

Eligibility

*** indicates a required field**

Applicant Information

Before completing this application form you should have read the City's Corporate Sponsorship Program Guidelines. ([Corporate Sponsorship Program - City of Joondalup](#))

Applications that don't meet these guidelines or that are incomplete will not be considered.

This section of the application form is designed to help you, and us, understand if you are eligible for this program.

If you have any questions please contact **Lia Harris, Strategic Marketing and Sponsorship Officer t: 9400 4169 e: lia.harris@joondalup.wa.gov.au**

If you do contact us throughout the application process, please quote the application number below:

Application Number

CS0322-23

This field is read only.

Confirmation of Eligibility

I confirm that:

- I have read and understood the City's Corporate Sponsorship Program Guidelines.
- I am able to demonstrate alignment between the event, program or activity and the criteria and objectives of this program.
- The event, program or activity is being hosted within the City of Joondalup boundaries.
- The event, program or activity will not occur within 3 months of the application being received.
- The organisation, event, program or activity has not previously submitted and been successful with an application for sponsorship within the same financial year.
- The organisation, event, program or activity has not received any financial support through another City funding program within the same financial year.
- The application is not for capital or general operating expenditure, or for more than 50% of the total cost of the event, program or activity.
- The application is not for an individual person or family benefit.
- The organisation, event, program or activity is not involved with illegal activities, tobacco, adult related industries, racist organisations, political organisations, religious activities for the purpose of furthering religious doctrine, companies or project seeking City approvals or endorsements, harm toward the environment or is in conflict with the City's values.

Please select below: *

☒ Yes ☐ No

You must confirm that all statements above are true and correct.

Applicant Details

*** indicates a required field**

Privacy Notice

We pledge to respect and uphold your rights to privacy protection under the [Australian Privacy Principles](#) (APPs) as established under the *Privacy Act 1988* and amended by the *Privacy Amendment (Enhancing Privacy Protection) Act 2012*.

City's [privacy statement](#).

Applicant Details

Organisation *

Wanneroo Basketball Association Inc

For organisations: please use the organisation's full name. Make sure you provide the same name that is listed in official documentation such as that with the ABR, ACNC or ATO.

ABN *

86 371 367 364

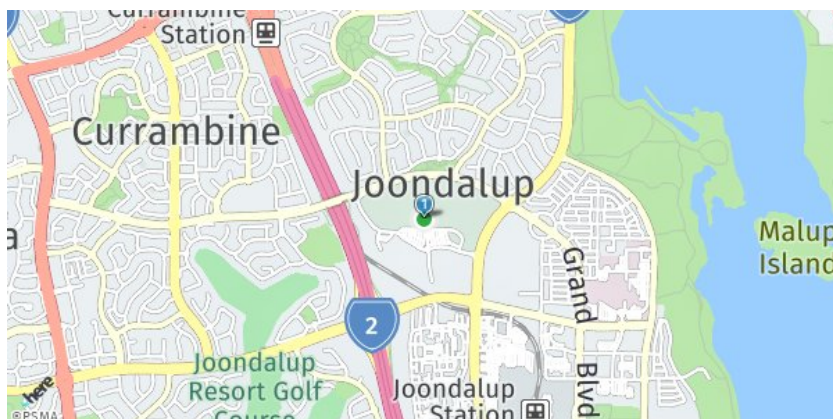
Information from the Australian Business Register	
ABN	86 371 367 364
Entity name	WANNEROO BASKETBALL ASSOCIATION INC
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	Yes
DGR Endorsed	No
ATO Charity Type	Not endorsed More information
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	6027 WA
<i>Information retrieved at 3:51am today</i>	

Must be an ABN.

Applicant primary address *

25 Kennedya Dr
Joondalup WA 6027 Australia

**2022-2023 Corporate Sponsorship
Corporate Sponsorship Application
Application CS0322-23 From Wanneroo Basketball Association Inc**
Form Submitted 23 Nov 2022, 5:36pm AWST



Applicant postal address *

25 Kennedy Dr
Joondalup WA 6027 Australia

Applicant website

<http://www.wolfpackbasketball.com.au>

Must be a URL.

Primary Contact Details

Primary contact *

Mr Andrew Summerville

This is the person we will correspond with about this sponsorship application.

Position held in organisation *

CEO

e.g., Manager, Board Member or Fundraising Coordinator.

Primary contact primary phone number *

(08) 9300 1235

Must be an Australian phone number.

Primary contact email address *

andrew.summerville@wolves.asn.au

This is the address we will use to correspond with you about the sponsorship application.

Event, Program or Activity Details

*** indicates a required field**

Event, program or activity name *

Joondalup Wolves SBL Naming Rights "Co-Major" Partnership

Start date *

01/03/2023

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Must be a date.

End date *

30/09/2024

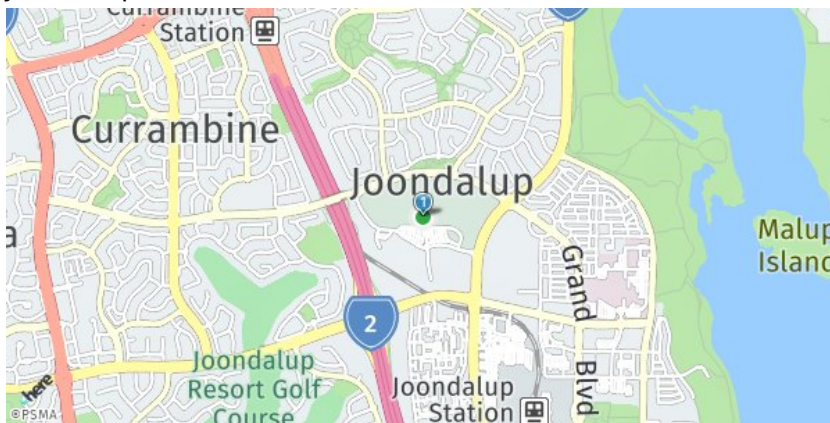
Must be a date.

Start Time

End Time

Address (the event, program or activity must be located within the City of Joondalup boundaries) *

25 Kennedy Dr
Joondalup WA 6027 Australia



Address Line 1, Suburb/Town, State/Province, and Postcode are required.

Event, program or activity overview *

The "Joondalup City Wolves".

The Joondalup Wolves NBL1 Naming Rights 'Co-Major' Partnership is a proposed corporate sponsorship agreement for 2 seasons across the years 2023-24. Commencing on March 1 2023. The requested sponsorship value is \$35,000 per season (fixed) - totalling \$70,000 for the 2-year term of the agreement.

The Joondalup Wolves offer an attractive corporate sponsorship proposition. As a truly inclusive sporting Association, the Joondalup and surrounding community are welcomed to a sport that can be played at all ages (cradle to grave participation emphasis), caters for all people (diverse and welcoming) and can influence and engage large masses of people every week and weekend (community and rate payers).

The Wolves are a highly successful and recognisable sponsorship property in the Northern suburbs. Established 40 years ago, the club has become a major force in WA Basketball, and a proud destination of choice for Basketballers of all ages and abilities, with more than 5,000 members following an enormous 65% growth in the club in the past 2-years.

A unified, high-performing Joondalup Wolves Association creates a better Joondalup - this is one of the most critical factors of the overall sponsorship proposition. An organisation that create such a connectivity and physical and mental health benefit is an integral part of the community fabric.

There are substantial brand and profile benefits to be gained from partnering with the

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club, and being consistently recognised as the Major Partner of the Wolfpack. There will be superior brand placement, member engagement, hospitality and ambassadorial opportunities and activations to derive benefit for the City of Joondalup - a highly-visible and value-based partnership with a large and rapidly growing Sporting brand.

The ongoing activity of fielding a successful NBL1 program for the people of Joondalup attracts significant cost. This proposed partnership provides considerable financial and endorsement support for the Wolves program and helps to deliver and achieve an inclusive, high-performing and family-friendly Basketball competition, delivered annually within the City of Joondalup.

As a multi-year, fixed value investment sponsorship, there is an incredible benefit from partnering with the Joondalup Wolves for the longer-term. This includes but is certainly not limited to;

- the ambitious but achievable projected growth in membership as well as community reach and influence and;
- the opportunity for the City of Joondalup brand to be promoted more comprehensively, with greater sophistication, as we increase our investment in communication tools and resources.

The Joondalup Wolves partnership with the City of Joondalup is an effective, successful and growing activity that continues to yield important benefits for the Joondalup community, its youth, its families and its brand. We strongly desire to continue this strategic union and for the partnership to help drive and deliver the Joondalup Wolves four strategic, realistic aspirations;

OUR STRATEGIC PILLARS -

PARTICIPATION - Offer a credible & inclusive destination to play, consume and enjoy Basketball. Develop more products and programs that provide greater opportunities for all

FACILITIES - Source and strategically partner with venue providers to deliver our programs. Grow and transition into our new Arena, creating a renown Wolves stronghold

Detailed description of the event, program or activity including (but not limited to) programming information and historical information.

What are the expected outcomes of the event, program or activity? *

-- 2023 Attendance Target --

2023 TARGET attendance rate:

Avg. 12,000 stadium attendees per week x 40 full weeks of Basketball = ~480,000 attendees per annum

2023 TARGET NBL1 game attendance rate:

Avg. 1,100 stadium attendees per home game x 13 home games = ~14,300 attendees per annum

BENEFITS ->

Community

- Supporting delivery of a safe, healthy and family-friendly Basketball competition
- Deliver a strong and inclusive Men's and Women's NBL1 competition - opportunity for all
- Sport as an evidence-based 'protective' factor for harm prevention, domestic violence, alcohol and other drugs
- Creating Joondalup community cohesion and connectivity - increased Joondalup pride and social capital - sporting success

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- A destination for Joondalup families – health and physical activity, community meeting place, family and friend groups
- Providing role models and aspirational benefit – semi-pro athletes and Joondalup youth meeting in the middle

Brand & Client Servicing

- The opportunity to be the Joondalup Wolves 'Major Partner' at HBF Arena, Joondalup - high-profile attention
- Significant City of Joondalup branding and profile leverage – naming rights, signage, new initiatives
- Significant City of Joondalup promotion – improved digital and social media, media partnerships, professional creative
- City of Joondalup stadium signage, collateral branding, corporate box branding - significant brand leverage within target market
- City of Joondalup premium corporate box (all home games & finals, x 8 people) - corporate hospitality, client entertainment
- City of Joondalup NBL1 Import Player Ambassador - for utilisation at events, appearances and marketing, educational role model

Program KPIs

- Deliver a successful and competitive Men's and Women's NBL1 program - the City's premier teams
- Provision of an inclusive, accessible and family-friendly sporting environment
- Increase annual stadium attendance & Increase NBL1 per game attendance
- Increase digital and social media footprint that leverages City of Joondalup support - investment, resource and structure
- Inclusion of City of Joondalup as Co-Major Partner in all circumstances
- Inclusion of City of Joondalup branding on NBL1 Men's and Women's playing singlets

Outline KPI's for the event (i.e. attendance targets, participation rate), what you want the event, program or activity to achieve.

Criteria

*** indicates a required field**

Outline target market/groups for the event, program or activity. *

The target group of the Joondalup Wolves is broad in scope and highly inclusive by nature. The NBL1 program is the highest level of Basketball in the State, below the NBL.

The NBL1 competition is a very high standard and offers opportunities for Joondalup families to support their team and experience a fantastic, safe and family-friendly evening of entertainment at a very low cost.

The Joondalup Wolves provide genuine and measurable opportunities to promote the City of Joondalup partnership to ~12,000 per week in-season through a variety of mediums including live game day delivery, digital and social media, premium signage at the Joondalup Stadium and other marketing and promotional collateral.

The primary target market of the NBL1 competition is families. We provide entertainment for Mum, Dad and their children. This primary demographic naturally encompasses a very

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large proportion of Joondalup ratepayers.

Both the female and male Wolves teams will play x13 HOME games at HBF Arena in 2023 & 2024, and are expected to push deep into finals in both seasons, adding more game and more brand and publicity opportunities for the City of Joondalup.

Does this event, program or activity reach the City's key target market groups of residents, ratepayers, youth, seniors and/or businesses within the region?

Anticipated attendance, participant and/or spectator numbers. *

-- 2023 Attendance Target --

2023 TARGET attendance rate:

Avg. 8,000 stadium attendees per week x 40 full weeks of Basketball = ~320,000 attendees per annum

2023 TARGET NBL1 game attendance rate:

Avg. 1,100 stadium attendees per home game x 13 home games = ~14,300 attendees per annum

Cost to attend the event *

\$12.00

Cost to participate in the event *

\$250,000.00

How will the event, program or activity create long term value to the City and its residents? *

The Joondalup Wolves are a large and highly- successful Basketball operation that provides long-term value to the City and its ratepayers. The Wolves organisation is growing very rapidly, with revenue and membership both having increased by nearly 65% in the past 2 years. This really is an outstanding result, and is the culmination of innovation and strategy merging, to deliver growth and and increased professionalism and quality measures.

The Wolves both procure and receive local business support, and are a significant employer, purchaser, supplier and connector for local, economic development and stimulus across Joondalup. Proudly, the Wolfpack are the pride of Joondalup's sporting scene.

Operating at a scale that sees annual revenue in 2023 projected at c \$1,700,000, the Wolves are a significant sporting option for Joondalup families whether it be as participants (basketballers) or consumers (basketball spectators and enthusiasts).

There is a wide-variety of ways that the Joondalup can and does interact with the Wolves program, and this creates consistent economic growth and stimulus. There are lucrative and regular local business procurement and business engagement opportunities with the Association that total into the many tens of thousands of dollars.

The actual real cost of operating the facility, governing competitions and delivering a highly successful NBL1 Men's and Women's program is considerable, and increasing year-on-year. This creates challenges but also genuine business opportunities. The move to the HBF Arena, Joondalup - the Wolves operation will attract greater members, sponsors and other stakeholders through the obvious attraction and increased profile of a new facility, a refreshed brand position and better and more contemporary operational systems and processes.

Detail the community benefits/value this event, program or activity can provide.

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How will the event, program or activity provide positive exposure for the City's brand and image locally and/or regionally? *

The communications and promotion plan for the Joondalup Wolves for 2023-24 will be sophisticated and contemporary in intent - utilising a range of tools and mediums to promote the Wolves brand and that of our Partners.

The Wolfpack social media strategy and investment (by far the most superior in the League, and of a National-league standard) continues to be the most successful platforms for us, building fanbase and online communities via innovative and engaging creative and promotional updates.

Facebook | Twitter | Instagram | Wolfpack Youtube channel

A range of digital assets are utilised, allowing us to reach the widest possible market, to tell our brand story -- a story that includes the City of Joondalup's support and long-term partnership and belief in our growth and ambitions.

The Wolves will continue to form strong relationships with local and state-wide mainstream media outlets, to promote our news, our partnerships, our developments and our successes. The Wolves will promote their Co-Major Partnership with the City of Joondalup at all times, as appropriate and approved by the City.

Further benefits to the City of Joondalup

- * The opportunity for the City to provide direct promotion at games on programs, projects and events being run
- * Opportunity to set up promotional stalls or provide merchandise/advertising for the giveaway at each home game.
- * WBA will continue to attend a range of primary schools to provide basketball clinics each year. The City of Joondalup will be promoted as a partner of the program.
- * Opportunity for a City Representative to attend the Wolves Award Presentation and present if required.
- * All games live streamed with 1.3 million minutes watched
- * Game of the Week telecast on Kayo Sports

Provide details of the planned advertising and promotional campaign; proposed media coverage and risk mitigation strategies.

Outline the tangible benefits the City will receive as part of the sponsorship agreement. *

1) The City of Joondalup will be officially acknowledged as the Association's Naming Rights 'Co-Major Partner'

'The City of Joondalup Wolves'

2) This acknowledgement offers significant brand and promotion outcomes, including;

- Co-branded merchandise - NBL1 playing singlets
- A branded and endorsed destination for Joondalup families - health and physical activity, community hub
- Significant City of Joondalup branding and profile leverage
- Significant City of Joondalup promotion - improved digital and social media, media partnerships
- City of Joondalup stadium signage, collateral branding
- City of Joondalup Premium corporate box access (all home games and finals for x8 people)
- City of Joondalup NBL1 Player Ambassador - for utilisation at events, appearances and marketing

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The City of Joondalup corporate logo is planned to be synonymous with the Joondalup Wolves, and this will be achieved through effective and considered brand promotion and activations.

Another initiative to to be further improved and utilised is a dedicated 'City of Joondalup Player Ambassador'; most likely to be a high-profile Wolves Male player in 2023-24, either a Perth Wildcat or an American Import.

The Wolfpack's commitment and expertise surrounding digital and social media will be further enhanced and extended, and the City of Joondalup receives substantive promotion and publicity from our myriad branding activities across a season, in essence positive PR.

e.g. logo on promotional materials, social media; signage at the event, program or activity; ability for a City representative to attend/speak at the event etc. Outline what is included as part of this agreement and what can be provided at an additional cost to the City.

How will the event, program or activity enhance the liveability of the City for the community and promote Joondalup as a destination of choice for visitors to the region? *

ATTRACTING, hosting or supporting a wide range of events, programs and activities that enhance the liveability of the City for the community and promote Joondalup as A DESTINATION OF CHOICE for visitors to the region;

- The Joondalup Wolves Basketball Association have a membership of more than 5,000 Joondalup and Northern region individuals, made up of families and junior and senior athletes.

- A range of cradle-to-grave, dual-gender sport and recreation opportunities are offered, including junior and senior domestic Basketball, junior WABL representative basketball and senior NBL1 level Basketball

PARTICIPATION opportunities exist for all and this makes the Joondalup Wolves an attractive and inclusive partnership proposition.

* Providing positive exposure for the City's brand and image locally and regionally;

- The City of Joondalup will receive significant brand recognition and measurable awareness from a Naming Rights Co-Major Partnership with the Joondalup Wolves, both in Stadium, in the community and across the apparel range

- The City of Joondalup brand is emblazoned on all Wolves playing apparel, along with strong stadium signage and digital and social media promotion

- The Joondalup Wolves digital assets and creative capability will be significantly increasing under the guidance of the new Management and as such the flow-on promotion for the City of Joondalup will be improved and markedly more prominent

PROVIDING support to local organisations/community groups/sporting clubs

- As the largest and most successful Basketball Association in the region (and we say the State), the Joondalup Wolves are a considerably influential and high-traffic organisation that has reach into the several thousands weekly amongst the Joondalup community

- As a high-value partnership target, the Joondalup Wolves have x7 junior domestic clubs under their competition governance and management, along with programs and competitions for Joondalup residents of all ages and abilities

ENSURING that all agreements entered into provide an adequate return on investment by overseeing and managing the sponsorship, contributions and donations program, process and outcomes.

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- The City of Joondalup corporate sponsorship will be directly & professionally managed by the Association's Chief Executive Officer, with all partnership benefits and obligations met and preferably exceeded.

Will the event, program or activity attract visitors from outside the region? *

☒ Yes

☐ No

At least 1 choice must be selected.

Provide further details about these visitors including how they will be communicated with/attracted to the event, anticipated numbers, where they will come from and/or if they will stay in the region for the event.

Increasing visitors to the region

- The Joondalup Wolves increase visitors to the region, including athletes, visiting teams and Basketball fans and spectators

- Each season, the Wolves welcome 13 opposition clubs from all over the Perth Metro and some outlying country locales

How will the event, program or activity stimulate economic development and/or provide benefits to local businesses? *

STIMULATING economic development and providing benefits to local businesses.

- The Joondalup Wolves both procure and receive local business support, and are a significant employer, purchaser, supplier and connector for local, economic development and stimulus across Joondalup

- The Joondalup Wolves operate at a scale whereby lucrative and consistent local business procurement and business engagement opportunities exist into the significant tens of thousands of dollars

CREATING long-term value to the City and its residents by building sustainable partnerships or relationships

- The Joondalup Wolves are long-standing, sporting institution within the Joondalup region. The Wolves offer tangible and measurable long-term economic, brand and social capital benefit to the City.

Will local businesses be engaged with the event, program or activity; will participants/attendees spend with local businesses?

Upload documents/materials that will support the above. e.g. advertising schedules, event plans

No files have been uploaded

Financials

*** indicates a required field**

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Total Amount Requested \$70,000.00
 * What is the total financial support you are requesting in this application (excluding GST)?

If successful, what expenditure item/s will the City's contribution cover?

Expenditure	\$
League Affiliation Fees	\$50,000.00
Court Hire	\$30,000.00
	\$
	\$
	\$
	\$
	\$
	\$

Budget (excluding GST)

Please outline your project budget in the income and expenditure tables below, **including details of other funding that you are seeking and/or have applied for, whether it has been confirmed or not**. All amounts should exclude GST.

Provide clear descriptions for each budget item in the 'Income' and 'Expenditure' columns, Use the 'Notes' column for any additional information you think we should be aware of.

Please **do not add commas** to figures – e.g. type \$1000 not \$1,000 – this will ensure your figures for each table total correctly.

Income Description	Income Type	Confirmed Funding?	Income Amount (\$)	Notes
Ticket Sales	Earned Income *	Unconfirmed *	\$30,000.00	
Membership Sales	Earned Income	Unconfirmed	\$15,000.00	
Bar Sales	Earned Income	Unconfirmed	\$25,000.00	
Merchandise Sales	Earned Income	Unconfirmed	\$20,000.00	
Sponsorship	Other Income	Unconfirmed	\$100,000.00	
			Must be a dollar amount.	

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Expenditure Description	Expenditure Type	Expenditure Amount (\$)	Notes
Athlete Services	Salaries and Wages *	\$140,000.00	
Staff	Salaries and Wages	\$30,000.00	
Court Hire	Administrative and Infrastructure	\$15,000.00	
Corporate Catering	Other Expenditure	\$15,000.00	
Travel	Other Expenditure	\$10,000.00	
Marketing	Advertising and Promotion	\$10,000.00	
League Fees	Other Expenditure	\$25,000.00	
General Expenses	Other Expenditure	\$50,000.00	
Apparel and Uniforms	Other Expenditure	\$15,000.00	
Operations and Equipment	Project and Production	\$50,000.00	
		\$	

Budget Totals

Total Income Amount *	Total Expenditure Amount *	Income - Expenditure *
\$190,000.00	\$360,000.00	-170000
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

Applicant Capacity and Experience

* indicates a required field

Please provide details about your organisation and/or team, and previous experience that will give us confidence that you can complete the work you've described in this application. *

The Wolves have been playing in this competition since 1983. We are the reigning NBL1 Club of the Year.

Established in 1983, the Wanneroo Basketball Association is the most successful and professionally operated basketball Association in Western Australia. Based in the heart of the northern growth corridor, Joondalup, our popular and high-profile club has been in existence for nearly 40 years.

Through its extended representation in Junior, Senior and representative competitions,

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the Association has more than 5,000 registered players (members) through what is seven large, volunteer governed affiliated domestic clubs; with numbers bolstered by the many thousands of spectators who pass through the stadium every week of the year.

The Wanneroo Basketball Association aspires to be 'the destination of choice for Basketball', welcoming and growing by 800 new players per year, as a notably progressive, inclusive, accessible and affordable sporting option for the WA community.

The pinnacle of the Association is the NBL1 Men's and Women's teams. The Joondalup Wolves, as they are proudly known, have been in existence since 1983 and have experienced much success in their time, including 10 State Championships between Men's and Women's teams.

The club is committed to sustainable success, and prides itself on a high-performance culture, from junior ranks all the way through to the professional levels of the sport and business.

The Wanneroo Basketball Association is a destination for physical health, participation, personal development and social connectivity. Management's objective is to position the club as a true destination for all, a genuine hub of the Perth community and our growth projections remain significant, as does our exploration of new models and stadia to service our demand.

Our commitment to further, sustained growth is evident as we evolve our organisational structure to deliver more quality outcomes into our existing member base, as well as boosting our business and basketball development roles and activities.

Our club possesses an inherent belief and commitment in what we do, the quality of our service and the strength of our programs and products.

Include in this section information about your strategies for providing the inputs (money, staff/volunteers, time/expertise, equipment, facilities etc.) and how you will complete this event, program or activity within the proposed timelines. Provide information also about any past work that may demonstrate your organisation's capacity to undertake this work. Provide links to further explanatory material if available/relevant.

Upload any documents/materials that will support the above e.g. references, previous examples of work, staff profiles

Filename: JW-Prospectus2022-Page.pdf
File size: 4.0 MB

Filename: Our Profile - NBL1.pdf
File size: 5.8 MB

Filename: Our Profile - WBA.pdf
File size: 5.2 MB

Certification and Feedback

*** indicates a required field**

Certification

This section must be completed by an appropriately authorised person on behalf of the applicant organisation (may be different to the contact person listed earlier in this application form).

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- Submission of this application constitutes acceptance of these Terms and Conditions.
- The information provided on the application form is correct at the date of submission.
- Corporate sponsorship applications are typically assessed at the end of each month.
- Written notification of the outcome of the assessment will be issued within three months of the application being received.
- If the application is successful, following completion of any details, a sponsorship agreement will be drafted by the City outlining the terms of the sponsorship and the duties of each party, which must be signed and kept on file by both parties.
- By submitting this application, there is no guarantee that the City will sponsor the event, program or activity.
- Applications are not transferable between organisations, events, programs or activities.
- The application must outline the full details of the event, program or activity and the agreement will apply strictly for the event, program or activity listed in this application.
- Corporate Sponsorship commitments are subject to available funds within the City's budget.
- The City's assessment decision for this application is final.
- The applicant will notify the City of any changes to the details in this application as soon as they become known to the applicant.

I agree *

☒ Yes ☐ No

Name of authorised person *

Mr Andrew Summerville
Must be a senior staff member, board member or appropriately authorised volunteer

Position *

Chief Executive Officer
Position held in applicant organisation (e.g. CEO, Treasurer)

Contact phone number *

0437 534 842
Must be an Australian phone number.
We may contact you to verify that this application is authorised by the applicant organisation

Contact Email *

andrew.summerville@wolves.asn.au
Must be an email address.

Date *

23/11/2022
Must be a date

Applicant Feedback

You are nearing the end of the application process. Before you review your application and click the **SUBMIT** button please take a few moments to provide some feedback.

Please indicate how you found the online application process:

☒ Very easy ☐ Easy ☐ Neutral ☐ Difficult ☐ Very difficult

How many minutes in total did it take you to complete this application? *

45

Estimate in minutes i.e. 1 hour = 60

Please provide us with your suggestions about any improvements and/or additions to the application process/form that you think we need to consider.



PARTNERSHIP PROSPECTUS

JOONDALUP WOLVES



Introduction

Established in 1983, the Wanneroo Basketball Association is the most successful and professionally operated basketball Association in Western Australia. Based in the heart of the northern growth corridor, Joondalup, our popular and high-profile club has been in existence for 40 years.

The Association has grown substantially, becoming a large, integral and highly influential organisation within the northern metropolitan community. In late 2017, the Association built and relocated from the iconic Joondalup Basketball Stadium to the new state-of-the-art HBF Arena, a bespoke facility for Basketball, a genuine home for the future.

Through its extended representation in Junior, Senior and representative competitions, the Association has more than 5,000 registered players (members) through what is seven (7) large, volunteer governed affiliated domestic clubs. The facility has 12,000 people pass through the stadium every week of the year for basketball. The entire facility has 1.4 million visits per year, second only to Optus Stadium.

The Wanneroo Basketball Association aspires to be 'the destination of choice for Basketball', welcoming and growing by 1,000 new players per year, as a notably progressive, inclusive, accessible and affordable sporting option for the WA community.

The pinnacle of the Association is the NBL1 Men's and Women's teams. The Joondalup Wolves, as they are proudly known, have been in existence since 1983 and have experienced much success in their time, including 10 State Championships between Men's and Women's teams.

The NBL1 is a National Competition that is the official second tier competition of the NBL. This puts the Wolves on the National stage and we represent the region with pride.

The club is committed to sustainable success, and prides itself on a high-performance culture, from junior ranks all the way through to the professional levels of the sport and business.

The Wanneroo Basketball Association is a destination for physical health, participation, personal development and social connectivity.

Our commitment to further, sustained growth is evident, as we evolve our organisational structure to deliver more quality outcomes into our existing member base, as well as boosting our business and basketball development roles and activities.

Our club possesses an inherent belief and commitment in what we do, the quality of our service and the strength of our programs and products.

Go Wolves!



Benefits

Why sponsor?

- ✓ Support your local community sporting club
- ✓ Return on investment through exclusive member offers
- ✓ Access to the largest basketball membership base north of the river
- ✓ Game night activations & promotions
- ✓ Promotion to the biggest social media following in the league
- ✓ Average home crowds of 1,000
- ✓ Brand exposure to 500,000+ people per year



Our Reach



330,000+

Reach on Social media per annum

12,000+

People visit our facility weekly

5,000+

Members in our junior and domestic clubs

500

Teams play in our competitions

327,464

Views on facebook videos in 2022

2,000

Website visits per month

8,500+

People find us on google searches monthly

4,000+

Instagram followers

1.3 MILLION

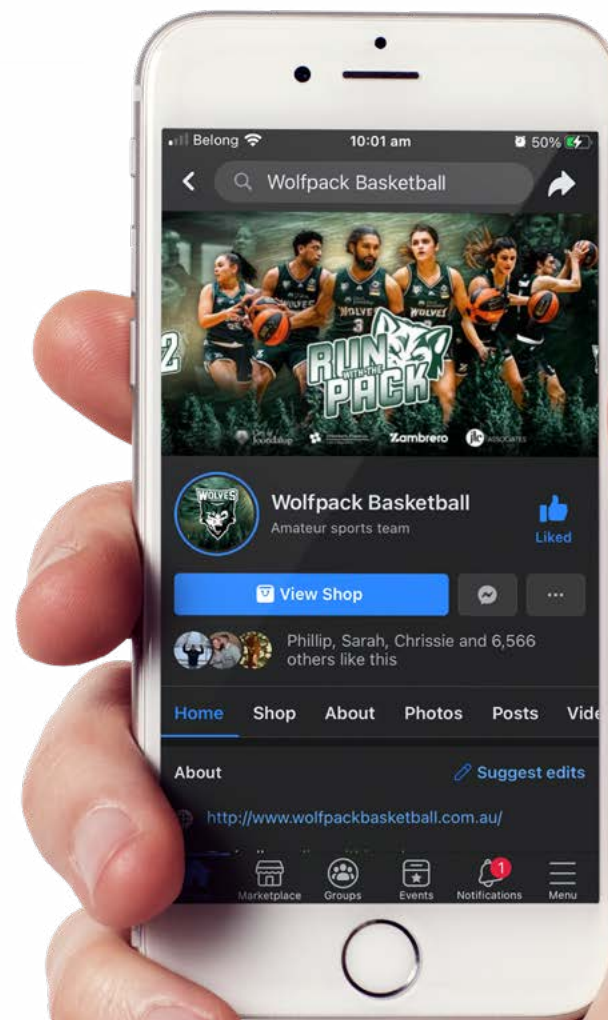
live stream minutes watched

730+

Twitter followers

9,500

Facebook followers





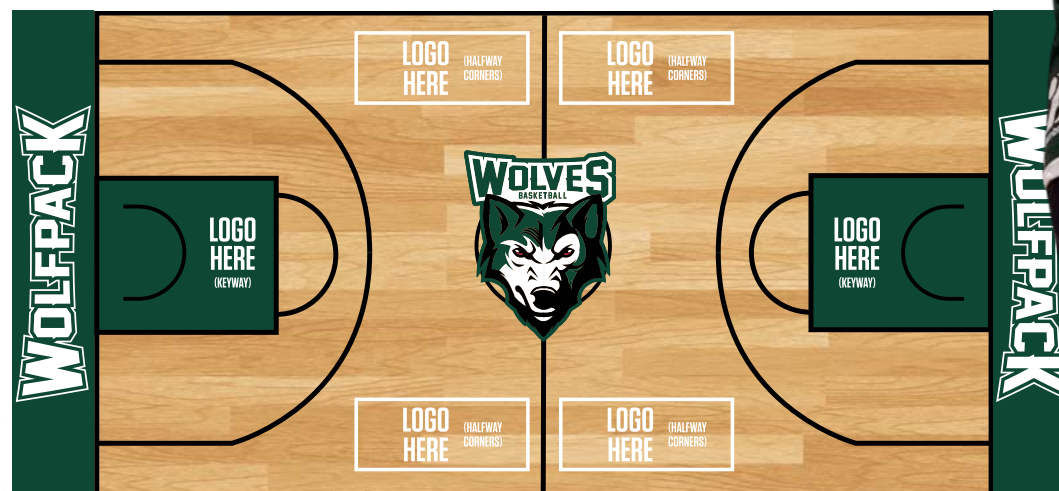
Co-Major Partner

\$25,000 - \$35,000 ex GST

- ✓ Men's and Women's Team Naming Rights
e.g. the [your name here] Joondalup Wolves
- ✓ Men's and Women's Team Singlet Branding
- ✓ Premium stadium signage (2) 1000x2000mm on wall Wolfpack show court
- ✓ Catered & branded corporate box for all home games plus finals,
seating 8 people
- ✓ Brand recognition on Wolfpack digital assets
- ✓ Brand recognition on collateral, and game program
- ✓ In-game announcements

Court Branding Partner

- ✓ Keyway (2) 5700x4800mm
\$10,000 ex GST
- ✓ Half way corners (2) 1200x3000mm
\$3,000 ex GST





Premium Partner

\$16,500 ex GST

- ✓ Catered & branded corporate box for all home games plus finals, seating 8 people
- ✓ Men's and Women's Team Shorts Branding
- ✓ Premium signage (2) 1000x2000mm on Wolves show court
- ✓ Brand recognition on Wolfpack digital assets
- ✓ Brand recognition on collateral, and game program
- ✓ In-game announcements



**DRIVE THRU
COFFEE
& BREAKFAST**
OPEN FROM 5.30AM

Zambrero
MEXICAN WITH A M...
JOONDALUP

Corporate Partner

\$5,500 ex GST

- ✓ Catered & branded corporate box for all home games plus finals, seating 4 people
- ✓ Premium signage (1) 1000x2000mm on Wolves show court
- ✓ Brand recognition on Wolfpack digital assets
- ✓ Brand recognition in game program
- ✓ In-game announcements





Coaches Sponsor

\$2,500 ex GST

- ✓ ***Men's and Women's Coaches Sponsor***
- ✓ ***2 x Reserved seats pass & lanyard to all home games***
- ✓ ***Brand recognition with (1) 1000x2000mm signage on Wolves show court***
- ✓ ***Brand recognition on Wolfpack digital assets***
- ✓ ***Brand recognition in game program***
- ✓ ***In-game announcements***

A group of female basketball players in green jerseys are huddled together on a court, with their arms around each other. In the background, a scoreboard shows a score of 500-0. Various sponsor banners are visible on the wall, including 'allure dental', 'PETER MOYES', 'CONSTRUCTIVE BUILDINGS', 'BOOMERANG BASKETBALL HOOPS', 'OTK', 'CH OS', 'BEYOND FITT', 'MDC BASKETBALL', and 'meneg'.

Community Partner

\$2,000 ex GST

- ✓ 4 x Reserved seats pass & lanyard to all home games
- ✓ Brand recognition with (1) 1000x2000mm signage on Wolves show court
- ✓ Brand recognition on Wolfpack digital assets
- ✓ Brand recognition in game program
- ✓ In-game announcements





Support Partner

\$1,500 ex GST

- ✓ Signage on Wolves show court (1) 1000x2000mm
- ✓ 2x General Admission passes
- ✓ Brand recognition on Wolfpack digital assets
- ✓ Brand recognition in game program
- ✓ In-game announcements



Player Sponsor

\$500 ex GST

- ✓ 1 hour coaching session with your player
(Court and player availability applies. Max. 10 people)
- ✓ 1 general admission pass & lanyard to all home games
- ✓ 1 x Custom Player Jersey with your choice of name and number





General Membership

**\$175 Adult • *\$125 Child • *\$395 Family*

- ✓ *Your very own reserved seat with your name*
- ✓ *Membership pack, inclusive of; Membership Card and Lanyard, Wolves Hoody, Player cards, Team Poster, Wolves Fixture Magnet & more*

**Starting from*



WOLFPACK

• WEAR •



**JOONDALUP
WOLVES**

Andrew Summerville

Chief Executive Officer

andrew.summerville@wolves.asn.au

08 9300 1325

WOLFPACK
BASKETBALL

WOLFPACKBASKETBALL.COM.AU





JOONDALUP WOLVES

ABOUT US

THE WOLFPACK WAY

COMMITTED TO ON COURT PERFORMANCE & OFF COURT SUCCESS.

The Joondalup Wolves are the most successful and professionally operated basketball Association in Western Australia. The Association is a large, integral and highly influential organisation within the northern metropolitan community.

The Wolves play in the National NBL1 competition and have been in existence since 1983. The Wolves have experienced much success in this time, including 10 State Championships between the Men's and Women's teams.

Our club possesses an inherent belief and commitment in what we do, the quality of our service and the strength of our programs and products.



MESSAGE FROM THE CEO

THE WOLFPACK WAY



ANDREW SUMMERVILLE

CHIEF EXECUTIVE OFFICER

“The Joondalup Wolves are the league leaders in professionalism and performance. We pride ourselves on delivering an elite, first class environment for our athletes, coaches, staff and fans. Our game night experience rivals that of any professional team and is one you must see for yourself. As the 2022 NBL1 Club of the Year, now is the time to Join the Pack.

Go Wolves”

OUR VISION

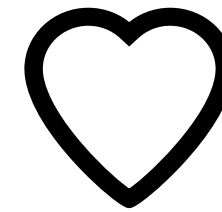
THE WOLFPACK WAY



To be the destination of choice for basketball and to aspire and achieve together.

OUR VALUES

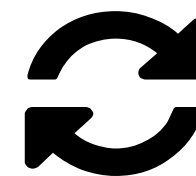
THE WOLFPACK WAY



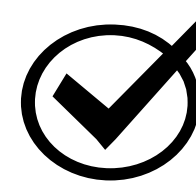
RESPECT



INTEGRITY



CONSISTENCY



ACCOUNTABILITY



WHAT WE DO

THE WOLFPACK WAY

INNOVATE

Continue to push the boundaries in our program to maintain our position as a leader of NBL1 teams in Australia.

PERFORM

Strive to be the best on & off the court and achieve this through player development, high performance programs, first class facilities and culture.

SUCCEED

The Wolves have a long history of success both on the court and off. With over 10 senior state championships we are truly ahead of the pack.



OUR LEAGUE

THE WOLFPACK WAY



The Joondalup Wolves play in the NBL1 Competition.

The NBL1's commercial operations are managed by the National Basketball League (NBL).

76 teams Australia wide make up the biggest National sporting competition in Australia.

Every state and territory is represented.

OUR HISTORY

THE WOLFPACK WAY

8

1983 THE BEGININGS

The Wanneroo Basketball Association was officially formed in 1983, although its roots and foundations trace back to the 1970's.

1985 FOUNDATION CLUBS

Through the dedication of many hard-working volunteers, the formation of junior domestic clubs under the Wanneroo banner meant that the north had its own weekly competition.

1998 TWO CITIES ONE TEAM

The changing of city boundaries meant the Wanneroo home of the Wolves was now in the city of Joondalup. The Wolves always kept our Wanneroo name and roots and are proud to service the community of two cities.

2014 NEW CLUBS

Due to the continued growth in the northern corridor of Wanneroo, the association added two new domestic clubs to its foundation clubs to service the growing area.

2016 BUSINESS OF SPORT

In 2016, the association transitioned from a volunteer run model to professional business model that employed full time staff responsible for the operations of the association.

2017 THE REBRAND

To keep with the times the Wolves underwent a rebrand to ensure we were seen as a progressive, professional outfit. The Wolfpack was born.

2021 NATIONAL RANKS

In 2021 the association reached the National stage with the men's and women's senior Wolves teams entering the NBL1 competition.

2017 NEW HOME

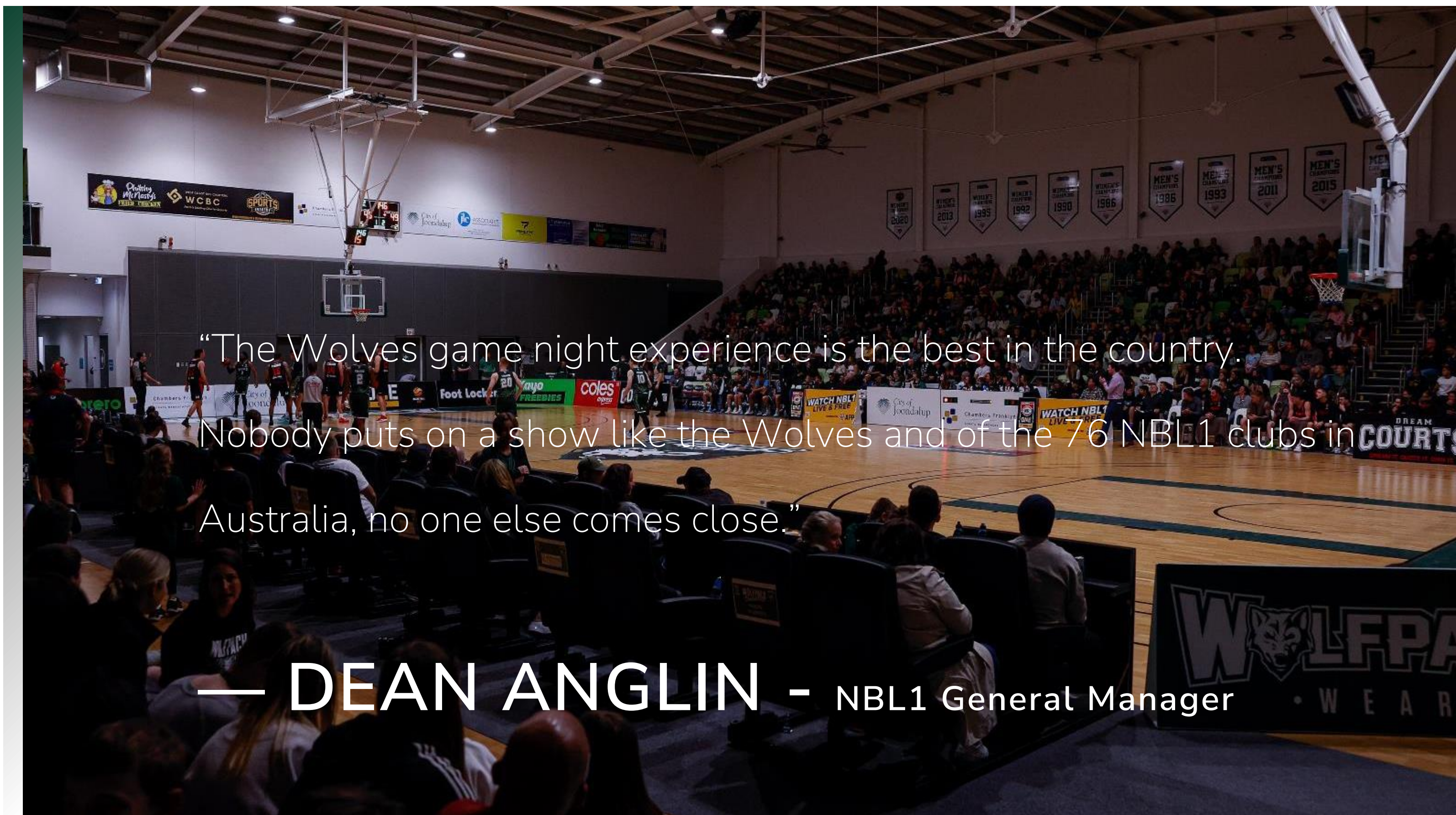
In late 2017, the Association relocated from the iconic Joondalup Basketball Stadium to the state-of-the-art HBF Arena, a bespoke facility for Basketball, a genuine home for the future.

2022 RECORD MEMBERSHIP

In 2022 the association peaked at over 5,000 playing members, positioning the WBA as one of the biggest amateur sporting associations in the state.

**“THE
STRENGTH
OF THE WOLF
IS IN THE
PACK”**





“The Wolves game night experience is the best in the country.
Nobody puts on a show like the Wolves and of the 76 NBL1 clubs in
Australia, no one else comes close.”

— DEAN ANGLIN — NBL1 General Manager

WOMEN'S HEAD COACH

THE WOLFPACK WAY



MARCUS WONG

HEAD COACH

- Current WNBL Assistant Coach (Townsville Fire)
- Experienced NBL1 Head Coach
- Elite Senior Basketball Coach
- 10 year WNBL Assistant Coach (Adelaide Lightning)
- Basketball Program Delivery Specialist
- Coach Education Accreditor

WOMEN'S TEAM STAFF

THE WOLFPACK WAY



NATALIE NICHOLS

ASSISTANT COACH



CORRY EASTER

ASSISTANT COACH



TIM TOLLEY

TEAM MANAGER



TAYLA WELLSTEED

TEAM MANAGER

WOMEN'S TEAM STAFF

THE WOLFPACK WAY



TIM TOLLEY
TEAM MANAGER



JASON POWER
PHYSIOTHERAPIST



CHRISTIAN SALINAS
STRENGTH & CONDITIONING COACH

MEN'S HEAD COACH

THE WOLFPACK WAY



DAVID MORRELL

HEAD COACH

- Experienced NBL1 Head Coach
- Elite Senior Basketball Coach
- USA High School Coach
- Basketball Program Delivery Specialist
- Coach Education Accreditor
- Masters in Education

MEN'S TEAM STAFF

THE WOLFPACK WAY



JESSE PENCE
ASSISTANT COACH



MIKE VAN LIT
ASSISTANT COACH



NIC VLAHOV
ASSISTANT COACH



DAVE JACKSON
TEAM MANAGER

MEN'S TEAM STAFF

THE WOLFPACK WAY



NEIL KERSEY
TEAM MANAGER



JASON POWER
PHYSIOTHERAPIST



CHRISTIAN SALINAS
STRENGTH & CONDITIONING COACH

DID YOU KNOW?

T H E W O L F P A C K W A Y

- The Joondalup Wolves have won 10 Championships since 1986 – that's 1 every 3 years.
- The Wolves are the 4th most watched live stream NBL1 team in Australia.
- The Wolves average the highest crowd attendance numbers in the league.
- More than 1.4 million people visit HBF Arena, the home of the Wolves each year. Second only to Optus Stadium.



JOIN THE PACK

TESTIMONIALS

THE WOLFPACK WAY

“Game nights are something, myself and my family look forward to as not only are they fantastic experiences, but being part of the Wolfpack community is something we take great pride in.”

STEPHEN WOOD, PARENT.

“I’m extremely grateful for the opportunity the club and coaches have given me over the years. I’ve grown up playing for the Wolves, so I feel very honoured to be representing the club as part of the NBL1 team.”

LUCA O’BRIEN, PLAYER.

“The decision to renew our partnership each year is always an easy one as the Club is an integral part of the local and West Australian Basketball community. We are proud to be a part of such a great club.”

JAY WAKEFIELD, SPONSOR.

“My family and I love the Wolves. We are all involved in some way. The association is our second home, and we love being a part of such a family friendly club.”

MARY-ANNE KERSEY, (VOLUNTEER).

OUR PARTNERS

THE WOLFPACK WAY



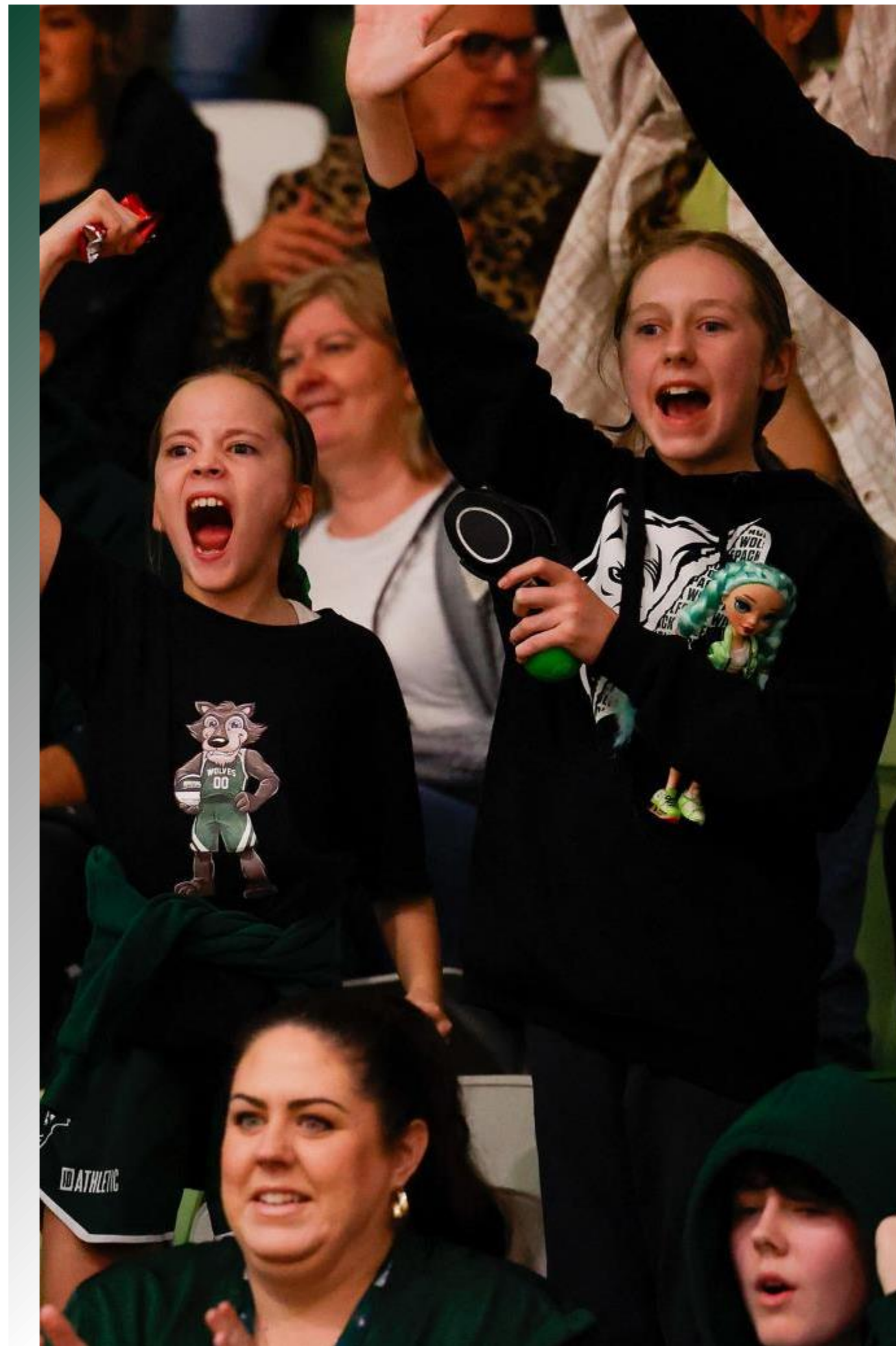
GALLERY

THE WOLFPACK WAY



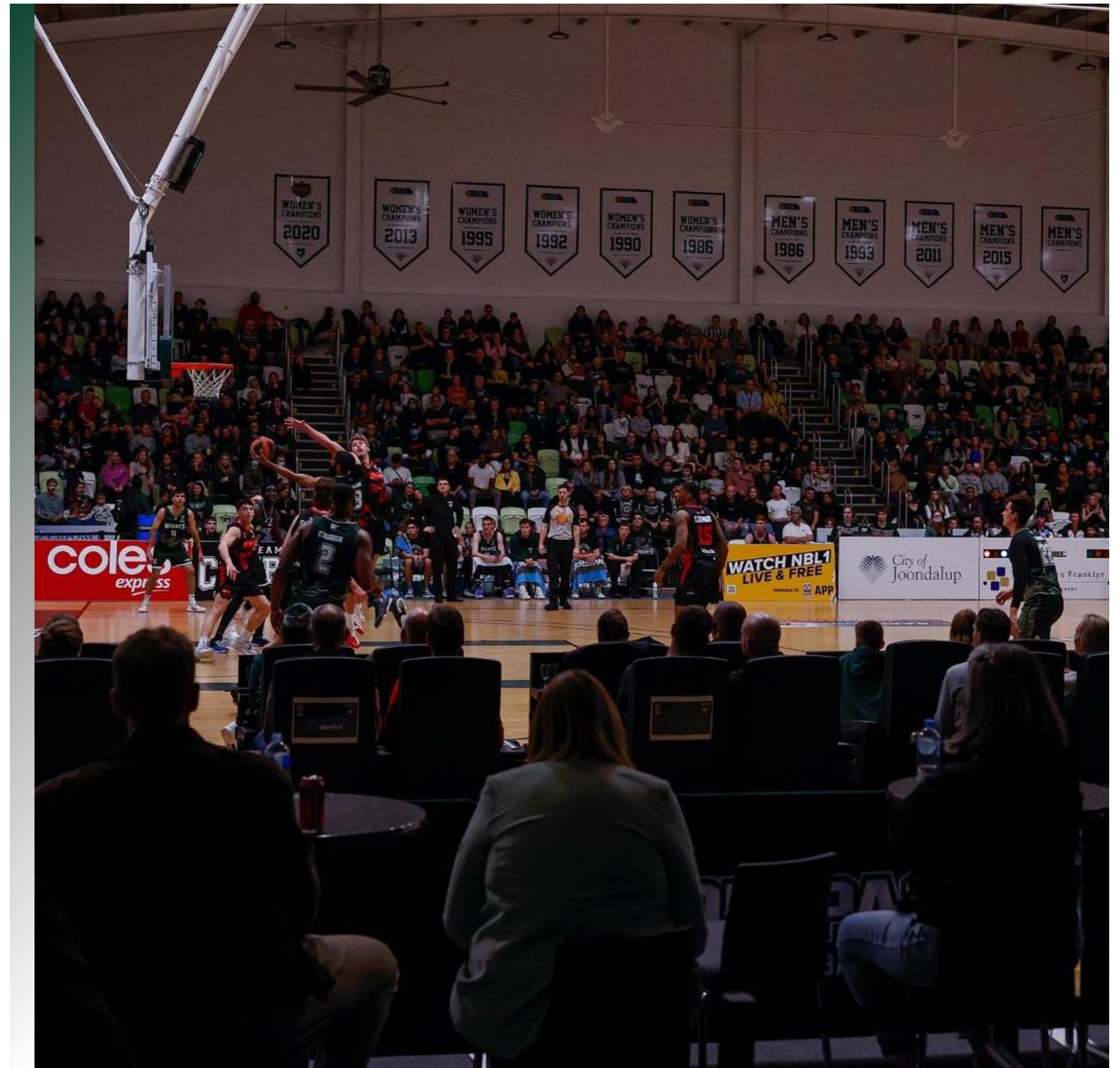
GALLERY

THE WOLFPACK WAY



GALLERY

THE WOLFPACK WAY



SOCIAL MEDIA STATS

THE WOLFPACK WAY



330K REACH

Across our multiple Facebook pages, the Wolves reach a wide diversified audience.



150K REACH

Multiple Instagram pages and a targeted approach to content have led to increased following in 2022.



327K VIDEO VIEWS

Across a variety of video platforms, well over 300,000 video views were achieved in 2022.



33% INCREASE IN FOLLOWERS

Our newest platform is seeing a 33% increase in follower per month.

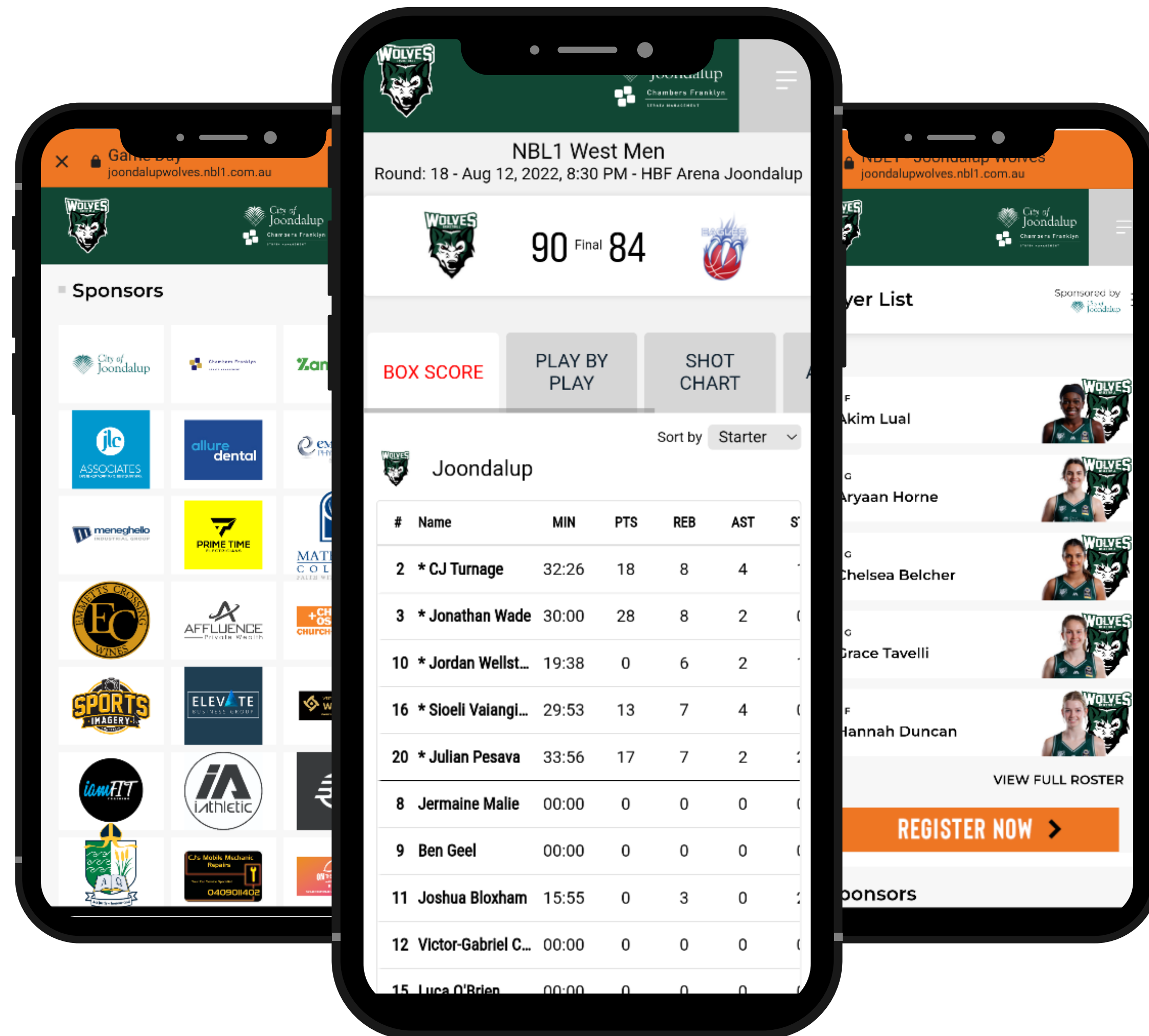


1.3M LIVE STREAM MINUTES WATCHED

In 2022 the Wolves had over 1.3 million minutes of viewing time on our live streamed games.

WOLVES NBL1 APP

THE WOLFPACK WAY



1 LIVE STATS

For the true fan, follow the game on the go with all the stats and play by play action in the palm of your hand.

2 PLAYER PROFILES

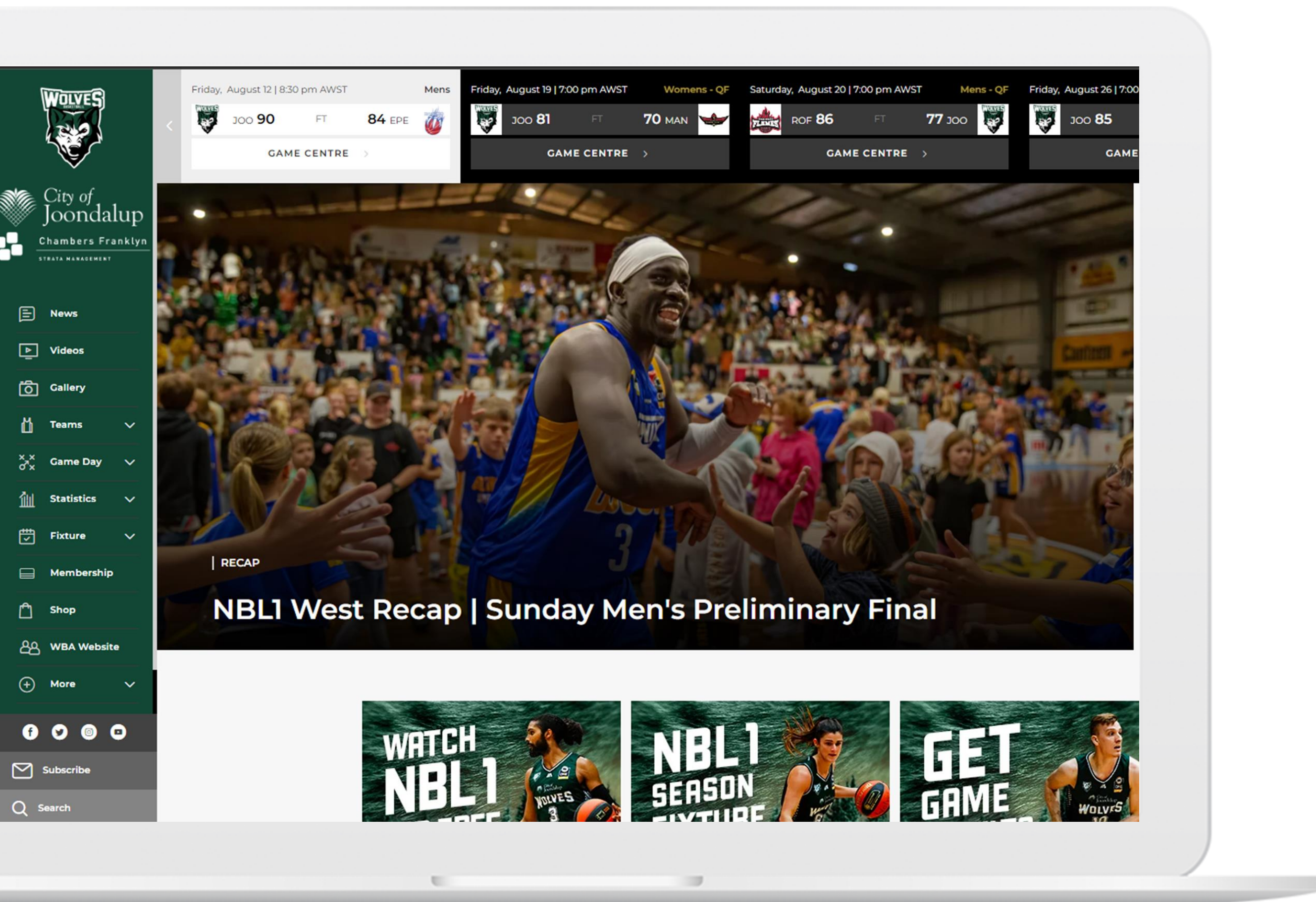
Click on your favourite player to follow their progress and see their latest stats.

3 WOLVES NEWS

Stay up to date with everything Wolves related. Read game reviews, game day information or buy your season pass.

WOLVES NBL1 WEBSITE

YOUR SUBTITLE HERE



1 LIVE STREAMING

Watch every Wolves game, live and free on our website. Pause, rewind and enjoy our broadcast with professional commentators and camera operators.

2 HIGHLIGHTS & REPLAYS

Never miss a moment. Watch full game replays or enjoy a quick highlights package courtesy of the video section of our website.

3 FAN ZONE

If you “Bleed Green”, get the latest game day information, enter our competitions or take part in our game day activations.

FIRST CLASS EXPOSURE

T H E W O L F P A C K W A Y



1 GAME OF THE WEEK

The Wolves feature heavily on Kayo Sports as “Game of the Week”. Alongside the top tier sports from around the globe catch the Wolves live and free on Kayo Sports.

2 PROFESSIONAL PRODUCTION

Multiple camera angles, replays, commentators, advertisements. This truly is a professional broadcast that rivals the best.

3 REACH & EXPOSURE

Backed by the National branding of Kayo Sports and the NBL, the Wolves can be found on screens anywhere in the world.

CONTACT US

THE WOLFPACK WAY

ADDRESS

HBF Arena, 25 Kennedya Way, Joondalup
WA, 6028

PHONE

(08) 9300 1325

E-MAIL

welcome@wolves.asn.au

WEBSITE

wolfpackbasketball.com.au

MEMBERSHIP

jointhewolfpack.com.au

FACEBOOK

@wolfpacknbl1

LINKEDIN

Wanneroo Basketball Association –
Joondalup Wolves

INSTAGRAM

@wolfpacknbl1

Master Sponsorship Assessment Matrix

Benefit	Up to \$1,000	\$1,001 - \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$25,000	\$25,001 - \$50,000
Logo on promotional material	•	•	•	•	•	•
Merchandise distribution e.g. City merchandise in participant packs	•	•	•	•	•	•
Opportunity to set up a promotional display	•	•	•	•	•	•
Verbal acknowledgement throughout the event, program, or activity	•	•	•	•	•	•
Signage displayed at the event, program, or activity	2	4	6	8	•	•
Logo on website	•	•	•			
Logo and hyperlink on website				•	•	•
Logo on local advertising		•	•	•	•	•
Opportunity for the City representative to present/speak		•	•	•	•	•
Logo on event, program, or activity signage			•	•	•	•
Recognition on media releases			•	•	•	•
Recognition and link on social media forums			•	•	•	•
Logo on regional advertising				•	•	•
Digital marketing e.g. Inclusion in club newsletters, emails, on hold messages					•	•
Exclusive rights					•	•

Benefit	Up to \$1,000	\$1,001 - \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$25,000	\$25,001 - \$50,000
Economic development e.g. will the program or event provide an opportunity for local organisations to be involved or will it bring visitors to the region who will utilise current businesses such as hospitality (dining and accommodation)					•	•
Tourism e.g. increase visitors to the region, people will travel to attend the event program					•	•
Corporate hospitality e.g. complimentary VIP tickets, invitation to event launch/finale					•	•
Opportunity to include advertisement in publication or program						•
Recognition on radio advertising						•
Naming rights to the event, program, or activity						•
Logo on state advertising						•

Attendance	Up to \$1,000	\$1,001 - \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$25,000	\$25,001 - \$50,000
Under 500	•	•				
500 – 2,000		•	•			
2,001 – 5,000			•	•		
5,001 – 10,000				•	•	
Over 10,000					•	•