



# KEILOR BASKETBALL ASSOCIATION

NBL1 SPONSORSHIP  
2024-25

Your Key to the **north west**



# More Than Just Basketball

"More Than Just Basketball: The Keilor Basketball Association's Community-Centric Approach"

The Keilor Basketball Association (KBA) is dedicated to fostering, coordinating, and advancing competitive basketball within Melbourne's North West. As a cornerstone in our community, boasting more than 8,000 members, we take pride in being a leading association in Victoria. Our commitment extends beyond the courts, as we actively engage with and serve our vibrant community.

With a robust membership base and an impressive annual footfall of over 880,000 individuals, we stand as a central hub for basketball enthusiasts and community members alike. As one of the largest associations in the region, we provide unparalleled opportunities for potential sponsors to align their brands with a dynamic and influential community.

Recognising the symbiotic nature of sponsor relationships, we are enthusiastic about collaborating with sponsors to optimise their Return on Investment (ROI). Our goal is to forge enduring partnerships, ensuring a mutually beneficial and positive association. Join us in not only supporting competitive basketball but also contributing to the thriving community spirit that defines the Keilor Basketball Association.



Essendon MG

# KEILOR BASKETBALL ASSOCIATION PATHWAY

Catering to individuals of all abilities and spanning ages from 5 to active adults in their 70s, the Keilor Basketball Association (KBA) stands as a dynamic cornerstone for the basketball community.

Our inclusive programs are designed to provide meaningful opportunities for everyone, ensuring a welcoming space where diverse talents can thrive.

Whether you aspire to be a player, share your expertise as a coach, contribute as an official, or dedicate your time as a volunteer, there are myriad ways for over 8,000 individuals to proudly call Keilor Basketball Association their home. Our commitment extends beyond age and ability, fostering a sense of community and shared passion.

Notably, our association boasts robust senior and junior competitions, reflecting our dedication to providing strong and competitive platforms for players of all levels. Join us in shaping a basketball community that celebrates diversity, inclusion, and the love for the game across generations and abilities.

Beginner  
Program

Junior  
Competition

Junior  
Representative Program

Senior Program



Junior Club  
Senior Club



# 2024 KBA HIGHLIGHTS



NEWS

## COACH OF THE YEAR RE-SIGNS FOR 2025

### NBL1 Women's Coach of the Year

In Kristi Harrower's first year as Head coach, she led the Thunder Women's team to a Grand Final and was recognised as the NBL1 South Coach of the Year. We are thrilled to have the previous WNBL and World Champion back on board for another season.



### NBL1 Women's Most Valuable Player

In Isabelle's first year at Keilor and first in the NBL1 South, she took out league MVP honours as she lead the Thunder to the Grand Final. We are thrilled to share Isabelle will be returning to the Thunder for season 2 in 2025.



NEWS

## ASH ARNOTT TO LEAD KEILOR THUNDER MEN




### Ash Arnott to Lead Men in 2025

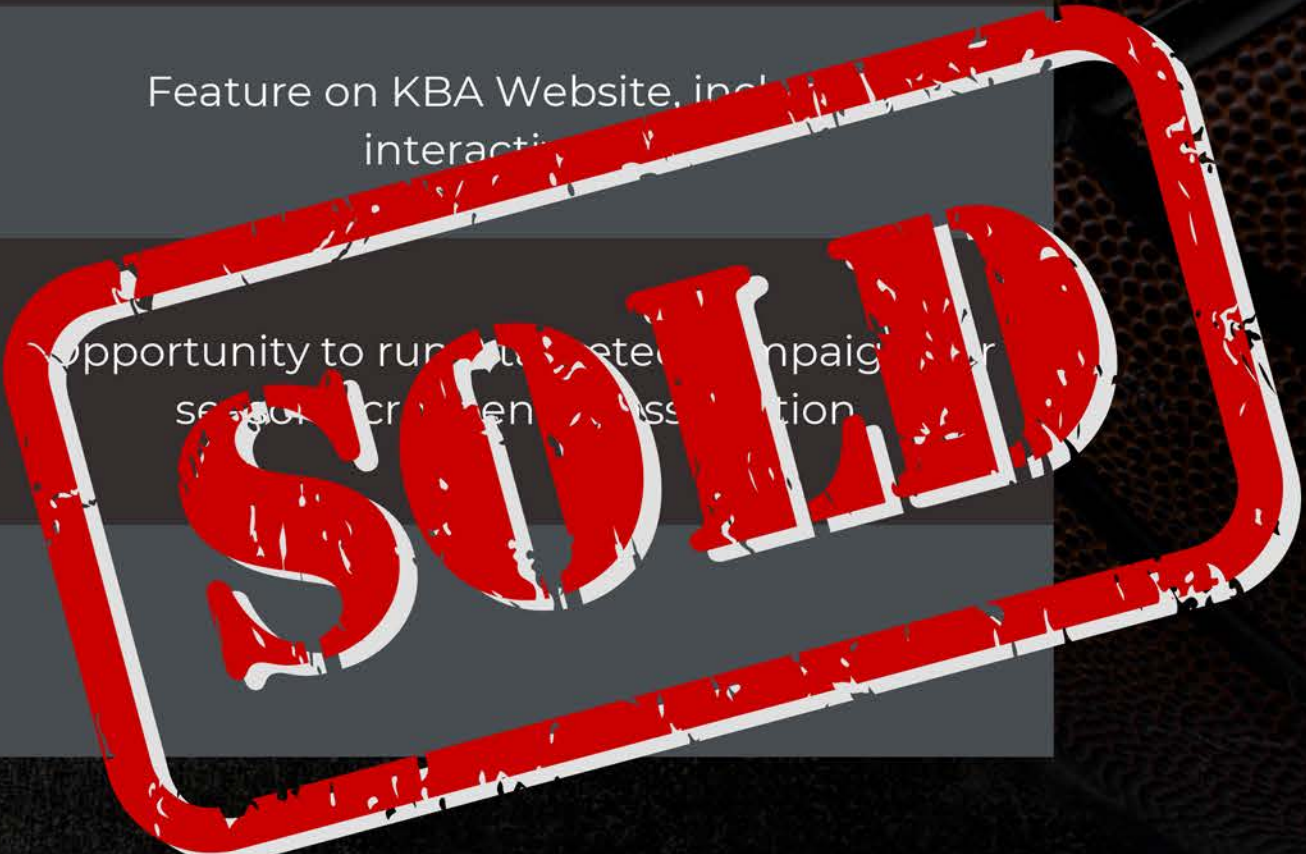
We are thrilled to have Ash Arnott joining the Keilor Thunder in 2025 as our Men's Head Coach.

Fresh off of a stint with Basketball Australia's Centre of Excellence, Ash kicks off a new era of Thunder Men's Basketball.

# Association Partner



 <b>General</b>	 <b>Game Day</b>	 <b>Online</b>
Recognised as Major Association Partner	Premium Sponsor box for all home games	Tagged in social media posts featuring NBL1 teams
Branding on back of NBL1 jerseys	Courtside Stadium Signage during NBL1 Home Games	Feature in Sponsor Marketing Email
Prominent courtside branding	Announcement Sponsorship during NBL1 Home Game	Feature prominently in Monthly Club Newsletter
Permanent signage above show court: 2400mm x 1200mm	Feature in NBL1/Big V Home Game Booklet	Feature on KBA Website, including interactive content
Invitation to all KBA Sponsor events	8 Season Big V Youth League Tickets	Opportunity to run a targeted campaign for season ticket renewal and association
Branding on back of Youth League jerseys	Game Break Branded Activity	



# NBL1 Automotive Partner



## General



## Game Day



## Online

Recognised as NBL1 Automotive Partner

Premium Sponsor box for all home games

Tagged in social media posts featuring NBL1 teams

Branding on front of NBL1 jerseys

Courtside Stadium Signage during NBL1 Home Games

Feature in Sponsor Marketing Email

Prominent courtside branding

Announcement Sponsorship during NBL1 Home Game

Feature prominently in Monthly Club Newsletter

Permanent signage above show court:  
2400mm x 1200mm

Feature in NBL1/Big V Home Game Booklet

Feature on KBA Website, including interactive

Invitation to all KBA Sponsor events

8 Season Big V Youth League Tickets

Opportunity to run a targeted campaign for season or a general association




Branding on front of Youth League jerseys

Game Break Branded Activity



# NBL1 Men's Naming Rights



 <b>General</b>	 <b>Game Day</b>	 <b>Online</b>
Recognised as Major NBL1 Partner	Premium Sponsor box for all home games	Tagged in social media posts featuring NBL1 teams
Branding on back of NBL1 Men's jersey	Courtside Stadium Signage during NBL1 Home Games	Feature in Sponsor Marketing Email
10 Appearance or Coaching Hours of two NBL1 Players.	Announcement Sponsorship during NBL1 Home Game	Feature prominently in Monthly Club Newsletter
Permanent signage above show court: 2400mm x 1200mm	Feature in NBL1/Big V Home Game Booklet	Feature on KBA Website, including interactive content
Invitation to all KBA Sponsor events	8 Season Big V Youth League Tickets	Opportunity to run targeted campaign season for men's association
Branding on back of Youth League Men's jersey.	Game Break Branded Activity	



# NBL1 Women's Naming Rights



## General



## Game Day



## Online

Recognised as Major NBL1 Partner

Premium Sponsor box for all home games

Tagged in social media posts featuring NBL1 teams

Branding on back of NBL1 Women's guernsey

Courtside Stadium Signage during NBL1 Home Games

Feature in Sponsor Marketing Email

10 Appearance or Coaching Hours of two NBL1 Players.

Announcement Sponsorship during NBL1 Home Game

Feature prominently in Monthly Club Newsletter

Permanent signage above show court: 2400mm x 1200mm

Feature in NBL1/Big V Home Game Booklet

Feature on KBA Website, including interactive content

Invitation to all KBA Sponsor events

8 Season Big V Youth League Tickets

Opportunity to run targeted campaign season for women's association

Branding on back of Youth League Women's jersey.




Game Break Branded Activity

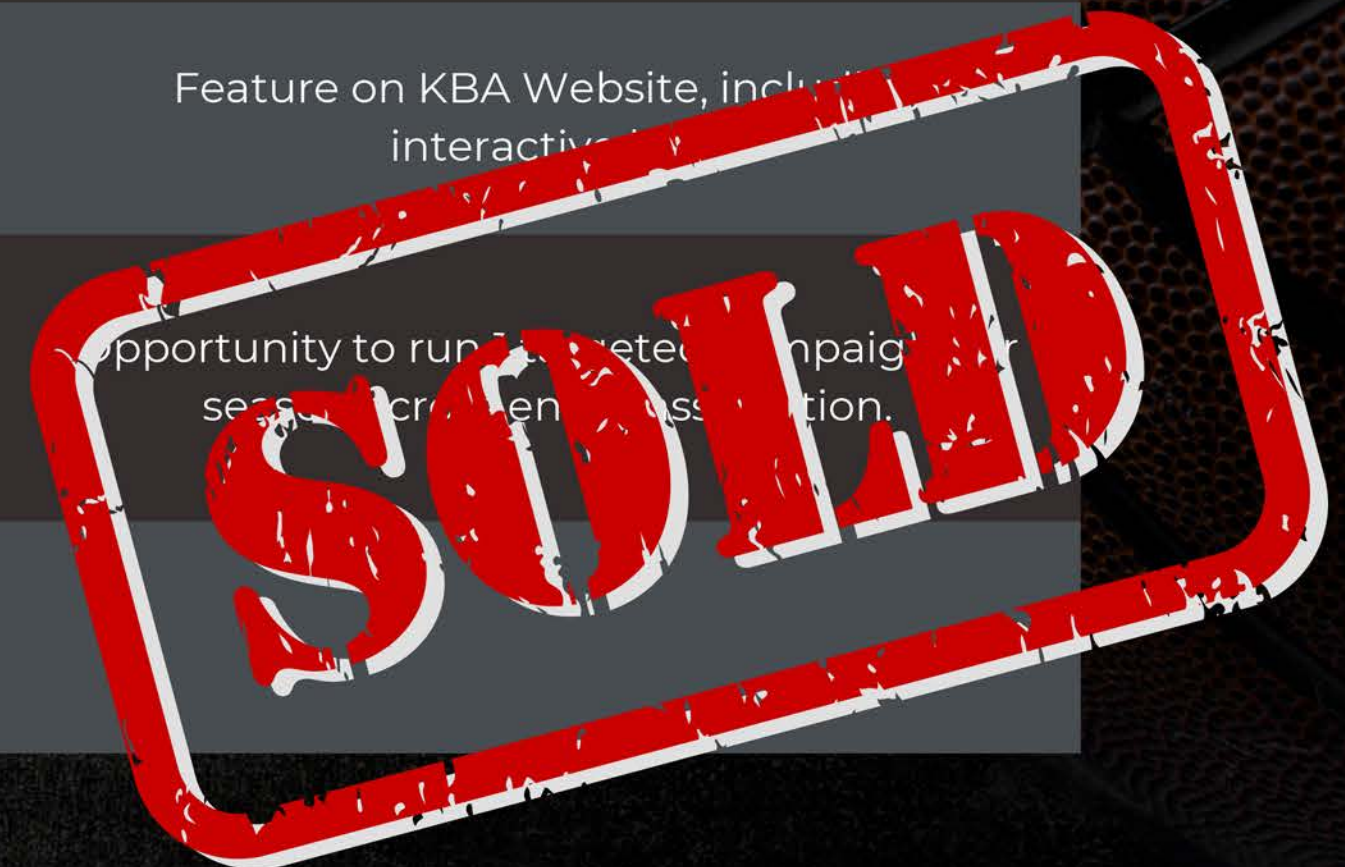




# NBL1 Major Partner - Two Available






 <b>General</b>	 <b>Game Day</b>	 <b>Online</b>
Recognised as Major NBL1 Partner	Premium Sponsor box for all home games	Tagged in social media posts featuring NBL1 teams
Branding on front of NBL1 Men's and Women's shorts	In Stadium Signage during NBL1 Home Games	Feature in Sponsor Marketing Email
7 Appearance or Coaching Hours of two NBL1 Players.	Announcement Sponsorship during NBL1 Home Game	Feature prominently in Monthly Club Newsletter
Permanent signage above show court: 2400mm x 1200mm	Feature in NBL1/Big V Home Game Booklet	Feature on KBA Website, including interactive content
Invitation to all KBA Sponsor events	8 Season Big V Youth League Tickets	Opportunity to run targeted campaign across membership association.
Branding on front of Youth League Men's and Women's shorts	Game Break Branded Activity	



# NBL1 Minor Partner - \$15,000 - Two available



 <b>General</b>	 <b>Game Day</b>	 <b>Online</b>
Recognised as Minor NBL1 Partner	8 Tickets for all NBL1 Home Games	Tagged in social media posts featuring NBL1/Youth League teams
Branding on back of NBL1 Men's and Women's shorts	In Stadium Signage during NBL1 Home Games	Feature in Sponsor Marketing Email
5 Appearance or Coaching Hours of two NBL1 Players.	Announcement Sponsorship during NBL1 Home Game	Feature in Monthly Club Newsletter
Permanent signage above show court: 2400mm x 1200mm	Feature in NBL1/Big V Home Game Booklet	Feature on KBA Website, including interactive link
Invitation to all KBA Sponsor events	8 Season Big V Youth League Tickets	4 Designated social media posts during season
Branding on back of Youth League Men's and Women's shorts		Opportunity to run 1 targeted campaign across entire association per season.

# Showcourt Naming Rights - \$15,000



## General, Branding and Gameday



## Online

Permanent branding on Court 1 shot Clocks

8 Season tickets for all NBL1 Season

Tagged in social media posts featuring NBL1/Youth League teams

Permanent branding on Court 1 scoreboards

Invitation to all sponsors events

Feature in Sponsor Marketing Email

On court decal on baseline

8 Season tickets for Youth League Season

Feature in Monthly Club Newsletter

End of season awards presented on behalf of sponsor.

5 Appearance or Coaching hours of two NBL1 players

Feature on KBA Website, including interactive link

Permanent signage above show court:  
2400mm x 1200mm

Naming rights to stadium show court in NBL1 fixture

2 designated social media posts during season

Large permanent graphic above southern basket

Permanent decal on show court backboards



# NBL1 Men's Coaching Sponsor



## General



## Game Day



## Online

Branding on NBL1 Coaches polo, training and pre-game gear.

Permanent signage above show court: 2400mm x 1200mm

Tagged in all social media posts featuring coaching staff.

1 Appearance or coaching session from NBL1 coaching staff member.

Feature in NBL1 Home Game Booklet

Feature in Sponsor Marketing Email

Invitation to all KBA Sponsor events.

4 Season NBL1 Tickets

Feature in Monthly Club Newsletter

Invitation to KBA Business Network program Launching in October 2024

4 Season Big V Youth League Tickets

Feature on KBA Website including interactive link.

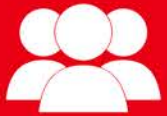


Branding on Youth League Coaches polo, training and pre-game gear.

Announcement of Sponsorship during NBL1 Home Game






# NBL1 Women's Coaching Sponsor - \$4,000



	<b>General</b>	 <b>Game Day</b>	 <b>Online</b>
	Branding on NBL1 Women's Coaches polo, training and pre-game gear.	Permanent signage above show court: 2400mm x 1200mm	Tagged in all social media posts featuring coaching staff.
	1 Appearance or coaching session from NBL1 coaching staff member.	Feature in NBL1 Home Game Booklet	Feature in Sponsor Marketing Email
	Invitation to all KBA Sponsor events.	4 Season NBL1 Tickets	Feature in Monthly Club Newsletter
	Invitation to KBA Business Network program Launching in October 2024	4 Season Big V Youth League Tickets	Feature on KBA Website, including interactive link.
	Branding on Youth League Coaches polo, training and pre-game gear.	Announcement of Sponsorship during NBL1 Home Game	

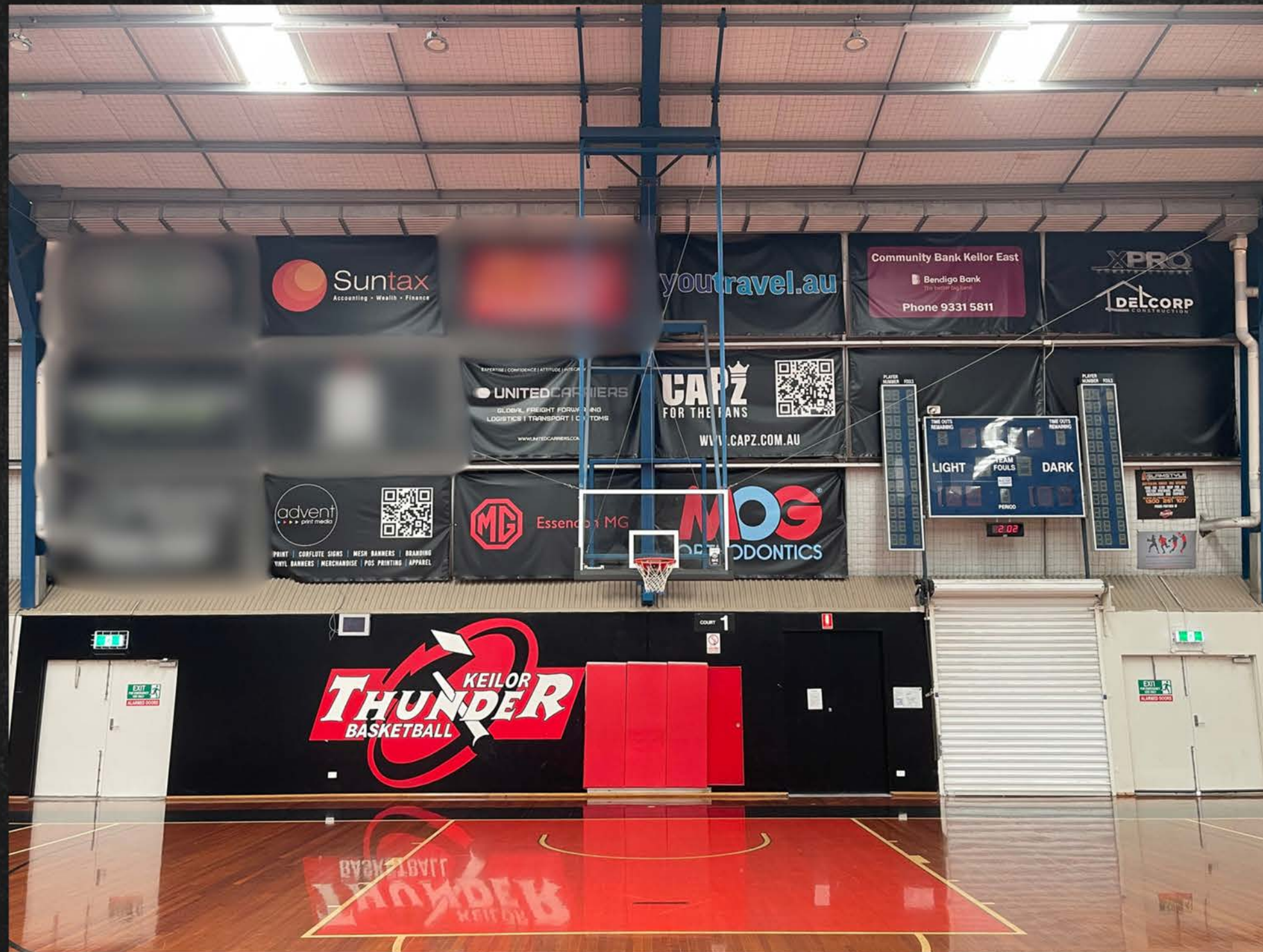
# NBL1 Player Sponsorship \$500 - \$5,000



	<b>General</b>	 <b>Game Day</b>	 <b>Online</b>
	Branding on NBL1 Player Warm-Up and Training Gear.	In Stadium Signage during NBL1 Home Games	Tagged in all social media posts featuring sponsored player.
	5 Appearance or Coaching Hours of Sponsored NBL1 Player.	Feature in NBL1 Home Game Booklet	Feature in Sponsor Marketing Email
	Invitation to all KBA Sponsor events.	8 Season NBL1 Tickets	Feature in Monthly Club Newsletter
	Invitation to KBA Business Network program Launching in October 2024	8 Season Big V Youth League Tickets	Feature on KBA Website, including interactive link.
		Announcement of Sponsorship during NBL1 Home Game	Feature in two designated social media posts. Announcement of player and player spotlight post.



# Show-court Signage - \$2,500



Permanent signage placed above the Keilor Basketball Association Show-court in prime position.

Signage displayed for the entirety of 2025, visible throughout NBL1 & Youth League season, but also displayed proudly with key visibility for the nearly half a million annual visitors.



# KEILOR BASKETBALL ASSOCIATION

NBL1 SPONSORSHIP 2024-25 Season

Your Key to the **north west**

## CONTACT US

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