



Delivering Basketball in our communities

ABSLS Women's Game Sponsorship Opportunities 2018



"Basketball, New Zealand's fastest growing sport"



ABSL Women's Game 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 Women's Game Sponsorship Objective:

To engage sponsors who recognise the opportunities to promote their brand through aligning with Women's Basketball!

ABSL Women's Game Sponsorship Outcome:

To enhance opportunities for our growing female 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) children aged 8-16 years and living in major urban locations. 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 “DOMESTIC 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 primary target audience and secondary target audience

Women drive 70-80% of all consumer purchasing, through a combination of their buying power and influence. Influence means that even when a woman isn't paying for something herself, she is often the influence or veto vote behind someone else's purchase.

Women also have a multiplier effect. They are multiple markets in one. Because women serve as primary caregivers for children and the elderly in virtually every society in the world, women buy on behalf of the people who live in their households, as well as for extended family (such as older parents and in-laws) and friends.





ABSL Women's Game Major Sponsor Packages

We have an exclusive offer for a major sponsor for the 2018 year:

Package: BBNZ Women's Basketball Competition (ABSL Team Sponsor)

Cost: Offers from \$30,000-\$50,000 per annum

Exclusive Benefits for ABSL Naming Rights Sponsors

Promotions: Your Company will be promoted across all product relative BBNZ and ABSL outlets including Livestream broadcasts, social media videos and advertisements, radio media and advertisements (Pacific Media Network) and collateral printing and promotional products up to the value of \$20,000 per investment year.

Branding: Your company logo will be branded across all ABSL Women's Team uniforms and collateral with National and International exposure across **live stream** and **social media** outlets up to the value of \$10,000 per investment year.

Database: Our team will provide all year round support to ensure you receive access to our social media membership database for your promotional aspirations.

Engagements: Our team will host a "Ladies Event" to promote our Major Sponsor. The event will incorporate your company as the main theme for the event and will involve approx. 200 young aspiring women.

Your company will also receive 5 complimentary invitations to attend the ABSL Annual Prize giving. Your company will be invited to present our major female category awards.

Memorabilia: A signed and framed New Zealand Women's Team Jersey will be presented to our WBC Campaign Major Sponsor.





ABSL Minor Sponsor Packages

We have a range of minor sponsor packages available each year and are open to receiving new offers for sponsorship that are not listed also. Please review the following packages and let us know if you have other ideas that you'd like us to consider.

Package One: **BBNZ Women's Basketball Competition**
(Individual Player Sponsors)

Cost: \$5,000 per player



Package Two: **BBNZ Women's Basketball Competition**
(Travel and Transport Sponsors)

Cost: \$2,500 (can be contra such as flights, minivan, petrol vouchers or accommodation)



Package Three: **BBNZ Women's Basketball Competition**
(Contra Sponsor)

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 purchase junior development coaching equipment and resources.



Offers of contra towards pamper packs for our squad of 20 athletes, coaches and management. Items might include beauty products, sports bags, clothing, shoes, watches, devices and more.



Benefits for Minor Sponsors

Benefits for minor sponsors will be determined in consultation with the company concerned as the value of contra will differ between contributions.

Sponsorship Enquiries:

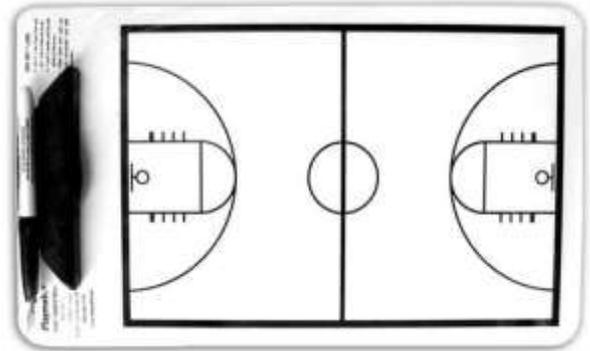
We welcome the opportunity to meet with any potential sponsor or doner. We are happy to tailor a sponsorship package that meets your requirements and budgetary constraints. Please direct all sponsorship and partnership enquiries to:

Mrs Tracy Atiga

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