



# BYRON BAY BASKETBALL



# 2026 SPONSORSHIP PROPOSAL

BYRON BAY BASKETBALL JUNIOR REPRESENTATIVE PROGRAM



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# 2026 SPONSORSHIP PROPOSAL

## SUPPORTING BYRON'S NEXT GENERATION OF ATHLETES

Byron Bay Junior Representative Basketball provides high-performance development opportunities for committed junior athletes competing across regional and metro NSW.

Each season, our athletes represent Byron Bay in regional and state competitions, training consistently and travelling extensively throughout the year.

The Byron Beez representative program has a rich history of *'punching well above our weight'* in representative basketball. See just some of our incredible Byron Beez alumni [here](#).

We are seeking aligned community partners to help reduce financial pressure on families and strengthen access to elite development pathways.





**BYRON BAY BASKETBALL**

# WHY THIS MATTERS

Basketball is one of Australia's fastest-growing participation sports.

- Over 1.3 million Australians participate in organised basketball annually.
- Junior participation continues to rise, particularly in regional communities.
- Research shows young people involved in organised sport are:
  - More likely to develop leadership skills
  - More resilient under pressure
  - More socially connected
  - More likely to complete secondary education

Representative-level sport accelerates these outcomes - but it also increases financial demand on families.

## THE FINANCIAL REALITY

Representative sport requires significant investment.

Average seasonal cost per athlete:

- Program fees: ~\$1,200
- Travel & accommodation: \$800-\$2,000+
- Uniforms & equipment: Additional

Total seasonal commitment: \$2,000-\$3,000+ per athlete

Regional programs face higher travel expenses due to limited local facilities. With only two courts available locally, Byron Bay Junior Representative players must travel to compete - increasing accommodation and transport costs for families.

Our goal:

**Ensure committed athletes are not excluded due to financial barriers.**





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# WHERE SPONSORSHIP FUNDING GOES

## COMMUNITY PARTNERSHIP FUNDING DIRECTLY SUPPORTS:

- Competition entry fees
- Court hire and referees
- Coaching accreditation & development
- Training equipment
- Travel assistance
- Athlete scholarship support

Every dollar invested reduces the burden on local families and strengthens access to performance sport.

## OUR COMMUNITY REACH

While we do not host home games due to facility limitations, our exposure extends well beyond a single venue.

Our ecosystem includes:

- Representative athletes and their families travelling across regional and metro NSW
- Engaged social media audience
- Club email database
- Holiday clinics, skills camps & community fundraising events

Community sport sponsorship remains one of the **highest-trust forms** of local brand alignment.

Studies show:

- 78% of families prefer supporting businesses that invest in local youth sport.
- Community-aligned businesses experience stronger brand loyalty within their region.

**Your brand becomes associated with leadership, discipline, and youth development.**





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# WHY PARTNER?

## **PARTNERING WITH BYRON BAY JUNIOR REPRESENTATIVE BASKETBALL MEANS:**

- Aligning with motivated young athletes
- Supporting regional families
- Demonstrating visible community investment
- Strengthening local brand goodwill
- Investing in the future of Byron Bay youth

We are building *more* than basketball players.

**We are developing confident, resilient young leaders.**





# SPONSORSHIP OPPORTUNITIES & INCLUSIONS

## PLATINUM PARTNER

(LIMITED AVAILABILITY)

- Largest logo placement on warm up apparel
- Six dedicated social media posts
- Monthly sponsor recognition stories
- Prominent website placement
- Logo included in email communications throughout season
- Category exclusivity (where applicable)
- Recognition at team launch & presentation events
- End-of-season impact report

**\$5,000**

## GOLD PARTNER

- Prominent logo on warm up apparel
- Three dedicated social media posts
- Website listing with link
- Two newsletter sponsor features
- Recognition in season wrap-up report

**\$2,500**

## SILVER PARTNER

- Logo placement on warm up apparel
- Two social media acknowledgements
- Website sponsor listing
- End-of-season recognition

**\$1,000**

## COMMUNITY PARTNER

- Website listing
- Group social media thank-you post
- Inclusion in season sponsor graphic

Ideal for small local businesses wanting to support youth development.

**\$500**

## SPONSOR A PLAYER

Directly reduce the financial burden for one junior athlete.

- Recognition on digital Athlete Support Wall
- Personalised thank-you certificate
- End-of-season impact update
- Optional public recognition

***This option creates direct, measurable impact.***

**\$1200**





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# OTHER OPPORTUNITIES

## EVENT & PROGRAM SPONSORSHIP

Businesses may also sponsor:

- Holiday development clinics and skills camps and 3x3 tournaments
- Fundraising events
- Presentation night
- Includes:
  - Event naming rights (where applicable)
  - Logo placement on promotional material
  - Social media coverage
  - Event recognition

## ACCOUNTABILITY & REPORTING

We operate with professionalism and transparency.

All major sponsors receive:

- Mid-season update
- End-of-season impact report
- Confirmation of delivered inclusions
- Photos and content from events and travel

We aim to build long-term partnerships based on clarity and delivery.

## SEASON TIMELINE

Pre-Season: Team selection & preparation  
Competition Season: Regional & state travel  
Holiday Periods: Development clinics  
End-of-Season: Presentation & impact reporting





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# LET'S CONNECT

**LET'S BUILD THE FUTURE OF BYRON SPORT TOGETHER**

Your partnership directly strengthens opportunity, access and youth development within our community.

We welcome the opportunity to discuss a tailored partnership for the upcoming season.

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