

# PARTNERSHIP PROPOSAL 2024





# RINGWOOD BASKETBALL

## THE HOME OF THE HAWKS



The Ringwood Basketball Association is the biggest sports organisation in Ringwood by far.

There are over 3500 Basketballers in our Association and there are not many families who haven't visited the Rings Stadium, the Home of the Hawks.

The Hawks are the highest profile sporting team in the area and the senior teams play in the NBL1 competition, the second highest in Australia.

Our Club is incredibly active in the Community with our American players visiting schools and hospitals across the Maroondah.

We are proud of our Club and the impact we have in Maroondah but we need your help.



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# SCHOOLS and COMMUNITY PROGRAM



The Ringwood Hawks are very proud of their work in the community and our "Schools and Community Program" is well known throughout Maroondah. Our Club is the only Community Association that runs a program of this sort and is totally funded by our Club's members.

Each week Hawks players head out to schools and run basketball sessions at primary schools. We teach the kids some basketball skills and also talk to them about healthy eating and staying fit. The Club have also been able to donate basketballs to schools for use in their sports programs.

Last year the Hawks attended 16 schools, 2 hospitals and visited sick/injured kids at their homes to brighten their day. The Club also supported a little known charity called the Aussie Clubfoot Kids, and helped raise awareness and provided support to the families who have children effected by this disability.



The Hawks are PROUD of their positive impact on the kids and on our Community,

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# NBL1

## AUSTRALIA'S LEAGUE

The Ringwood Hawks are a member of the no.1 winter Basketball League in Australia called NBL1.

There are teams based all over Australia in different divisions but the Hawks are in the South Conference which is widely regarded as the best.

The Hawks Women were the NBL1 South champions in 2022.

LIVE STREAMING  
ACROSS  
THE WORLD  
*Kayo*

### NBL1 SOUTH 2023

#### SEASON STATS


**STREAMING:**  
**44% INCREASE YOY**  
#1 WATCHED CONFERENCE FOR STREAMING  
- FOLLOWED BY NBL1 NORTH

**WEBSITE:**  
ACROSS NBL1.COM.AU/SOUTH

VIEWS	USERS
1,676,039	202,995

**55% INCREASE YOY**

**NBL1 SOUTH CROWD ATTENDANCE:**  
2022 WOMEN 79,387 MEN 108,654 TOTAL 188,041  
2023 WOMEN 100,222 MEN 132,066 TOTAL 232,288  
**24% INCREASE YOY**



Our American and International players are popular thanks to the work they do in the Maroondah community.

The Hawks will face teams from Tasmania, Bendigo, Ballarat, Keilor, Geelong and Mount Gambier in 2024.

The Hawks are the only Ringwood based team to be playing

in a National competition.

### NBL1 SOUTH 2023

#### SEASON STATS

**SOCIAL NUMBERS:**

FACEBOOK

REACH	PAGE VISITS	VIDEO VIEWS
139,600	50,000	21,100

INSTAGRAM

REACH	PROFILE VISITS	VIDEO VIEWS
132,200	64,000	2.1M

**BROADCAST:**

TOTAL SESSIONS	MINUTES WATCHED	HOURS WATCHED
954,819	20,258,673	337,645



### 66 MILLION +

IMPRESSIONS ACROSS THE 2023 NBL1 SEASON  
78% GROWTH ON 2022

ACROSS NBL1 STREAMING, APP, WEBSITES AND SOCIAL MEDIA





# TOURNAMENTS

## JUNIOR TOURNEYS IN RINGWOOD

There are some massive junior Basketball tournaments held in Ringwood that bring people from all over Australia.

The Australia Day weekend is one of the worlds largest tournaments with 1500 teams decending on Eastern Melbourne and filling our stadiums with thousands of players and spectators

The Queens Birthday tourney is another massive event bringing the best junior teams from all over Australia to the Ringwood area.

Our Stadiums have approximately 600,000 attendees per year making them one of the most visited venues in Maroondah.

The Ringwood Basketball Association is easily the biggest sporting Club in. Maroondah.



## MEMBERSHIP CARDS

### GAME ENTRY AND MORE

Each year the Hawks produce 2000 member cards that have a duel purpose.

Apart from giving families free entry in to NBL1 games, the back of the card has Club Sponsors logos. Some sponsors offer a 10% when a member shows their card..

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# SIGNAGE

## COURTSIDE and WALL 2024



### SIGNAGE

\*A Frame signage options in TV arc for all home games.



600 (H) x 1200 (W)

Design by Sponsor

\*Fixed stadium signage at the Rings stadium. 1200 x 2400 x 1.  
Signage displayed for a full 12 month period.





# HOW WE ROLL

## HAWKS PARTNERSHIPS 2024



### Hawk Talk Magazine

\*Advertising in our Home Game Program which is available on line and also in hard copy at NBL1 games.



### The Big Screens

\*We can run your company logo or even a television style commercial on our big screen stadium tv's. The Norwood screen is 6 metres wide and looks amazing on game night.



### Social Media and Website

\*Advertising on the Clubs 4 social media sites.

Our social pages are full of people from around the Ringwood/Maroondah area.



Regular social media post available for special promotions.

\*Hawks website advertising via the [www.nbl1.com.au](http://www.nbl1.com.au).

### Home In-game Promotions

\*Public Announcement ingame read 6 times during all home games for all 2024 NBL1 home games.

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# NAMING RIGHTS



- ◆ 2 x 3.6m x 1.2m signs displayed at Maroondah Stadium in prime position for 12 months
- ◆ The Ringwood <<Your Name Here>> Hawks will carry your name for the 2019 season
- ◆ Full page advertising in all Hawks home programmes and publications
- ◆ Full colour framed team photo for display in your business
- ◆ Invitation to all Club functions (2 tickets) including post game functions with players
- ◆ 10 x fully transferable season tickets
- ◆ Extensive advertising on the Hawks website: [www.ringwoodhawks.com.au](http://www.ringwoodhawks.com.au)
- ◆ Advertising on Hawks Facebook page plus 1 x Facebook advertising promotion every 2 weeks
- ◆ Sponsors only networking opportunity - 3 x designated Home Games each year including free drinks

## GOLD PACKAGE



\$6000

- ◆ 2 x 2.4m x 1.2m signs displayed at Maroondah Stadium in prime position for 12 months
- ◆ Full page advertising in all Hawks home programmes and publications
- ◆ Full colour framed team photo for display in your business
- ◆ Invitation to all Club functions (2 tickets) including post game functions with players
- ◆ 6 x fully transferable season tickets
- ◆ Extensive advertising on the Hawks website: [www.ringwoodhawks.com.au](http://www.ringwoodhawks.com.au)
- ◆ Advertising on Hawks Facebook page plus 1 x Facebook advertising promotion every 3 weeks
- ◆ Sponsors only networking opportunity for 2 people - 3 x designated Home Games each year including free drinks
- ◆ 2 x Ringwood Hawks team t-shirts

## SILVER PACKAGE



\$4000

- ◆ 1 x 2.4m x 1.2m sign displayed at Maroondah Stadium in prime position for 12 months
- ◆ 3/4 page advertising in all Hawks home programmes and publications
- ◆ Full colour framed team photo for display in your business
- ◆ Invitation to all Club functions (2 tickets) including post game functions with players
- ◆ 6 x fully transferable season tickets
- ◆ Extensive advertising on the Hawks website: [www.ringwoodhawks.com.au](http://www.ringwoodhawks.com.au)
- ◆ Advertising on Hawks Facebook page plus 1 x Facebook advertising promotion every 4 weeks
- ◆ Sponsors only networking opportunity for 2 people - 3 x designated Home Games each year including free drinks
- ◆ 2 x Ringwood Hawks team t-shirts



## BRONZE PACKAGE



\$2500

- ◆ 1 x 2.4m x 1.2m sign displayed at Maroondah Stadium in prime position for 12 months
- ◆ 1/2 page advertising in all Hawks home programmes and publications
- ◆ Full colour framed team photo for display in your business
- ◆ Invitation to all Club functions (2 tickets) including post game functions with players
- ◆ 6 x fully transferable season tickets
- ◆ Extensive advertising on the Hawks website: [www.ringwoodhawks.com.au](http://www.ringwoodhawks.com.au)
- ◆ Standard logo advertising on Hawks Facebook page plus 1 x Facebook advertising promotion every 6 weeks
- ◆ Sponsors only networking opportunity for 2 people - 3 x designated Home Games each year including free drinks
- ◆ 2 x Ringwood Hawks team t-shirts

## SIGNAGE



\$750

- ◆ 1 x 2.4m x 1.2m sign displayed at Maroondah Stadium in prime position for 12 months
- ◆ 1/4 page advertising in all Hawks home programmes and publications
- ◆ Full colour framed team photo for display in your business
- ◆ Invitation to all Club functions (2 tickets) including post game functions with players
- ◆ 4 x fully transferable season tickets
- ◆ Extensive advertising on the Hawks website: [www.ringwoodhawks.com.au](http://www.ringwoodhawks.com.au)
- ◆ Sponsors only networking opportunity for 2 people - 3 x designated Home Games each year including free drinks
- ◆ 2 x Ringwood Hawks team t-shirts

## Junior MEMBER



\$250

- 1 x Family Home Game Membership (2 Adults and 2 Kids)
- 1 x 2023 style Hawks NBL1 Jersey of your favourite Player
- 1 x Hawks Team poster signed by all Players
- Your name in the Hawks Game Day Program
- 1 x 45 minute Coaching session with an NBL1 Hawks player

**PLUS**

- 2 Free Finals tickets upon request





## SPONSORSHIP FORM

CONTACT NAME:

COMPANY NAME:

ADDRESS:

TELEPHONE:

EMAIL:

TYPE OF BUSINESS:

SPONSORSHIP PACKAGE SELECTED:

SIGNATURE:

Email [coach@ringwoodbasketball.com](mailto:coach@ringwoodbasketball.com)

**NOTE:** PLEASE FORWARD ALL SIGNAGE/ADVERTISING MATERIAL TO THE CLUB AT YOUR EARLIEST CONVENIENCE TO PROVIDE US ADEQUATE TIME FOR INSTALLATION.