



# SPONSORSHIP PROPOSAL 2025



## SPONSORSHIP LETTER

Dear Prospective Sponsor,

Thank you for considering our sponsorship proposal.

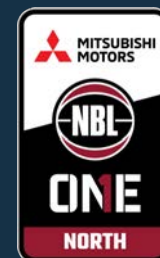
On behalf of the Seahawks management committee, we extend an invitation for your sponsorship of our men's and women's NBL1 teams. Your support will contribute to the competitive presence of our teams in the NBL1, fostering brand visibility not only in the Gold Coast and Queensland but also nationally. With a robust membership base exceeding 5000 players, coaches, volunteers, and our extended Seahawks family, we are confident in exceeding your expectations. Having entered the NBL1 North league in 2022, the Seahawks have gained valuable experience over recent years with the women's team making it all the way to the semi finals in 2024. We are now looking towards the 2025 season and taking our success to the next level.

To ensure our teams' success in the NBL1, we seek partnerships, financial support, and engagement from key stakeholders. Enclosed is additional information about NBL1, along with detail regarding the proposed benefits and opportunities for potential partners and sponsors.

We appreciate the time you've taken to consider our proposal, and the opportunity to discuss potential partnerships with your company. We look forward to collaborating to promote both the Seahawks and your business.

Thank you in advance for your consideration.

North Gold Coast Seahawks Basketball



## ABOUT US

Established in 1996, North Gold Coast Seahawks Basketball offers basketball competitions and programs for the northern Gold Coast. The organisation engages thousands of residents through weekly domestic competitions, boasting a membership of 2500 players from under 5 to open age categories.

Covering the Northern Gold Coast region, north of Southport, the primary catchment area is the second-fastest-growing in Queensland, experiencing a 29% population growth since 2011, with an estimated broader reach of 10,000 individuals.

Actively participating in Basketball Queensland junior competitions, the organisation fields over 20 representative teams, experiencing a notable 20% average annual growth in junior numbers over the last two years. With a robust online presence, the Seahawks have 7000+ social media followers and an annual website visitation rate exceeding 100,000.

Consistently drawing crowds of 500+ spectators at NBL1 events, the Seahawks have one of the strongest followings in the league. This succinct overview highlights the organisation's impactful presence and sustained growth in local and representative basketball.



Foot Locker



## ABOUT NBL1

Formerly the Queensland Basketball League (QBL), NBL1 North is a distinguished semi-professional basketball league in Queensland, Australia, featuring men's and women's competitions. In 2020, a strategic partnership between Basketball Queensland and the National Basketball League (NBL) led to the introduction of NBL1, replacing the QBL. This shift enhanced professional pathways for basketball players in Queensland, with the QBL becoming the north conference of NBL1.



## THE VENUE

The Seahawks NBL1 program hosts its home games at Runaway Bay Indoor Stadium (The Nest), accommodating 700+ patrons. Corporate areas are fully catered, offering access to a licensed bar and catered canteen during evenings. The events feature two exciting semi-pro basketball games, along with entertainment for adults and kids. Occasionally, QSL home games precede the main NBL games, providing up to six basketball games on selected occasions.



WELCOME TO THE  
*Nest*



## OUR AUDIENCE

The primary audience for home matches comprises Seahawk's senior and junior players, along with their families and friends. Our audience grows even larger with NBL1 games being live streamed across the world via the NBL1 app and Kayo. We have commentators at every game to ensure our online viewing audience gets the full experience of the courtside action.

The organisation has fostered robust community engagement, evident in strong attendance and viewing figures with, consistent double-digit growth. The broader Gold Coast community exhibits a significant and enduring interest in basketball, with Seahawks being one of two prominent local associations. Given the frequent dual involvement in both associations, Seahawks NBL1 anticipates drawing interest from basketball enthusiasts beyond its immediate community. The increasing popularity of NBL1, coupled with the participation of high-profile players from the NBL and European leagues, contributes to the continual growth of this segment each season. As the competition gains traction, the reach and influence of Seahawks NBL1 expanding.





## PLATINUM NAMING RIGHTS SPONSOR

### SPONSORSHIP PACKAGE

- Naming rights to either the NBL1 women's or men's team
- Team introduction at all games "(Sponsor name) North Gold Coast Seahawks NBL1", with NBL1 pre-game live script read on game day and caller promotion throughout home games
- Major logo placement on the front of all NBL1 player uniforms and pre and post game attire
- Large internal signage above the grandstand
- Courtside corporate box signage
- 8x seat corporate box (including food & drink package)
- Full page advertisement in game day program
- Promotion to Seahawks database through home game promotional emails
- Company profile on Seahawks website sponsorship page
- Sponsor logo included on all social media posts related to the team sponsored
- Invitation to all Seahawks functions
- Opportunity to cross-promote brand at games
- 2x Direct email campaigns during the season
- Opportunity to add 1/4 or 3/4 time activations (prizes to be provided by sponsor)
- Access to players for promotional purposes
- Signed team singlet, 8 x Seahawks supporters tshirts
- Professional photography of your corporate box
- 10x general admission tickets to each home game (regular season only)

**\$20,000+GST**





## GOLD MAJOR SPONSOR

### SPONSORSHIP PACKAGE

- Logo placement on all NBL1 playing uniforms
- Courtside corporate box signage
- 8x seat corporate box (including food & drink package)
- Invitation to all Seahawks functions
- Logo tile on Seahawks website
- Company profile on Seahawks website sponsorship page
- 1x Game Day Sponsor i.e. Tonight's Games proudly presented by...
- Logo placement in Game Day Program
- Sponsorship Announced via Social Media
- Sponsor recognised by Game Day Announcer pre-game
- 10x general admission tickets to each home game (regular season only)

**\$10,000+GST**





## SILVER CORPORATE BOX SPONSOR

### SPONSORSHIP PACKAGE

- Courtside corporate box signage
- 8x seat corporate box (including food & drink package)
- Logo tile on Seahawks website
- Company profile on Seahawks website sponsorship page
- Logo placement in Game Day Program
- Sponsor recognised by Game Day Announcer pre-game
- Sponsorship Announced via Social Media



**\$5,000+GST**





## BRONZE SPONSOR

### SPONSORSHIP PACKAGE

- 4x seats at corporate Swooper High-Bar table behind courtside boxes
- Food and drink package
- Swooper High-Bar table Signage
- Logo tile on Seahawks website
- Company profile on Seahawks website sponsorship page
- Logo placement in Game Day Program
- Sponsor recognised by Game Day Announcer pre-game
- Sponsorship Announced via Social Media

**\$2,500+GST**





## PLAYER SPONSORSHIP

### SPONSORSHIP PACKAGE

- Sponsor name during player intros at NBL1 home games
- Announcement on social media for the player sponsorship
- Access to sponsored player for business promotion
- Business mentioned in game day program
- 4x general admission ticket to each home game

### Player Sponsorship

STARTING  
FROM **\$2,500+GST**

### Marquee Player Sponsorship

STARTING  
FROM **\$3,000+GST**





[seahawksbasketball.com.au](http://seahawksbasketball.com.au)