



**BUSINESS
PARTNERSHIPS 2025**





ABOUT WEST ADELAIDE BASKETBALL - WEST IS BEST!

Founded in 1946, the West Adelaide Bearcats Basketball Club is the **largest and most successful basketball club in Adelaide's western suburbs and indeed the State.**

We are a genuine **PATHWAY CLUB**, catering for **all ages, genders and abilities - from beginners to elite.** We currently have more than **90 teams** and **over 800 players, from under 8s right through to NBL1 Central**, the elite State League competition.

Traditionally successful at the top level, we won the **NBL1 Central Men's title** in 2023 after having won the **NBL1 Women's title** in 2022. We have more State League Men's Premierships than any other club. Our junior playing numbers of both boys and girls keep increasing every year as the popularity of basketball skyrockets. Off court the Bearcats have one of the strongest and most loyal supporter bases in South Australia.

Our club demographic is predominantly **young families.** Our **footprint** runs through the western, beachside and portside suburbs of Adelaide from the Lefevre Peninsula through to West Lakes and Henley Beach, and north from Port Adelaide along the Expressway to north western suburbs like Mawson Lakes and Paralowie, covering some 250,000 people.

We play our games at the Port Adelaide Basketball Stadium, based in the Heart of **Port Adelaide**, the stadium hosts local and statewide competitions all year round, with thousands of visitors.

A unique "old school" venue, we are able to brand the stadium to highlight our history including our **28 State League Championships**, the **1982 NBL title**, and many **Australian and Olympic players, such as Rachel Sporn and Peter Ali** as well as our business partners through a range of signage and promotional opportunities.



MOST WATCHED, BEST SUPPORTED



West Adelaide is the most watched and best supported State League basketball club in SA.

No matter the size of your business, you could always do with more customers and find new ways to engage them.

The Bearcats are a great way to get your brand in front of thousands of people. Our aim is to connect you to our hundreds of families, members and supporters year round, while using your support to improve our facilities and programs. We have a range of ways to achieve this which are outlined in this pack.

No matter the size of your business, you can join a range of already highly-engaged Bearcat partners to promote your business and your brand, sell your products or services, and enjoy some great action-packed hospitality at an NBL1 game.

And if you have a junior player at the club we can also reduce fees and offer special training opportunities in any package.



In the past 2 seasons the Bearcats have had 17 games on Kayo Sports Freebies, and over 2 million minutes of live streaming viewing action.

Our Good Friday timeslot was the most watched in the NBL1 across the entire nation in 2023, with 13,600 unique viewers watching for 193,000 minutes.

BEARCATS BY THE NUMBERS



5.9k followers

FB reach 300k



3.2k followers

IG reach 49.5k



NBL1 - 2 elite senior teams

Nation wide competition

9 regular season home games

SA's **largest** in person crowds.



2 million documented minutes of viewing of livestream in 2023*/2024

#1 **most watched online** club in SA*



PLAYERS - 90 Bearcats Teams

800+ Junior & Senior Players



STADIUM - **200,000** visitors annually

via weekly competitions, Aussie Hoops clinics and carnivals



CLUB DATABASE - **2850 Contacts**

including current players and families, past players and sponsors



OUR 2025 BUSINESS PARTNERSHIP PACKAGES

Our 'Platinum', 'Premiership' & 'Balcony' partners have exclusive naming and signage rights (including exclusive rights to all the large floor, sideline and wall signage prominent on NBL1 telecasts), as well as inbuilt hospitality packages and access to unique promotional opportunities across the club.

PLATINUM PARTNERS (\$12,500 + GST)

*Prominent Show Court floor signage, **Prominent** NBL1 uniform branding, top tier NBL1 hospitality, plus more*

PREMIERSHIP CLUB PARTNERS (\$10,000 + GST)

Show Court floor and wall signage spots, NBL1 team uniform branding, NBL1 hospitality

BALCONY CLUB PARTNERS (\$5,000 + GST)

NBL1 Sideline and wall signage visible on live stream, NBL1 hospitality

COURT ONE WALL SIGNAGE SPONSORS (\$3,500 + GST)

Show Court wall signage visible on live stream, NBL1 hospitality

STADIUM WALL SIGNAGE SPONSORS (\$2000 + GST)

*Large signage **NOT** visible on NBL1 live streams, NBL1 hospitality*

PORTABLE GRANDSTAND SIGNAGE SPONSORS (\$1,500 + GST)

Back of grandstands signage - visible on NBL1 live stream, NBL1 hospitality

NBL1 PLAYER SPONSORS (\$700 inc GST)

*Junior players Fee Relief can be added or included to packages by negotiation.
All our packages are fully customisable to suit your particular business needs or interests.
See the pages that follow for package options.*



2025 NBL1 GAME NIGHT HOSPITALITY



Included as part of our top-tier signage/branding packages

- Corporate hospitality passes at one Bearcats NBL1 home game of your choice (Number of corporate passes vary per package)
- Each corporate hospitality pass includes 3 hour drinks package (Package covers both Men's and Women's games)
- Client hosting & networking opportunities in prime viewing area on the raised balcony bar
- Add additional guest(s): \$85 each (plus GST)



**Or purchase a group package
as a stand-alone option**

**\$900 (plus GST) per match
for group of 10**



PLATINUM, PREMIERSHIP OR BALCONY CLUB PACKAGES

Exclusive Opportunities available only to Platinum, Premiership Club and Balcony Club packages. Signage locations and partnership duration by negotiation.

Show Court floor decals

Prominent floor signage seen on NBL1 live-streamed games (Keyways and Halfcourt)

Also seen by 200,000 stadium visitors annually.

Pirate Life, TAPS, Thorne and South Ave locked in for 25/26 - more available

NBL1 sideline and Show Court wall signage

Seen on live-streamed NBL1 home games - rotated sideline signs (strictly limited number) backed by permanent Show Court wall signage

NBL1 in game & club Activations

- Half-time promotions and activations (NBL1 Men's Game Halftime - SOLD)
- Stadium product displays, promotional nights
- Player event and promotion attendances

Exclusive Naming & Branding Rights

- Naming rights to one of the NBL1 teams including company logo on playing and NBL1 warm up uniforms (Platinum and Premiership Club packages only)
- Naming rights to our new High performance 3x3 training area including Keyway Signage
- Naming rights to Bearcats NBL1 home game rounds, including themed rounds (Good Friday, Anzac Day, First Nations Round)
- Naming Rights to Bearcats Home Stadium - Including External Signage (subject to council permission)

All signage will be produced, maintained and assembled by the Bearcats.



**JOIN HOUSEHOLD BRANDS
AS ONE OF OUR PLATINUM, BALCONY
OR PREMIERSHIP CLUB PARTNERS**



NBL1 NATIONAL Sponsors



PLATINUM, PREMIERSHIP OR BALCONY CLUB OPPORTUNITIES

Annual Mid-Year Junior Carnival NAMING RIGHTS

Running over four days in July each year - Hosted by the Bearcats, the Adelaide Midyear Junior Basketball Carnival is the only basketball tournament in South Australia that caters for lower division district teams.

With more than **150 teams and 1,250 players from all over South Australia** competing across multiple stadiums, the event provides a great opportunity for kids to experience carnival competition

Naming Rights SOLD for 25/26



Bearcats Junior Warm-Up Tops BRANDING AVAILABLE

Worn by over 700+ Junior Bearcat Players. A great way to get repeated brand exposure. Appearing in Basketball stadiums all across Adelaide and to interstate carnivals. Limited number of Sponsor positions available.



Junior Coaching Clinics EVENT AND PROGRAM NAMING RIGHTS AVAILABLE

The Bearcats deliver a number of grassroots Basketball development programs. Running all year-round, from beginner and domestic level through to District and High Performance. Make a direct impact in the community by sponsoring one of our programs or clinics, with many options from School holiday development clinics to "Girls Only" come and try sessions.

All NBL1 Central matches are live streamed in High Definition on the NBL1 app - with commentators, live stats and social media feeds. The NBL1 Central is part of the 74 Club NBL1 National Competition.



STADIUM SIGNAGE PACKAGES

PORTABLE GRANDSTAND SIGNAGE (\$1,500 + GST)

SIGNAGE FITTED TO BACK OF PORTABLE GRANDSTANDS (1400 x 700)

Grandstands placed on sideline at NBL1 games, rotating position each round. When not in use at NBL1 games, grandstands are located along courtside baselines all year round (currently limited to 16 portable grandstand signs)

OTHER STADIUM SIGNAGE OPTIONS -

(Not visible on the NBL1 live-stream, but are prominent within the stadium all year round)

3x3 HIGH PERFORMANCE TRAINING AREA SIGNAGE

Eye level wall and prominent keyway signage in our High Performance training area

COURT 2 & COURT 3 WALL SIGNAGE (\$2,000 + GST)

Baseline Wall Signage viewable within stadium (2400 x 1200)

STADIUM BACK WALL SIGNAGE (\$3,500 + GST)

Very large stretched Canvas Signage positioned up high on back wall (4.8m x 2m Approx) (multi year partnership deals required for back wall signs due to install costs)

ALL SIGNAGE SPONSORSHIPS INCLUDE -

Corporate Hospitality passes to Bearcats NBL1 home games of your choice, including drinks - from a prime viewing area - # tickets vary per package

Promotion of your business to our members via Sponsor recognition on our club website, direct emails, club newsletter and social media

Signage Costs of production and installation included

NBL1 PLAYER SPONSOR (\$700 Inc GST)

PLAYER / SPONSOR STADIUM DISPLAY PHOTOS

Framed photo of your player in the stadium entrance foyer, with your company's name/logo on display and sponsor recognition plaque for your business to display

NBL1 GAME NIGHT PA PROMOTIONS

Public announcement promoting your company during NBL1 Central home games

CORPORATE HOSPITALITY

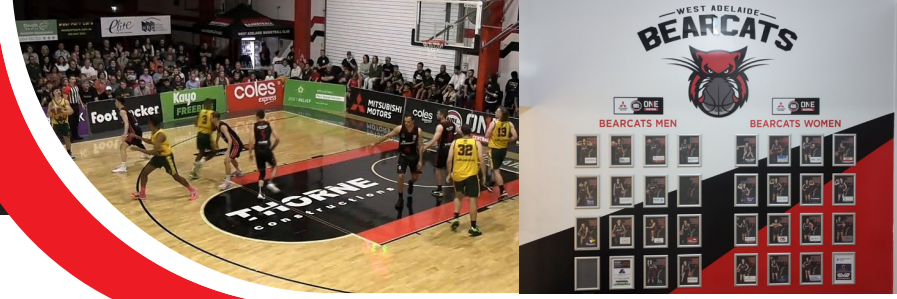
2 Corporate Hospitality passes to any Bearcats NBL1 home game.

PRODUCT & SERVICES WEB DIRECTORY

Business logo listed on our website in our Product and Services Sponsor Directory

NBL1 PLAYER SUPPORT

Your support will provide a ticket to our end of season senior presentation dinner and the NBL1 Halls Wollacott Medal event for your supported player



CONTACT US TODAY



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westbearcats.net



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The West Adelaide Bearcats acknowledge the land that we train and play on is the traditional lands of the Kurna people. We acknowledge the Kurna people as the custodians of the Adelaide region, respect their spiritual relationship with their country, and that their cultural and heritage beliefs are still as important to the living Kurna people today.



