



LOGAN THUNDER 2020

Partnership Opportunities

Association Overview

Logan Basketball as an Association has over 2900 registered and active members spread across varying programs from 4 years old through to seniors. In addition to this we have a membership database of over 10,000 members.

Thunderball and Thunder 9's

Introductory Programs for:
4-9 Year Olds
(800 Participants per year)

School Participation Programs:

In-School Basketball Participation
Program
(750+ Participants per year)

Junior Club Competition

Weekly Junior Competition with
teams from Under 11s through to
Under 21s
(1100 Participants per year)

Senior Social Competitions

Structured Weekly Senior
Competitions played across three
venues and nights
(1000 Participants per year)

Thunder Junior Representative

Representative Program for Under
12s to Under 21s
(180 Participants per year)

Thunder Senior Representative

Representative Program for Senior
Players comprising of the QSL and
NBL1
(100 Participants per year)

Logan Basketball also hold the Management Rights to Cornubia Park Sports Centre. As a key component of this management we operate the facility as a multi-sport and multi-purpose centre with the following programs running within the centre.

School Holiday Programs

Multi-Sport School Holiday
Programs with coaches from various
elite sports teams.

Major National/State/Regional Events

15+ Major National, State and
Regional Events throughout the
year.

School Sports Programs

In-Centre school sport programs,
catering for over 15 schools.

Weekly Futsal Competition

Weekly Junior and Senior Futsal
Fixtures run on Monday and
Thursday Night

Weekly Netball Competition

Weekly Senior Netball Competition
Run on a Tuesday Night.

Café

Fully functional café and catering
services on-site.

24/7 Health and Fitness Centre

24/7 Health and Fitness Centre with
Gym Access and Classes

Martial Arts/Muay Thai

Weekly Martial Arts Classes and
Tournaments

Dance

Weekly Dance classes along with
major competitions and events.





Our Values

Logan Basketball is a community minded Association with a focus on ensuring that we give lasting benefits to the community through providing excellence in basketball and venue management.

With over 2900 members throughout our various programs as well as a Stadium that hosts competitions and major national and state sporting events from a variety of sports and age groups Logan Basketball is the pre-eminent sporting organisation within the Logan Region.

We constantly ensure our growth and community impact is maintained by following the values of **Family, Progression and Professionalism.**

Family

Everything we do is influenced by our commitment to the concept of family and ensuring that every member of our Association feels a strong connection to the Thunder Family.

Our members are strongly connected to our and our partner's brands.

Progression

Without progression, an Association or business can become irrelevant or stagnant. As such everything we do is progressive, with the view of creating new and exciting ways to grow our business and community engagement.

Professionalism

A cornerstone of our continued success has been the professionalism that everyone from our staff through to our players has instilled within them from day one of becoming a part of the Thunder Family.

Notable Association Achievements

Association Manages a State-of-the-Art International Standard Sports Centre

11 x Junior State Championships

General Manager awarded 2013 Male Australian Administrator of the Year

Growth of 24% per year in 10 Years and under age group

8 x Australian Representatives





Logan Thunder NBL1 2020 Partnerships- Snapshot

Level	Partnership Type	Investment
Gold	Corporate Hospitality	\$4500
Silver	NBL1 Premium Game Partner	\$1600
Bronze	NBL1 Player Partner	\$500

Logan Club 2020 Partnerships- Snapshot

Level	Partnership Type	Investment
Gold	Junior Competition Naming Rights	\$6000
Gold	Senior Competition Naming Rights	\$6000
Silver	Weekly Newsletter	\$1000

Cornubia Park Sports Centre 2020 Partnerships- Snapshot

Level	Partnership Type	Investment
Gold	Billboard 2.4m x 1.1m Courtside	\$850
Silver	High Traffic Poster Areas	\$650



2020 NBL1 Corporate Hospitality- \$4,500 per year

The Experience:

A unique VIP experience combined with yearlong brand exposure makes our Corporate Hospitality packages one of the best options for a business looking to maximise their partnership investment.

With six seats inside a fully-catered courtside Corporate Box for every Logan Thunder home game for the 2020 Season as well as tickets to all Logan Thunder corporate events throughout the year you will have an unrivalled hospitality experience.

The Finer Details:

Partners Benefits:

- 6 x Tickets per Logan Thunder Home Game within catered courtside seating.
- 2 x 1.8m x .60m Courtside A-Frames displaying the partner's business
- Pre- Game, In Game, Post Game announcements to promote partner's business.
- Partner's logo prominently displayed within the Game Day Program
- Partner's logo prominently displayed on the Front Page of the Website and in the Partners Section.
- 2 x Social Media post throughout the year promoting the partner's business and the partnership
- A minimum of 2 tickets to all corporate Logan Basketball events.

What We Expect:

- **An investment of \$4500 into the Logan Basketball Program.** These funds are used to service the partnership as well as reducing the fees for our Junior Players.
- A partner who is committed to making the partnership work, has a keen interest in seeing the community succeed and grow.
- An open line of communication to ensure that the partners needs are met in a timely fashion.



Cornubia Park Sports Centre

www.cornubiaparksportscentre.com

www.loganbasketball.com

2020 NBL1 Premium Game Partner- \$1600 per year

The Experience:

A unique Match Partner opportunity where your business gets to be the star of the show at one of our NBL1 Logan Thunder home rounds as well as excellent brand exposure throughout the year. How big of a star your business will be, is completely up to you!

Partners Benefits:

- Naming rights and unlimited marketing opportunity around 1 x Home Game of the partner's choice
 - This can include, half time games/competitions, marquee set up at entrance, giveaways or anything else the partner believes will benefit their business.
- 6 Tickets for use of the partner's business within a courtside fully catered box for the naming rights game.
- 1.8m x .60m Courtside A-Frame displaying the partner's business for all home games
- Pre- Game, In Game, Post Game announcements to promote partner's business for all home games.
- Partner's logo displayed within the Game Day Program for all home games.
- Partner's logo displayed on the Front Page of the Website and in the Partners Section.
- 2 x Social Media post throughout the year promoting the partner's business and the partnership
- A minimum of 2 tickets to all corporate Logan Basketball events.

What We Expect:

- **An investment of \$1600 into the Logan Basketball Program.** These funds are used to service the partnership as well as reducing the fees for our Junior Players.
- A partner who is committed to making the partnership work, has a keen interest in seeing the community succeed and grow.
- An open line of communication to ensure that the partners needs are met in a timely fashion.



2020 NBL1 Player Partner- \$500 per year

The Experience:

A targeted partnership investment that creates a tangible relationship between one of our NBL1 Players and your business. With brand exposure year-round and a great game night experience this entry level partnership is perfect for any business.

Partners Benefits:

- Pre- Game announcements to promote partner's business.
- Partner's logo displayed within the Game Day Program
- Partner's logo displayed on the Front Page of the Website and in the Partners Section.
- 2 x Social Media post throughout the year promoting the partner's business and the partnership
- 2 x Platinum Season Memberships for the 2020 NBL1 Season including Thunder T-Shirt
- A minimum of 2 tickets to all corporate Logan Basketball events.
- 2 x Hours of Promotional/Development Work by the player. This can be in the form of:
 - Individual or small group basketball sessions for partner's children
 - School development program that will be performed at a school of the partner's choice.

What We Expect:

- **An investment of \$500 into the Logan Basketball Program.** These funds are used to service the partnership as well as reducing the fees for our Junior Players.
- A partner who is committed to making the partnership work, has a keen interest in seeing the community succeed and grow.
- An open line of communication to ensure that the partners needs are met in a timely fashion.



Junior Club Competition Naming Rights- \$6000 per year

The Experience:

A targeted partnership investment that creates a tangible relationship between our Junior Club Competition Players, Coaches, Referees, Parents, Volunteers and your business. With brand exposure year-round, this partnership is perfect for any business.

Partners Benefits:

Naming Rights:

- **Naming Rights to Junior Club Competition:** All correspondence and marketing relating to the Junior Club Competition will refer to it as the Partners Name Junior Club Competition, the Partners Name Junior Winter Season and the Partners Name Junior Summer Season.

Media, Marketing, Signage:

- Court Signage
 - Partners logo displayed prominently on three 1.8m x .6m A-Side Frames used court side at NBL1 and Junior Club Games.
- Media and Marketing
 - The Partner Logo and information will be featured prominently on the Logan Basketball website.
 - Logan Basketball will actively promote the Partners and its products through its various social media and communication channels.

Corporate Hospitality:

- **Corporate Events:**
 - 6 x Tickets per NBL1 Home Game within a catered court side Corporate Box.
 - 4 x Tickets to all other Corporate related events for Logan Basketball
- **Thunder Home Strip Signed and Framed Jersey:** Signed and Framed Home Strip presented to Partner.

Community Engagement:

- NBL1 Players to attend any community events at the request of Partner



www.cornubiaparksportscentre.com
www.loganbasketball.com

Senior Competition Naming Rights- \$6000 per year

The Experience:

A targeted partnership investment that creates a tangible relationship between our Senior Competition Players, Coaches, Referees, Volunteers and your business. With brand exposure year-round, this partnership is perfect for any business.

Partners Benefits:

Naming Rights:

- **Naming Rights to Senior Club Competition:** All correspondence and marketing relating to the Senior Competition will refer to it as the Partners Name Senior Competition, the Partners Name Senior Winter Season and the Partners Name Senior Summer Season.

Media, Marketing, Signage:

- Court Signage
 - Partners logo displayed prominently on three 1.8m x .6m A-Side Frames used court side at NBL1 and Junior Club Games.
- Media and Marketing
 - The Partner Logo and information will be featured prominently on the Logan Basketball website.
 - Logan Basketball will actively promote the Partners and its products through its various social media and communication channels.

Corporate Hospitality:

- **Corporate Events:**
 - 6 x Tickets per NBL1 Home Game within a catered court side Corporate Box.
 - 4 x Tickets to all other Corporate related events for Logan Basketball
- **Thunder Home Strip Signed and Framed Jersey:** Signed and Framed Home Strip presented to Partner.

Community Engagement:

- NBL1 Players to attend any community events at the request of Partner



Weekly Competition Newsletter- \$1000 per year

The Experience:

A targeted partnership investment that gets your business noticed weekly by our membership. With brand exposure year-round, this partnership is perfect for any business.

Partners Benefits:

Naming Rights:

- **Naming Rights to our Weekly E-Newsletter:** All correspondence and marketing relating to the Weekly Newsletter will refer to it as the Partners Name Logan Baller.

Media, Marketing, Signage:

- Media and Marketing
 - The Partner Logo and information will be featured prominently on the Logan Basketball website.
 - Logan Basketball will actively promote the Partners and its products through its various social media and communication channels.

Billboard 2.4m x 1.1m Courtside- \$850 per year

The Experience:

Your logo, business details and advertisement on a 2.4m x 1.1m Billboard at a multi-sport centre visited and used by 100s of thousands of visitors and members each year. At this price, you will not find a better value for money than this in the advertising market.

Partner Benefits:

- The partner will receive the benefits of having their billboard positioned in high traffic centre for the duration of the lease.
- Ability to do any loose-leaf marketing within the centre throughout the year.

Billboard Production:

- The production of the billboard will be at the cost of the partner with Sunset Signs being the preferred supplier. (Production and installation approx. \$330)



A4 High Traffic Area Posters- \$650 per year

Partner Benefits:

- The partner will receive the benefits of having their business poster displayed in 4 spots within a high traffic centre.
- Ability to do any loose-leaf marketing within the centre throughout the year.

Poster Production:

- The production of the Poster will be at the cost of the partner.

A little of what your Investment provides to the Community

- The ability for Logan Basketball to continue to provide low cost opportunities for the community to be involved in basketball.
- The continued production of a high level and competitive NBL1 Program for 2020.
- Continued support of one of the most successful Junior Representative Programs in QLD.
- The ability for Cornubia Park Sports Centre to provide the lowest court hire rate within SEQ.

Should you have any questions or comments please do not hesitate to contact me on 0439 588 945 or gm@logabasketball.com

Mitch Young
General Manager
0439588945

