Launceston Basketball Association
Sponsorship 2019/2020
www.launcestonbasketball.com.au

About the LBA

The Launceston Basketball Association was created in November 2016 with the merger of the Launceston Junior Basketball League, Launceston Senior Basketball League, Northern Baptist Basketball Association and the Northern Tasmanian Basketball Officials Association.

The association is the largest by member number in Tasmania with 1850 members and has website traffic of over 80,000 hits per month.

The representative teams of the LBA are the Launceston Lightning that play state-wide, the LBA also have strong ties to the Launceston NBL1 Women's team - Launceston Tornadoes.

Opportunities

The LBA is able to offer tailored sponsorship solutions to your organisation to ensure you get the best return for your investment in the local basketball community.

Merchandise Purchases

Sponsors can purchase merchandise for the LBA with their logo prominently displayed such as;

- Hooded jumpers
- Warm up tops
- Reversible training singlets
- Headwear
- Players gameday bags
- Drink bottles
- Key chains
- Uniforms
- Stadium seat cushions

Corporate Support

Sponsors can purchase or offer corporate services, with their logo prominently displayed online and in our office such as;

- Stationary
- Electronic equipment (iPads, computers, phones)
- Infrastructure (water cooler)
- Banking services
- Insurance services
- Financial services
- Legal services
- 2nd hand clothing / shoe register

Packages

Association Naming Rights Sponsor $3000

- Business name before association name on all online and offline material
- Company listed on all website and email communications
- Logo prominently featured next to logo
- Verbally mentioned at all events
- Boosted posts of 10 times a year on Facebook
- Prominent signage within Elphin Sports Centre
- 10 free passes to Grand Final night

Division Naming Rights Sponsor (Junior) $200

- Name a junior division with your company name
- Company listed on all website and email communications
- Company listed on noticeboard in prominent location at Elphin Sports Centre
- Facebook promotion 5 times a year at time nominated by sponsor
- Portable signage at gameday entrance

Division Naming Rights Sponsor (Senior) $500

- Name a junior division with your company name
- Company listed on all website and email communications
- Company listed on noticeboard in prominent location at Elphin Sports Centre
- Promotion during finals series with attendance of over 600 people
- Facebook promotion 5 times a year at time nominated by sponsor
- Five free passes into Grand Final night
- Portable signage at gameday entrance

Website Promotion $400

- Logo featured on our website with over 80,000 hits a month
- Facebook promotion 3 times a year at time nominated by sponsor
- Two free passes into Senior Grand Final night

Contact

To take advantage of these great opportunities or discuss your own personalized sponsorship solution, please contact;

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