



Delivering Basketball in our communities

ABSLS Sponsorship Opportunities 2018-2020



“New Zealand’s fastest growing sport”



ABSL Sponsorship Proposal

Background

Basketball is a global sport that is enjoyed by 100,000+ indoor and outdoor participants Auckland wide. Auckland Basketball Services Limited (ABSL) provides services across our three major catchment regions (Counties Manukau, Auckland and Waitakere). We proudly offer a range of programmes and events to cater to children, youth and adult user pay consumers. Our offerings include leagues, competitions, before and after school care programmes, holiday programmes, large events and tournaments that involve National and International subscriptions.

Our Values

Family and Community

Integrity

Excellence

Sportsmanship



ABSL Sponsorship Objective:

To connect with sponsors who portray our values and can support the development of our rising stars

ABSL Sponsorship Outcome:

To enhance opportunities for our growing populations to access quality basketball opportunities

Why Sponsor Us?

“ABSL...Where Market Penetration meets Corporate Social Responsibility”

Our members come from all walks of life. Our **USER PAY** participants contribute onwards and upwards of \$500 per year to participate in their chosen basketball programmes. On the flipside, ABSL secure annual funding to provide low cost and or **FREE** programmes in low socio economic areas. As such, ABSL Sponsors benefit from market penetration through access to our membership database, competitions and events; whilst also having a remarkable “direct” impact on our most deprived communities through alignment to our charitable community based initiatives.

Who is Our Target Audience?

OUR “PARENT AND CHILD” AUDIENCE



Our primary target audience is predominantly represented by NZ European and Asian (including Indian) boys aged 8-16 years and living in major urban locations. What we know about our primary target audience is that their parents finance their sporting endeavours. Parents purchase basketball shoes, clothing and accessories up to four times per season for their children. On average parents can spend \$500 - \$6,500 in any given year towards their child’s basketball development.

Our primary target audience partakes in basketball all year round with the delivery of our basketball leagues and holiday programmes that operate over four school terms each year. Over 55% of our primary target audience members are connected through ABSL online platforms such as Facebook and Glory League averaging 3 out of 7 days of active interactions through these online mediums.



OUR “ADULT ATHLETE” AUDIENCE

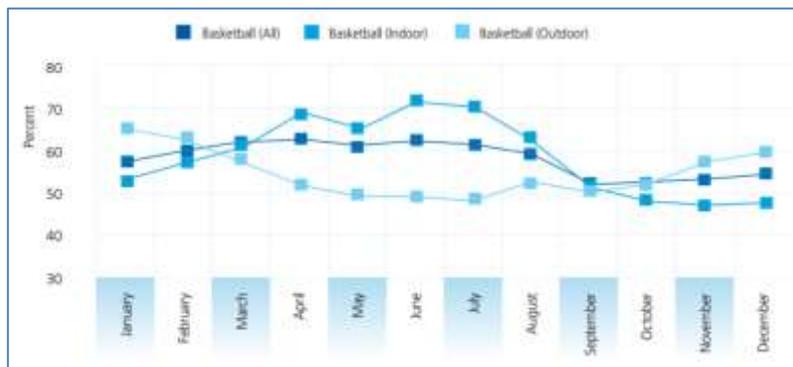


Our secondary target market audience is grouped into two distinct catchment groups:

Group 1: NZ European males, 25-39 years of age, employed and living in secondary urban locations.

Group 2: Asian male, 16-24 years of age, studying and living in major urban locations.

What we know about our secondary target audience groups is that they choose basketball as their first sport of choice. They spend on average \$800 per year on subscription fees to participate in our Adult leagues and events. Over 75% of our secondary target audience members are connected through ABSL online platforms such as Facebook and Glory League averaging 5 out of 7 days of active interactions through these online mediums.



Our secondary target audience groups partake in basketball all year round with considerable spikes in participation during the months of April, May, June and July (Indoor Basketball) and November, December, January and February (Outdoor Basketball). We acknowledge that these periods present crucial opportunities for our sponsors to engage with our audience.



ABSL Athlete Sponsor Packages

We have exclusive Athlete Sponsor packages available each year.

Package One: **Athlete Sponsor (Cash Donation)**

Cost: Offers from \$500 - \$1,000

Exclusive Benefits for ABSL Athlete Cash Sponsors

Promotions: Your Company logo and slogan will be promoted across ABSL social media platforms, and printed collateral up to the value of \$500.

Branding: Your company logo will be branded on your sponsored athlete's playing uniform jersey and warm up t-shirt offering media exposure across **social media video** and **live stream video** valued at approximately \$500 per investment year.

Database: Your Company can provide three electronic advertorial emails for dissemination through our database to our 30,000+ members, followers and networks.

Engagements: Our Athlete Sponsors will receive 2 complimentary invitations to attend the 2018 ABSL Annual Prize giving where your contribution will be recognised in our Event Programme and Displays.

Package Two: **Athlete Sponsor (Contra Donation)**

Cost: Offers of contra items towards fundraising concepts such as goodies for hampers, experience vouchers, goods vouchers, petrol vouchers, food vouchers, clothing, shoes, jewellery etc. Your contributions **no matter how big or small** can be transformed into a major raffle prize or competition prize that we can use to generate funds to fund your sponsored athlete.

Exclusive Benefits for ABSL Athlete Contra Sponsors

Engagements: Our Athlete Sponsors will receive 2 complimentary invitations to attend the 2018 ABSL Annual Prize giving where your contribution will be recognised in our Event Programme and Displays.

How do we contribute?

Complete an ABSL Athlete Sponsorship Remittance Form (page 7)



Major Sponsorship Enquiries (\$1,000 +):

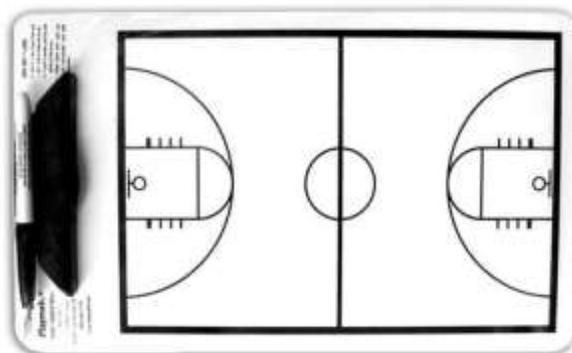
We welcome the opportunity to meet with any potential sponsor or donor. We are happy to tailor a sponsorship package that meets your requirements and budgetary constraints. Please direct any major sponsorship and partnership enquiries to:

Mrs. Tracy Atiga

Chief Executive Officer
Auckland Basketball Services Limited

Email: tracy@absl.co.nz

Mobile: +64 21 591915



ABSL Offices

Main Office: Sport Auckland House, Level 4
Alexandra Park Function Centre
Greenlane Rd (West)
Epsom
Auckland

Satellite Office: Pulman Arena, Level 1
Bruce Pulman Park
90 - 138 Walters Road,
Takanini 2112
Auckland

Phone: (09) 623 7651



ABSL Athlete Sponsor Remittance Form

Thank you for your sponsorship interests. Please follow the below instructions to make any or all contributions towards your chosen athlete or team:

I, (your full name) _____, on this day _____ 2018.

Acting on behalf of (your full name or company name) _____,
would like to sponsor (athlete or team name) _____.

My contribution will be in the form of (please select the type of contribution and stipulate the amount or value of the donation):

- Cash Amount of cash \$ _____ valued at \$ _____
- Contra Type of item _____ valued at \$ _____
- Other _____ valued at \$ _____

Total Contribution Value = \$ _____

Details of who may be thanked for their contribution (if you choose anonymous we will not recognise your contribution publicly):

Name of sponsorship donor (or anonymous): _____

Address of person or company: _____

Contact Email: _____ Contact Phone: _____

Name of athlete/team being sponsored: _____

Team that the athlete is playing for (if known): _____

Please indicate if you are happy for a copy of your contribution information to be provided to the team manager/parent/athlete that will be receiving your donation: YES NO

Please send a copy of this form to tracy@absl.co.nz. Please attach and complete the following:

- A high resolution copy of your company logo
- Please outline any specific branding or marketing requirements if necessary
- Payment can be made to:

ABSL (Auckland Basketball Services Limited)

01-1845-0016703-00

Ref: *DONATION*

Code/Details: *NAME OF ATHLETE OR TEAM*