



# PARTNERSHIP OPPORTUNITIES

2024

A MESSAGE FROM

# CONNOR MATTHEWS

ELTHAM WILDCATS CEO

Welcome to the pride of Eltham; the Eltham Wildcats Basketball Club. We've been providing the local community development pathways and opportunities for players, coaches, administrators and technical officials since 1965. Don't be mistaken however for thinking that we are just another sporting club!

Community participation for children and adults is the foundation from which the Wildcats are built, but we are also the only basketball club in Victoria that provides a one club stream from as young as 3yo in our beginner programs to our national league competitions for men and women 'NBL1' which underpins and feeds the NBL and WNBL competitions. We are the highest level of any sport available through the north-east and provide people from our region exposure to national and international opportunities. In the last three years alone, we have seen local people as players, coaches, administrators, and technical officials achieve international opportunities in their fields. Our heart and soul however is local people having the chance to access basketball, which is why we have introduced 'Unified Basketball' and 'Walking Basketball' to ensure people of all ages can participate in our sport. We consistently provide basketball programs and teams for 6,000 people per year. In 2021, we introduced a first for community sport in Victoria, a paid employee as our 'Wellbeing Officer' focusing on ensuring all our members feel safe, that we are inclusive not just in words and policy, but in action. We take great pride in being a leader in this field.

Providing appropriate facilities for local people has always been a key issue. It is for this reason we have invested over \$4,000,000 of our own funds into indoor stadium infrastructure on both local Council and Education Department land, which has directly resulted in the building of the basketball stadiums at Eltham HS (major projects in 1995, 2000 and 2018), Montmorency SC (2011) and Eltham Leisure Centre (1980's). In 2018 alone the Eltham Wildcats spent \$1,200,000 on a stadium upgrade at Eltham High School, which included building facilities exclusively for the use of the school itself. In 2022, we saw the opening of a brand new 3 court facility at Montmorency SC, expanding on the current two courts and an additional court at St Helena SC to turn it into a 3 court stadium. These partnerships with schools are another reason the Eltham Wildcats aren't just your ordinary sporting club - we help generate better facilities for our entire community.

We do need like-minded businesses partnering with the Wildcats to ensure we can continue to provide opportunities for the local community, both on the court for players, but also to allow for future coaches, technical officials and administrators to pursue their dreams.

Connect with us and your business will be partnering with something more than just a local sporting club.



# THE ELTHAM WILDCATS

## ABOUT US



As Australia's largest junior club, Eltham Wildcats is keen to attract corporate support from like-minded local businesses who understand the importance of providing sporting opportunities to the residents of our local region.

Our local competitions are thriving; 334+ junior teams compete on Saturday for both a Summer and Winter competition in age-based, graded leagues. 160+ senior teams are spread amongst Men's, Women's and mixed competitions conducted on Monday to Thursday evenings. Eltham Wildcats junior representative teams compete at the highest levels possible in Victoria. Our 61 junior teams is the second most of any club that plays in the Victorian Junior Basketball League which sees 1300 teams travel throughout Victoria on Friday evenings.

The Senior Championship Men & Women compete in the NBL1 competition where we take on the very best associations from around our state, South Australia and Tasmania. We will travel to and host the likes of Bendigo, Mount Gambier, Geelong, Hobart, Albury/Wodonga taking our Wildcats name to a whole new level. Basketball Victoria sees this competition as the best in the country behind the NBL & WNBL. Supporting these senior teams are our Big V Men's Victorian Youth Championship and Youth League 1 Women's teams that are once again finals contenders.

The Eltham Wildcats also co-host the Worlds Largest Junior Basketball Tournament with Dandenong over the Australia Day long weekend. 13,000 players from all over Australia, New Zealand, Lithuania and China competed across 100 courts throughout Melbourne. In 2024 if growth continues that number will surpass 13,500 players and over 60,000 pairs of feet through the stadiums.





# MAJOR PARTNER

Naming rights

Business name / logo on apparel item

Stadium signage & floor decal

Digital advertising on big screen at MSC

Signage on sponsors board at Eltham High School

Game program advertisement (NBL1/Big V)

Invitation to corporate & team functions

Player appearance for cross-promotion

Voiceover during breaks (NBL1/Big V)

Promotion on social media x 12

Promotion on website

Activations at events

Promotion in The Prowl (eDM newsletter) x 12

Banners to appear at events & games

Senior Wildcat (NBL1 & Big V) membership x 8

Access to NBL1/Big V general admission tickets

Targeted eDM's to database x 4

Business name / logo on junior club warm up top

**INVESTMENT: \$20,000 ex. GST**





# PREMIER PARTNER

- Stadium signage or floor decal
- Digital advertising on big screen at MSC
- Invitation to corporate & team functions
- Player appearance for cross-promotion
- Voiceover during breaks (NBL1/Big V)
- Promotion on social media x 12
- Promotion on website
- Activations at events
- Promotion in The Prowl (eDM newsletter) x 12
- Senior Wildcat (NBL1 & Big V) membership x 6
- Access to NBL1/Big V general admission tickets
- Targeted eDM's to database x 3
- Game program advertisement (NBL1/Big V)
- Banners to appear at events & games

**INVESTMENT: \$10,000 ex. GST**

Signage & banners provided by sponsor. Promotional opportunities by previous arrangement with EWBC management. Investment is exclusive of GST.





# OFFICIAL PARTNER

Stadium signage

Digital advertising on big screen at MSC  
Game program advertisement (NBL1/Big V)

Invitation to corporate & team functions

Player appearance for cross-promotion

Voiceover during breaks (NBL1/Big V)

Promotion on social media x 4

Promotion on website

Activations at events

Promotion in The Prowl (eDM Newsletter) x 6

Banners to appear at events & games

Targeted eDM's to database x 2

Senior Wildcat membership x 4

**INVESTMENT: \$5,000 ex. GST**



# BUSINESS PARTNER

- Game program advertisement (NBL1/Big V)
- Invitation to corporate & team functions
- Voiceover during breaks (NBL1/Big V)
- Promotion on social media x 2
- Promotion on website
- Promotion in The Prowl (eDM newsletter) x 4
- Banners to appear at events & games
- Targeted eDM's to database x 1
- Senior Wildcat membership x 2

**INVESTMENT: \$3,000 ex. GST**

# STATISTICS



PLAYERS  
**6,000**



WEBSITE  
TRAFFIC  
**270,833**  
Visitors per year

LARGEST  
BASKEBALL CLUB IN  
AUSTRALIA

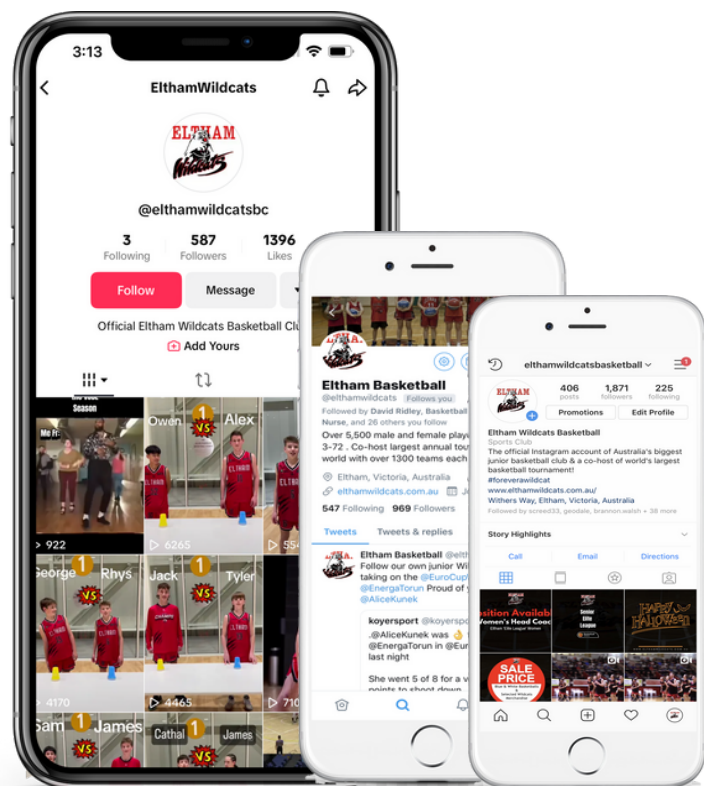


LARGEST  
JUNIOR  
DEVELOPMENT  
PROGRAM IN  
AUSTRALIA

CO HOST LARGEST  
JUNIOR BASKETBALL  
TOURNAMENT IN THE  
WORLD



SOCIAL MEDIA  
FOLLOWERS  
**13,335**



**290k**  
DIGITAL  
REACH  
Social Media & eDM's



NEWSLETTER  
SUBSCRIBERS  
**11,746**  
Opens: 28,645





# STATISTICS



- 4 SENIOR REPRESENTATIVE TEAMS**
  - 15 BASKETBALL COURTS UTILISED**
  - 61 JUNIOR REPRESENTATIVE TEAMS**
  - 192 REFEREES**
  - 160 SENIOR TEAMS**
  - 334 JUNIOR TEAMS**
  - 1,424 TOURNAMENT TEAMS**
  - 2,998 DEVELOPMENT PROGRAM PARTICIPANTS**
  - 6,000 PLAYERS PARTICIPATING**
  - 7,923 REGULAR SEASON GAMES PLAYED**
  - 13,000 TOURNAMENT PARTICIPANTS**
  - 13,335 SOCIAL MEDIA FOLLOWERS**
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# CONTACT US

Jordan Canovan  
Business Manager  
(03) 9439 5686

[business@elthamwildcats.net.au](mailto:business@elthamwildcats.net.au)  
[www.elthamwildcats.com.au](http://www.elthamwildcats.com.au)

