very wide and diverse section of the community.

The coordination of these competitions is considerable and we are privileged that volunteers donate much of their personal time and energy in to the promotion, organisation and fundraising required for our club to operate.



# WESTERN AUSTRALIAN BASKETBALL LEAGUE (WABL)

The WABL competition is our state-wide premier junior development competition and extends from April through to September. The Perry Lakes Hawks field teams from U12 years to U21 players and Championship Division. Our commitment is to develop junior players and give them a pathway to play basketball at the highest possible level.



# JUNIOR DOMESTIC COMPETITION



Our junior club participants include, Subiaco, Claremont/Cottesloe, City Beach, Scarborough, Raiders, Warriors and Lakers. Players from this competition can tryout to be selected for our WABL teams during trials held in October each year.



# SCHOOLS COMPETITION

The Primary and High School Competitions are open to local schools. It is held over a 6 week period from October to December. Approximately 150 primary teams and 60 high school teams are involved in the competition.



# HOLIDAY CAMPS

The holiday camps are for junior basketball players from 7 to 13 year olds. These camps are conducted by Redhage Basketball and our senior Hawks players (NBL1 and WABL). We have over 1,600 participants annually at the camps.





# PERRY LAKES HAWKS - THE NUMBERS



**410**

Total number of Junior Domestic teams



**36**

Total number of WA Basketball League teams (WABL)



**3,495**

Total number of Athletes



**158**

Total number of Referees in the Program



**580,000**

Average number of walking traffic through yearly at Bendat Basketball Centre including all Hawks members plus external users



WOMEN 

1998 2001  
2002 2002  
2003 2007  
2008 2017

MEN 

1994 2001  
2002 2002  
2003 2004  
2018

MEN 

2021

SBL/NBL1 CHAMPIONSHIPS



EVNA ROSE

# HAWKS GALA DAY

All parents, coaches, club partners and players are invited to attend the club's Gala Day. The Gala Day brings all our WABL, Championship Division and NBL1 players together for team photos, activities and some fantastic information sessions.



## GALA DAY ACTIVITIES:

- Keynote special guest speakers
- Hawks shop is open
- Team Photos taken
- Team Building
- Stadium scoring education sessions
- Nutrition seminar
- Injury Prevention seminar
- Junior players meet NBL1 Players
- Sausage Sizzle
- Skills sessions on court
- Parent and players WABL sessions
- Club Partner activations



A great opportunity for sponsors to get involved at a face to face level with all members of the Hawks community.





# PERRY LAKES HAWKS 2023 CLUB PHOTO



**32 WABL TEAMS | 2 CHAMPIONSHIP TEAMS | 2 NBLI TEAMS**

# NBL1 - AUSTRALIA'S LEAGUE

NBL1 is the premier state based basketball league and sits under the country's two professional leagues the National Basketball League (NBL) and the Women's National Basketball League (WNBL).

NBL1 is a collaboration between various state basketball leagues and the NBL, creating a league to strengthen the pathway for Australia's best basketball talent NBL1 is a semi-professional basketball league in Australia, consisting of South, North, Central, West and East Conferences with both men's and women's competitions. Each conference is run by their respective state governing body, with the league including 75 clubs from across every state and territory.

**ALL GAMES ARE LIVE STREAMED**





JOHN GARDNER  
SHOW COURTS

GARED PRO

Aquafina

ATHLETIC

HEROY

GUPFA

PERRY LAKES PERSEVERANCE

PERRY LAKES

33



# “A MUTUALLY BENEFICIAL RELATIONSHIP”

In sport as in business, the drive to win, team spirit and training all go hand-in-hand.

We realise that our sponsorship partners share a common goal to engage and do business with our community. In the past that community was limited to Hawks players, families, officials and fans, and perhaps those of our competitors. In joining NBL1, exposure becomes nationwide.

It is our priority to ensure that our partnership provides a mutually beneficial relationship.

**GOLFBOX** 

WE OUTFIT EVERYONE

STEINEPREIS P  
Lawyer

ARNA WISE

# PRINCIPAL PARTNER

- Name/logo on the front of the Home & Away NBL1 playing singlets and shorts
- 2 x 1m decal displayed on court 1, visible via the livestream
- Signage displayed via 4 corflutes on court, a wall sign and the Hawks media wall
- 4 season passes to all NBL1 home games
- Logo in game night program at all NBL1 Home Games
- 4 x Hawks T-shirts
- Framed Replica Singlet
- Invitation for 4 people to the Hawks NBL1 Season launch
- Invitation for 4 people to the Hawks NBL1 Awards Night
- Logo on Hawks Website with click through to your site
- Social Media announcement
- Introduction in the Hawks newsletter
- Logo in all Hawks newsletters

**POA**



# MAJOR PARTNER

- Signage displayed via 2 corflutes on court and a wall sign
- Logo in game night program at all NBL1 Home Games
- 2 season passes to all NBL1 home games
- 2 x Hawks T-shirts
- Invitation for 2 people to the Hawks NBL1 Season launch
- Invitation for 2 people to the Hawks NBL1 Awards Night
- Logo on Hawks Website with click through to your site
- Social Media announcement
- Introduction in the Hawks newsletter
- Logo in all Hawks newsletters

**\$25,000 + GST**



# CLUB PARTNER

- Signage displayed via 1 corflute on court and a wall sign
- 2 season passes to all NBL1 home games
- Logo in game night program at all NBL1 Home Games
- Logo on Hawks Website with click through to your site
- Social Media announcement
- Introduction in the Hawks newsletter
- Logo in all Hawks newsletters

**\$15,000 + GST**



# SPONSORSHIP OPPORTUNITIES

ASSETS	PRINCIPAL PARTNER	MAJOR PARTNER	OFFICIAL PARTNER	CLUB PARTNER	JUNIOR DEVELOPMENT
Official Status	✓	✓	✓	✓	✓
Rights to use IP	✓	✓	✓	✓	
On-Court Apparel Branding	Prominent Chest	Chest or Back	Back or shorts		
Off-Court Apparel Branding	Polo Chest	Polo Sleeve			
Tickets	x4	x2	x2	x2	x2
General Admission tickets	x4	x2	x2	x2	
MVP Awards Night Invite	x4	x2	x2	x2	x2
VIP Parking	✓	✓	✓	✓	
On-Court Sinage	x2				
Courtside Signage	x4	x2	x1	x1	
Wall Signage	✓	✓	✓	✓	
Media Backdrop	✓				
Website Exposure Advertising	✓	✓	✓	✓	
MC Acknowledgement	✓	✓	✓	✓	
Game Day Activation		✓	✓		✓
Junior Domestic Naming Rights					✓
Gala Day Sponsors					✓
WABL Major Partner					✓
<b>NBL1 Only Investment</b>	<b>POA</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>POA</b>
Preferred Term	Three Years	Three Years	Two Years		





# PLAYER SPONSORSHIP

- 2 season passes to all NBL1 home games
- Acknowledgment on the Hawks website showing your logo as a Player Sponsor
- Social Media announcement
- Introduction in the Hawks newsletter
- Logo in all NBL1 home game programs
- Announcement of player sponsorship when your player is introduced

**\$750 + GST**

SIGNED FOR 2024 | PERRY LAKES HAWKS NBL1 WEST



# SCOREBOARD BRANDING

## NAMING RIGHTS TO THE HAWKS SCOREBOARD

- Signage displayed to the right of the main scoreboard
- Company logo included on all score graphics posted on the Hawks social media for all NBL1 home games for both the men's and women's games
- Logo in NBL1 game night program at all home games
- Invitation for 2 people to the Hawks NBL1 Season launch
- 2 season passes to all NBL1 home games
- Logo on Hawks Website with click through to your site
- Social Media announcement
- Introduction in the Hawks newsletter

**\$2000 + GST**



# DECAL PARTNERS

## VISIBLE VIA NBL1 LIVESTREAM

DECAL PLACEMENT	INVESTMENT (PER DECAL)	
MID COURT 2X1M	\$2,000 +GST	
MID COURT 2X1M	\$2,000 +GST	
FREE THROW CIRCLE	\$2,000 +GST	<b>SOLD</b>
FREE THROW CIRCLE	\$2,000 +GST	<b>SOLD</b>
CHARGE CIRCLE	\$1,000 +GST	
CHARGE CIRCLE	\$1,000 +GST	

All Partners receive:

- 2 season passes to all NBL1 home games
- Invitation for 2 people to the Hawks NBL1 Season launch
- Logo on Hawks Website with click through to your site
- Social Media announcement
- Introduction in the Hawks newsletter



# GAME NIGHT SPONSOR

Game Night Sponsors receive:

- Opportunity to have naming rights to 1 game night
- Logo on all advertising for your game night
- 20 Complimentary passes to your game night
- Logo in NBL1 game night program
- Announcement on Hawks Website for your game night
- Social Media posts and promotion for your game night
- Special on court promotion opportunity for your game night
- Minimum of 4 announcements during your game

**\$1,000 + GST each - 11 games available**



# HOOP BASE SPONSOR

Hoop Base Sponsors receive:

- Logo on base of hoop padding
- 2 season passes for all NBL1 home games
- Invitation for 2 people to the Hawks NBL1 Season launch
- Logo in NBL1 game night home game programs
- Logo on Hawks Website with click through to your site
- Social Media announcement
- Introduction in the Hawks newsletter

**\$2,500 + GST each - 2 available**





# WABL TEAM PARTNERSHIP

The WABL competition is our state-wide premier junior development competition and extends from April through to September. The Perry Lakes Hawks field teams from U12 years to U21 players and Championship Division. Our commitment is to develop junior players and give them a pathway to play basketball at the highest possible level.

- Logo placed on the back of each athlete's warm-up top in the team (worn at all home and away games)
- Social Media announcement with all other WABL Partnerships
- Logo placement on Hawks Website



**\$1,500 + GST per team per annum**



# IN-KIND PARTNERSHIPS

We would love the opportunity to discuss the customisation of our packages to ensure the most benefit to your organisation and ours.

## SOME SUGGESTIONS

- After match catering
- Printing - posters/other promotional material
- Accommodation for teams on road trips
- Travel carrier for road trips
- Raffle/game night prizes and give-aways
- Player of the game awards



\*All signage production costs are the responsibility of the purchaser.

# HAWKS NBL1-WEST MEMBERSHIPS



Scan to Sign Up

## Hawks White Membership \$120

- Entry to all regular season home games
- Entry to all home game finals (excluding Grand Final)
- Priority access to Grand Final tickets \*
- Hawks Lanyard
- Fixture Magnet
- Hawks Sticker
- Hawks Signed Team Poster

## Hawks Blue Membership \$150

- Reserved Member seating area
- Entry to all regular season home games
- Entry to all home game finals (excluding Grand Final)
- Priority access to Grand Final tickets \*
- Hawks Lanyard
- Fixture Magnet
- Hawks Sticker
- Hawks Signed Team Poster
- Hawks T-Shirt
- Hawks Shop \$10 off voucher

## Hawks Family Membership \$300

- Season passes for 2 Adults/2 Children
- Reserved Member seating area
- Entry to all regular season home games
- Entry to all home game finals (excluding Grand Final)
- Priority access to Grand Final tickets \*
- Hawks Lanyards
- Fixture Magnet
- 4 x Hawks Stickers
- Hawks Signed Team Poster
- Hawks T-Shirts
- 2 x Hawks Shop \$10 Off Vouchers

**Secure your membership**

[www.trybooking.com/1150644](http://www.trybooking.com/1150644)

\* If Hawks qualify



# CONTACT OUR SPONSORSHIP TEAM

**Join the Hawks Family Contact Us Today**



[hawks@hawksbasketball.com.au](mailto:hawks@hawksbasketball.com.au)

