2027

SPONSORSHIP & ADVERTISING OPPORTUNITIES

JOIN THE TEAM. SUPPORT THE GAME. BUILD THE FUTURE.

www.bluemountainsbasketball.com.au



ABOUT US

Founded in 1961, Blue Mountains Basketball Association (BMBA) has played a central role in developing basketball in the Upper Blue Mountains.

Our mission is to provide a community-focused program that promotes health, fitness, and social development through the positive experience of basketball. We welcome players of all ages, backgrounds, and skill levels, fostering an inclusive environment where everyone can thrive.

As a non-profit organisation, we are committed to instilling the values of teamwork, respect, sportsmanship, and discipline in all our members. Our programs are designed to develop players' basketball skills while encouraging personal growth and well-being.

We believe in the power of sport to inspire and guide. Our leaders, coaches, and programs act as role models, offering mentorship and exposing our members to the lifelong benefits of basketball—including health, improved interpersonal skills, and even potential career pathways.

Blue Mountains Basketball Association

OUR PROGRAMS

We are a thriving basketball association based in Katoomba with over 500 members.

Our club fosters grassroots participation, junior development, and competitive representative basketball through our Blue Mountains Magic programs.

We are seeking sponsorship partners to help us grow and sustain our programs while offering valuable exposure and community engagement for local businesses.



Development Programs

Focus on fundamentals and fun, developing a strong foundation for future success.



Social Competitions

Recreational leagues for players of all ages and skill levels to stay active and enjoy the game.



Blue Mountains Magic

A community of talented players chosen to represent our organisation in the NSW Waratah Leagues.

Blue Mountains Basketball Association

VISIBILITY & ENGAGEMENT OPPORTUNITIES

We offer a range of high-impact advertising assets designed to maximise sponsor visibility throughout the year.

Our stadium is one of the busiest multi-use community facilities in the region. Operating seven days a week, it hosts basketball competitions and training, school events, community programs, other sports (e.g. futsal, volleyball, pickleball), casual hire groups, regional tournaments, and the Kids Kingdom playground. This ensures your brand is seen by a broad and diverse cross-section of the community - not just basketball participants.

These advertising opportunities allow organisations to connect with a highly engaged audience, delivering powerful year-round exposure that strengthens both brand awareness and community presence for our partners.



Courtside Signage

Highly visible, courtside branding that is seen by players, parents, spectators, and visitors throughout the year. Prominently positioned on the main court, our signage delivers constant exposure all day, every day. Courtside signage is one of our most effective long-term visibility opportunities, offering consistent, repeated impressions every week of the year.



Digital Advertising

Our digital signage offer dynamic and flexible branding opportunities within the stadium. These displays rotate sponsor content during stadium opening hours — providing frequent, eye-catching exposure for your organisation. Digital assets can be updated throughout the year, allowing sponsors to feature campaigns, seasonal promotions, or targeted messaging that adapts as your business needs evolve.



Glory League

Glory League is our automated video recording and highlight system that captures every game at the stadium. Players and families receive personalised game highlights and full-game footage, which they regularly watch and share online. As a sponsor, your branding appears within the Glory League experience — placing your organisation directly in front of a highly engaged audience and extending your exposure far beyond the stadium through social sharing and digital reach.

Blue Mountains Basketball Association

WHY SPONSOR BLUE MOUNTAINS BASKETBALL?

We cannot do this alone. To continue expanding our programs, enhancing player development, and improving resources for players, referees and coaches, we need the support of businesses like yours.

Partnering with BMBA is more than sponsorship — it's an investment in community, grassroots sport, and future athletes. Your support keeps basketball accessible, develops talent, and fosters inclusivity for 500+ players.

As a sponsor, you'll gain brand exposure, connect with an engaged audience, and make a real impact. Whether you seek visibility, community engagement, or a way to give back, we have a package for you.

Sponsoring our association provides your business with:

- 🏀 High community engagement with families, players, and supporters across the Upper Blue Mountains, Central West and Greater Sydney regions.
- 🏀 Brand visibility through uniforms, signage, social media, and club communications.
- 🏀 Opportunities to support grassroots sport, youth development, and referee/coach training.
- 🏀 A direct connection to an active, loyal local audience.
- 🏀 Corporate Social Responsibility benefits, aligning your brand with positive community impact.
- 🏀 Long-term exposure, as our sponsorship packages provide multi-year engagement opportunities.
- 🏀 Increased brand loyalty, as local families and players appreciate and support businesses that invest in their club.

Blue Mountains Basketball Association

SPONSORSHIP OVERVIEW

	MAJOR LIMIT OF 2	MAGIC~ UNIFORM SPONSOR	MAGIC~ ANNUAL PARTNER	PROGRAM LIMIT OF 5	COURT LIMIT OF 2	DIGITAL UNLIMITED	COMMUNITY UNLIMITED
Price (per annum + GST) "	$5,000	$2,000 (Front x2) $1,500 (Back x2) $1,200 (Shorts x1)	$1,000 (min)	$2,500	$2,000	$1,000	$500 (min)
Term	1-3 Years	3 Years^	1 Year	1-3 Years	3 Years	1 Year	1 Year
League Naming Rights	✓						
League Logo	✓						
Website exposure	✓	✓	✓	✓	✓	✓	✓
Court Side Signage	✓	✓		✓	✓ On score benches		
Your logo on staff shirts	✓						
Social Media Advertising (per annum)	4	2	1	4	1	1	
Logo on BMBA email footer	✓	✓		✓			
In-stadium Digital Advertising	✓	✓	✓	✓	✓	✓	✓
Glory League Center Circle*	✓						
Glory League Banners	✓	✓	✓	✓	✓	✓	
Magic Uniform Logo		✓					
Program Naming Rights				✓			
Your logo on program uniforms (were applicable)		✓ Annual warm-up shirt	✓ Annual warm-up shirt	✓ e.g. Referee/Coach Shirts			

ONE-OFF, EVENT AND IN-KIND SPONSORSHIP OPPORTUNITIES ARE ALSO AVAIABLE

" Payment plans are available on request
~ Fees are applicable to Junior and Senior Representative programs separately. Bundling discounts are available for sponsors seeking to support both programs.
^ Magic Uniform Partnerships are offered exclusively at the beginning of each three-year uniform cycle. Sponsorship fees are payable annually, with uniform branding retained throughout the cycle. Junior uniforms will be renewed in 2027 for 2028-2030.
* Glory League advertising are available for BMBA domestic competition games only. Basketball NSW does not permit local sponsor advertising during its representative competitions.



Key Benefits

🏀 Naming rights for our Junior or Senior Domestic League
🏀 Development of a unique league logo that features your business
🏀 Premium logo placement on club materials, website, and social media.
🏀 Large court-side signage
🏀 Branding on staff shirts
🏀 Recognition in our social media banners
🏀 Recognition on digital signage in-stadium
🏀 4 tailored advertisements though our social channels and unlimited digital signage each year
🏀 Center court logo on Glory League streams from your sponsored league

MAJOR SPONSORS

Becoming a Major Club Sponsor is the premier opportunity to align your brand with Blue Mountains Basketball. This top-tier sponsorship provides the highest level of visibility and engagement, allowing your business to be at the forefront of the local basketball community. You will play a key role in helping young athletes develop their skills, compete at higher levels, and grow their passion for the game. This is an exclusive opportunity to showcase your commitment to local sport while benefiting from extensive brand exposure throughout the year.

This opportunity is limited to two organisations, with one sponsor supporting our Junior League and the other supporting our Senior League. This ensures focused branding and strong community association within your target demographic.



Key Benefits

- 🏀 Prominent logo placement on club materials, website, and social media.
- 🏀 Large court-side signage
- 🏀 Branding on Magic playing uniforms
  - Uniform design is refreshed every 3 years with next update due in late 2027 (for 2028 season) for Juunirs.
- 🏀 Branding on Magic warm-up uniforms
  - New warm-up shirt each year
- 🏀 Recognition in a featured social media post
- 🏀 Recognition on digital signage
- 🏀 Up to 2 tailored advertisements though our social channels and digital signage each year
- 🏀 Courtside banners within our domestic Glory League streams.

MAGIC SPONSORS

The Blue Mountains Magic Representative Program is where our most talented athletes compete at an elite level, representing our region in regional and state-wide tournaments. By sponsoring this program, your business will be directly associated with high-performance basketball, helping provide essential resources for player development, travel, and competitions. This sponsorship ensures strong brand recognition at representative games and through digital media.

Note: Sponsorship for our Junior and Senior representative programs is considered separately.

Blue Mountains Basketball Association



Key Benefits

- 🏀 Naming rights for your chosen program*
- 🏀 Prominent logo placement on club materials, flyers, website, and social media posts that relate to your chosen program
- 🏀 Court-side signage
- 🏀 Branding on referee/official uniforms
  - Referee, Official and Coaching Development Sponsor Only
- 🏀 Recognition in a featured social media post
- 🏀 Recognition on digital signage
- 🏀 Up to 4 tailored advertisements though our social channels and digital signage each year (1 per school term)
- 🏀 Banners on Glory League streams

PROGRAM SPONSORS

Our development programs are the foundation of the club, providing opportunities for young players and officials to grow within the sport. Whether it's Aussie Hoops, Referee Development, or Holiday Clinics, your sponsorship directly funds coaching, equipment, and resources that allow more children to participate and thrive. This is a fantastic way to support community engagement while gaining brand recognition.

Your sponsorship at this level is predominantly used to subsidise participation costs for children in our development programs and to assist with the costs of completing referee and coaching qualifications, lowering the barrier of entry for aspiring players, referees, and coaches. Your contribution ensures that financial constraints do not prevent young athletes from pursuing their passion and developing thier skills.

There are 4 programs eligible for this sponsorship tier:

- Ford Aussie Hoops*
- School Holiday Clinics
- Referee, Official and Coaching Development
- 3x3

*Ford Aussie Hoops: Due to national partnership with Ford Australia for this program, we can not offer naming rights for our Aussie Hoops programs, but we can name you as our 'Local Aussie Hoops Partner'. There are also some restrictions. e.g. we can not partner with another car company for our Aussie Hoops program.



Key Benefits

- Signage attached to the score-bench on each court.
- Your logo on our website and socials
- Recognition on digital signage
- 1 tailored advertisements though our social channels and unlimited digital signage each year
- Banners on Glory League streams
- Ongoing exposure at our multi-use facility
  - Other regular users include Futsal, Netball, Roller Derby and Local Schools

COURT SPONSORS

Want your business to be seen at every training session and game? Becoming a Court Sponsor ensures high visibility at Katoomba Sports and Aquatic Centre. With two courts hosting games and training sessions weekly, this sponsorship guarantees sustained brand exposure to the hundreds of athletes, parents and spectators that use our facilities.

*Blue Mountains City Council operate the Katoomba Sports & Aquatic Centre where our courts are located. Council have approval rights of court sponsors to ensure they do not conflict with the centre's operations or services.

Blue Mountains Basketball Association



Key Benefits

Digital and Community Package

- Your logo on our website
- Recognition on digital signage

Digital package only

- Unlimited tailored updates to our digital signage
- 1 advertisement though our social channels
- Banners on Glory League streams

DIGITAL & COMMUNITY SPONSORS

Our Digital and Community Sponsorship levels are ideal for businesses looking to connect with our club and its members in a meaningful way, without the commitment of a larger sponsorship package. This is an excellent option for those wanting to support grassroots basketball while still gaining brand recognition.

This sponsorship tier is perfect for small businesses, local service providers, and organisations that want to align themselves with the positive community impact of sport. Your support will help fund essential resources for the club while providing your business with valuable exposure.



Key Benefits

🏀 **Flexible, short-term campaigns** – Advertise when it suits your business, with no ongoing commitment.
🏀 **In-Stadium Digital Advertising** – Showcase your promotion on our stadium TV screens.
🏀 **Targeted Social Media Promotion** – Reach our basketball community through BMBA's social media channels.
🏀 **Direct Member Communications** – Promote your offer or event directly to our members through targeted communications.
🏀 **Affordable Local Exposure** – Connect with local players, families and supporters.

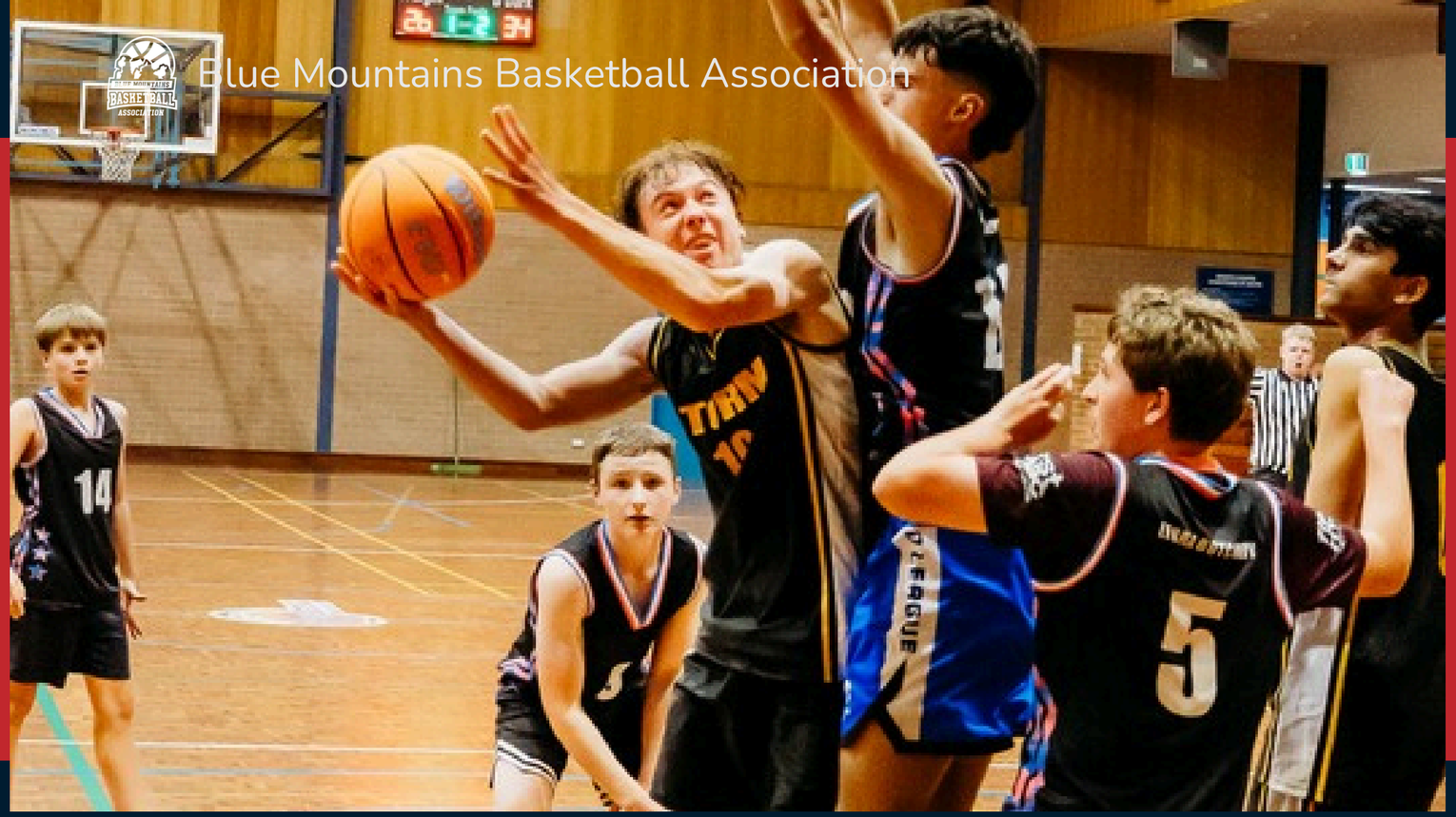
ONE-OFF ADVERTISING & PROMOTIONS

Have something to promote? Whether you're launching a new product, advertising an upcoming event, or running a special offer, we can help you get the word out!

BMBA offers flexible, tailored advertising opportunities for local businesses looking to connect with our basketball community and stadium users. From promotional advertisements on our in-stadium digital screens to targeted promotions through our social media and member communications, we can create a campaign to suit your goals and budget.

No ongoing sponsorship commitment required — just the exposure you need, when you need it.

Prices start from $15 per week.



Sponsorship Opportunities

🏀 **Photography & Media Support** – Professional photos and videos to help us capture key moments.
🏀 **Sports Equipment & Apparel** – Support with uniforms, balls, and training gear.
🏀 **Food & Beverage Sponsorship** – Supplying refreshments for game days and special events.
🏀 **Event Sponsorship** – Naming rights and branding opportunities at major club events.
🏀 **Venue & Service Support** – Providing facilities, transport, or other essential services.
🏀 **Prize & Raffle Donations** – Supplying items for club fundraising efforts or prizes for our competition winners.
🏀 **Discounted Services for our Members** – Offering club members exclusive discounts on products or services, creating goodwill and increasing customer engagement.

EVENT AND IN-KIND SPONSORSHIP

Not all sponsorships require a financial commitment — in-kind sponsorships provide vital resources that help our club run smoothly.

Whether it's supplying equipment, offering discounted services, or contributing products, your support makes a tangible difference. In addition, we welcome sponsors to provide prizes for our club events, such as finals series, coaching clinics, and tournaments.

As an in-kind or event sponsor, your business will be recognised through social media promotion, event signage, and public acknowledgments at our club gatherings. This is a fantastic way to give back to the community while gaining local brand exposure.

Blue Mountains Basketball Association

JOIN THE TEAM. SUPPORT THE GAME. BUILD THE FUTURE.

Be the Assist That Makes a Difference!

Contact us today to get started!

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