

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

CS0622-23

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 *

National Basketball League Pty Ltd

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 *

65 164 187 937

Information from the Australian Business Register	
ABN	65 164 187 937
Entity name	NATIONAL BASKETBALL LEAGUE PTY LTD
ABN status	Active
Entity type	Australian Private Company
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	3004 VIC

Information retrieved at 11:10pm yesterday

Must be an ABN.

Applicant primary address *

Level 6, 10 Queens Road
Melbourne Vic 3004 Australia

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Corporate Sponsorship Application
Application CS0622-23 From National Basketball League Pty Ltd**
Form Submitted 28 Nov 2022, 6:18am AWST



Applicant postal address *

Level 6, 10 Queens Road
Melbourne Vic 3004 Australia

Applicant website

<http://www.nbl1.com.au>

Must be a URL.

Primary Contact Details

Primary contact *

Mr Dean Anglin

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

Position held in organisation *

NBL1 General Manager

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

Primary contact primary phone number *

0419 421 927

Must be an Australian phone number.

Primary contact email address *

dean.anglin@nbl.com.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 *

2023 NBL1 National Finals

Start date *

17/08/2023

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Must be a date.

End date *

20/08/2023

Must be a date.

Start Time

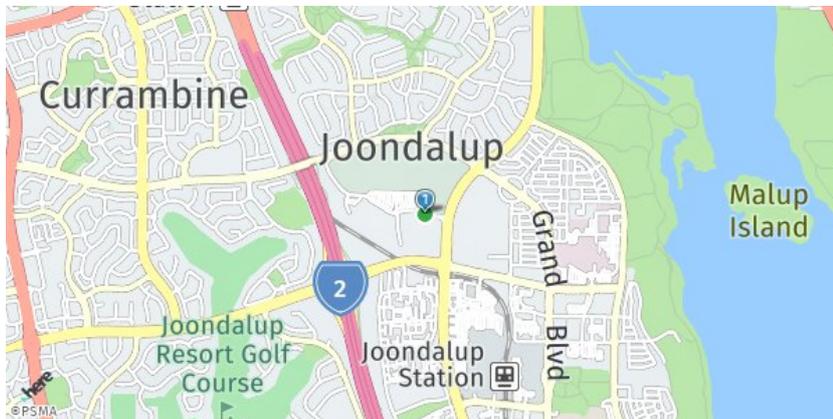
4pm

End Time

11pm

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

Kennedy Dr
Joondalup WA 6027 Australia



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

Event, program or activity overview *

We are proposing to host the 2023 NBL1 National Finals at HBF Arena in Joondalup.

The event brings together 12 of the best men's and women's basketball teams from across Australia; for a 3 day Championship Event.

The reigning champions, the Warwick Senators (Women) and Rockingham Flames (Men) will join the Conference Champions of NBL1 North, East, South and Central.

The event is live streamed around Australia on Kayo Freebies, so is free to watch for all basketball and sports fans. The 2022 event attracted more than 1.1 million minutes of viewership.

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? *

For the NBL and our partner States and Clubs, the outcome is the the crowning of the men's and women's NBL1 National Champions for 2023. For the City of Joondalup the outcome is hosting a National Event that is televised on Kayo Freebies that features some of Australia's best male and female athletes and international players. The event will include one of the City's local teams (Warwick Senators) as the defending Champions and may include a second if either Joondalup or Warwick's Men can qualify too. The event will engage local volunteers and WA Officials. The event is a positive event to host and has the ability to promote the regional on a national and international level.

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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 event is targeted at delivering a tourism boost for the region, both directly with visitation for the event and secondary through the promotion of Joondalup as a WA destination as part of our live coverage. In addition the event will provide the more than 8500 basketball participants in the City of Joondalup (Joondalup & Warwick Associations) with an opportunity to see some of the countries best athletes on their doorstep. As a sporting code that is evenly split men's and women's, we are proud of the outcomes we are delivering for women's sport and the growth of the women's game in Australia too.

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. *

180 participants

80 staff and officials

Daily spectators of approximately 2500

Cost to attend the event *

\$20.00

Cost to participate in the event *

\$0.00

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

NOTE: Ticket pricing is yet to be set, however day passes will not exceed \$20 for an adult.

The sport of basketball is growing at an enormous rate in WA. In the last 2 years WA has moved into the #2 spot nationwide for participation and this event will again highlight the benefits of the sport to residents. The event will evenly showcase male and female athletes, build a strong brand for female athletes and hopefully inspiring the next generation of young girls to get active.

The event will engage the services of Joondalup Wolves staff and volunteers, providing them with an end of year experience like no other.

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

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

The NBL1 National Finals is a pinnacle event on the basketball calendar. It is the only Association based Senior National Championships in Australia and the host city is seen as a flagship venue within the basketball community when selected.

The location of the event will be announced as early as possible enabling Commentators and Clubs the opportunity to promote the 'Road to Joondalup' as part of their regular season

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strategies.

Being the first NBL1 Finals outside of Victoria this is a huge feather in the cap of HBF Arena and the City of Joondalup.

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. *

Logo on promotional material

Merchandise distribution through participant packs, including the opportunity for local businesses to get involved and benefit

Opportunity to set up a promotional display

Verbal acknowledgement throughout the event

Opportunity for a City representative to present/speak

Signage displayed at the event

Logo and hyperlink on website during the NBL1 National Finals

Recognition on media releases

Recognition and link on social media forums

Digital marketing e.g. Inclusion in club newsletters, emails

Tourism e.g. increase visitors to the region, people will travel to attend the event

Corporate hospitality e.g. complimentary VIP tickets

Opportunity to include advertisement in the event program

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? *

The NBL1 Finals will assist with the goals of the City of Joondalup:

Attract more visitors to the Joondalup region, through Interstate and Intrastate visitation for the event;

Increase the share of Perth and Western Australia's key markets by hosting the first ever NBL1 National Finals outside of Victoria;

Grow our visitor economy by promoting the City of Joondalup in lead up to and during the finals within our Live Streams to a National and International Audience.

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.

Teams: 12 teams, 6 women's & 6 men's

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A minimum of 15 people, athletes, coaches & staff

8 Interstate Teams, 4 Intrastate Teams

Officials: 18 referees, 6 reserve referees, 2-4 referee coaches

A minimum of 32 scoretable & statisticians from WA

Streaming: A minimum of 8 camera operators & 2 producers (WA based)

10-12 Commentators from right across Australia

Bed Nights: Approximately 550 (within the City of Joondalup)

Spectators: 26% of online registered ticket purchases for the 2022 NBL1 National Finals were from Interstate consumers. In addition, with 4 teams participating in the finals WA, intrastate visitation will drive daily economic benefits.

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

The NBL aims to have all required bed nights within the City of Joondalup and have already spoken with Quest Joondalup, Nautica Residences Hillarys, Joondalup Resort. This will spread out participants out into a couple of areas of the municipality and drive economic benefits throughout.

In conjunction with the City we are happy to produce a Visitor Information Guide for participants that further engages them in the regions offerings. Finally, 8 of the 12 teams will have Championship day off, with just the National Finals to happen on Dat 3. These teams will have flights booked in the afternoon/evening allowing them a tourism day to wrap up the year.

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**

Total Amount Requested

\$50,000.00

*

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

\$

Court Lighting & Sound Hire, Install & Op	\$15,000.00
Streaming & Commentators	\$33,500.00

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Court Announcer / Music	\$3,600.00
Dancers/Entertainment	\$5,000.00
Photographers	\$6,300.00
	\$
	\$
	\$

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
Ticketing	Earned Income *	Unconfirmed *	\$125,000.00	
SSO Contributions	Earned Income	Confirmed	\$100,000.00	
Commercial	Earned Income	Unconfirmed	\$150,000.00	
Government Support	Government Grants	Unconfirmed	\$150,000.00	
Merch / Programs	Earned Income	Unconfirmed	\$10,000.00	
			Must be a dollar amount.	

Expenditure Description	Expenditure Type	Expenditure Amount (\$)	Notes
Team Travel	Project and Production *	\$210,289.00	
Referee Travel	Project and Production	\$29,100.00	
Staff Travel	Project and Production	\$22,800.00	

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Awards	Project and Production	\$14,700.00	
Operations	Project and Production	\$53,350.00	
Referees	Project and Production	\$23,500.00	
Ticket Rebate	Project and Production	\$62,500.00	
Game Day	Project and Production	\$133,000.00	

Budget Totals

Total Income Amount *	Total Expenditure Amount *	Income - Expenditure *
\$535,000.00	\$549,239.00	-14239
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 National Basketball League runs Australia's professional basketball league for men. Our operations teams consists of 8 staff that run events all year long, including the NBL, 3x3 Hustle and NBL1.

The event is backed by the State Sporting Organisations of Basketball WA, Victoria, NSW, Queensland and South Australia, with the Competitions Managers of all states on hand for the event to assist in the operations.

Additionally we will engage the Joondalup Wolves to ensure there is local knowledge if the venue operations available to assist.

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: NBL1 PowerPoint Slides - City of Joondalup_v3.pdf
File size: 1.9 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).

- 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 Dean Anglin
Must be a senior staff member, board member or appropriately authorised volunteer

Position *

NBL1 General Manager
Position held in applicant organisation (e.g. CEO, Treasurer)

Contact phone number *

0419 421 927
Must be an Australian phone number.
We may contact you to verify that this application is authorised by the applicant organisation

Contact Email *

dean.anglin@nbl.com.au
Must be an email address.

Date *

28/11/2022
Must be a date

Applicant Feedback

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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? *

60

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.

The form is easy to complete and detailed in it's questions.

coles
express



ONE
AUSTRALIA



City of
Joondalup

Proposal for Partnership between the NBL1 and the City of Joondalup.

EVENT HOSTING OPPORTUNITY

NOVEMBER 2022

Commercial in confidence



INTRODUCTION

The National Basketball League (NBL), in partnership with Basketball WA (BWA) is pleased to submit this proposal to stage the **2023 NBL1 National Finals** at HBF Arena in Joondalup, from Friday 18th August to Sunday 20th August 2023.

The NBL invites the City of Joondalup to attract this event under Council's Corporate Sponsorship Program.

NBL1 consists of five conferences covering every state and territory of Australia. Each conference has both a Women's and Men's competition, with a total of 76 clubs, 149 teams all competing for a chance to win a spot at the NBL1 National Finals.

The annual event brings together the champions of each conference, and the reigning for a 3-day event where teams compete for the title of NBL1 National Champions.

NBL1 is the official pathway to the elite levels of basketball, including to the WNBL, NBL, US College, NBA D-League, the NBA and the Australian Boomers and Opals.

We look forward to working with the City of Joondalup to deliver an event the athletes, officials and spectators will never forget.



NBL1 FINALS DETAILS

Team Arrivals:	17 th August 2023
Team Departure:	20 th August 2023
Event Dates:	18 th – 20 th August 2023
Teams:	12 teams, 6 women's & 6 men's A minimum of 15 people, athletes, coaches & staff 8 Interstate Teams, 4 Intrastate Teams
Officials:	18 referees, 6 reserve referees, 2-4 referee coaches A minimum of 32 scoretable & statisticians from WA
Streaming:	A minimum of 8 camera operators & 2 producers 10-12 Commentators from right across Australia
Bed Nights:	Approximately 550 (within the City of Joondalup) Average stay, 3 nights, 4 days Estimated daily spend \$180 per day per person



WHY JOONDALUP?

The inaugural NBL1 National Champions are both teams from NBL1 West, the Warwick Senators and Rockingham Flames claimed the women's and men's championships earlier this year in Melbourne and both will be given the chance to defend their titles. HBF Arena provides the ideal infrastructure to host the NBL1 National Finals, the two established Show Courts within a defined area of the venue and an established NBL1 club (Joondalup Wolves) to partner with.

The NBL1 Finals will assist with the goals of the City of Joondalup:

- Attract more visitors to the Joondalup region, through Interstate and Intrastate visitation for the event;
- Increase our share of Perth and Western Australia's key markets by hosting the first ever NBL1 National Finals outside of Victoria;
- Grow our visitor economy by promoting the City of Joondalup in lead up to and during the finals within our Live Streams to a National and International Audience.

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 for visitors to the region.

The positive exposure and branding benefits that would be afforded to Joondalup as part of the NBL1 Finals are significant and wide-reaching. Not only will Joondalup be promoted in all marketing collateral and event assets, Council and the city itself will be promoted through the NBL1 social media channels and marketing distribution lists and some NBL social media channels and marketing lists. This is a rare opportunity for the City of Joondalup to promote itself via the social media channels of a national sporting league which have more than 500,000 followers nationally, and internationally.

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

At a local level, the NBL1 will make available multiple opportunities for the Mayor, Deputy Mayor and Councilors to engage with the event, such as Official Opening remarks at the trophy presentations, a media release and press conference to announce the events 2023 location, alongside NBL and Basketball WA representatives.



Cont...

Increasing visitors to the region

NBL1 is Australia's only sporting league operating under one brand across every State and Territory of the country, presenting the City of Joondalup a opportunity to promote the region as a tourist destination to national audience. 26% of online registered ticket purchases for the 2022 NBL1 National Finals were from Interstate consumers. In addition, with 4 teams participating in the finals WA, intrastate visitation will drive daily economic benefits.

Providing support to local organisations, community groups and clubs

The NBL1 National Finals presented by the NBL and Basketball WA presents a rare opportunity to engage local basketball associations, community groups and local basketball clubs in Perth and Joondalup to assist in delivering an event to remember. Outside of the basketball community, the NBL will be looking to engage local entertainment groups to provide performances before and during the Championship Games.

Stimulating economic development and providing benefits to local businesses

With 550 bed nights required for the players, coaches and officials, it is expected that the event will deliver more than 1000 bed nights across the 3 days, and additional intrastate visitation.

The event will activate both Show Court 1 and Show Court 2 simultaneously for 3 games a day on Friday and Saturday, with the Women's and Men's National Finals on the Sunday, bringing thousands of people a day into Joondalup, all of whom will spend directly in Joondalup. We anticipate this event will cycle hundreds of thousands of dollars back into the Joondalup economy – directly benefitting local hospitality, service providers (hire cars, restaurants, golf courses for example) and accommodation businesses. In addition, all interstate and out of region visitors are likely to spend in local shopping precincts during their stay.

Please see the detail provided in this proposal for more information on the projected economic return on investment for Joondalup.

Cont...

Increasing visitors to the region

The event will bring more than 250 players, staff and officials, generating 550 bed nights, and then at least a few hundred interstate visitors as spectators and fans coming to Joondalup over the 4-day period from Thursday 17th August to Sunday 20th August 2023.

Creating long-term value to the City, its residents and/or businesses by building sustainable partnerships or relationships

The sport of basketball is rapidly growing in popularity across Western Australia, especially in the Perth, Peel and Joondalup regions. By attracting the NBL1 National Finals to Joondalup, Council forms an immediate and enduring strategic connection with the NBL, which is now widely recognised as one of the world's best professional basketball leagues. The NBL organises and delivers dozens of events throughout the calendar year, including this one, alongside the NBL1 (part of the NBL) and the relevant State Basketball Association, in this case, Basketball WA.

The NBL is currently engaged in discussions with the Western Australian Government about future expansion opportunities in Western Australia, and we believe that HBF Arena could play a role in this.

In addition to the immediate economic uplift, this event will create long-term value to the City of Joondalup by demonstrating capacity to host a national basketball finals event of this scale, generating significant exposure for the City of Joondalup – promoting it as an attractive tourist destination.

Ensuring that all agreements entered into provide an adequate return on investment by overseeing and managing the corporate sponsorship program, process and outcomes

The NBL organises and delivers events in partnership with Governments and public service agencies across Australia and New Zealand regularly. We have a dedicated Government Relations team, which will monitor all deliverables, ensuring that Council is receiving its value for money and all components of a sponsorship contract are delivered. The NBL will then develop a Post Event Report providing detail on all the key event metrics, meeting of Key performance Indicators and qualitative analysis on any event issues and any observations relevant to Council's Corporate Sponsorship program and this event.

The NBL's Government Relations team can also commit to supporting Council to develop an Economics Outcomes Analysis, to ensure that Council receives its expected return on investment.

TOURISM OPPORTUNITIES

We understand tourism is vital, especially as we return from the COVID-19 pandemic. We believe this tournament will attract both intrastate and interstate visitation.

To attract interstate and international visitation to the tournament, we will work with the City of Joondalup to:

- Work local tourism operators to develop quality travel packages for visitors;
- Provide opportunities to showcase culturally appropriate activations and promote local first nations stories;
- The opportunity for the City of Joondalup to be presented via integrated marketing, tourism vignettes, signage, ie: *Experience Joondalup*
- Provide a tournament to increase accommodation occupancy and increase in tourism revenue to the state.



THE BENEFIT

- Logo on promotional material
- Merchandise distribution through participant packs, including the opportunity for local businesses to get involved and benefit
- Opportunity to set up a promotional display
- Verbal acknowledgement throughout the event
- Opportunity for a City representative to present/speak
- Signage displayed at the event
- Logo and hyperlink on website during the NBL1 National Finals
- Recognition on media releases
- Recognition and link on social media forums
- Digital marketing e.g. Inclusion in club newsletters, emails
- Tourism e.g. increase visitors to the region, people will travel to attend the event
- Corporate hospitality e.g. complimentary VIP tickets
- Opportunity to include advertisement in the event program

**City of Joondalup
Investment
\$50,000 + GST**

2022 NBL1 FINALS

**1,115,378 minutes of viewership on Kayo
Women's & Men's National Champions from WA**



2022

SEASON

NBL1 COMPETITION


1,556
GAMES


72
CLUBS


141
TEAMS


2,338
PLAYERS



LIVE STREAMING



33,185,831
TOTAL MINUTES

UP FROM 22.15M IN 2021



1,751,039
GAME VIEWERS

UP FROM 733,000 IN 2021



1,347,191
UNIQUE VIEWERS

ACROSS KAYO, NBL1 WEBSITES
AND THE NBL1 APP, 143% GROWTH
FROM 555,334 IN 2021



24.60
AVERAGE MINUTES

UP FROM 22.15MIN IN 2021

SOCIAL MEDIA



26%
GROWTH

35,800 INSTAGRAM
FOLLOWERS



38%
GROWTH

16,900 FACEBOOK
FOLLOWERS



3.79M
VIDEO VIEWS

13% GROWTH FROM
3.36M IN 2021



1.65M
VIDEO VIEWS

166% GROWTH FROM
620K IN 2021



462,200
ENGAGEMENTS

9% GROWTH FROM
424,400 IN 2021



50,500
ENGAGEMENTS

53% GROWTH FROM 33K
IN 2021



686,862
VIDEO VIEWS



71,491
ENGAGEMENTS

LEAGUE PARTNERS

NAMING RIGHTS PARTNER



MAJOR PARTNERS



DREAM
COURTS





2022 SEASON

NBL1 COMPETITION


1,556
GAMES


72
CLUBS


141
TEAMS

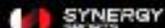

2,338
PLAYERS

WEBSITES


9,629,049
WEBPAGE
VIEWS


2,696,834
WEBSITE VISITS
COMPARED TO 1MIL IN 2021


974,502
WEBSITE USERS
UP FROM 496,096 IN 2021
(96% GROWTH)


79
WEBSITES
1 X LEAGUE, 6 X CONFERENCES,
72 CLUB WEBSITES
(INTEGRATED STATS)


NBL1 ONLINE STATS


7,831,002
NBL1 APP
PAGE VIEWS
LAUNCHED LATE MARCH


27,564
NBL1 APP
DOWNLOADS
LAUNCHED LATE MARCH


6,171
NBL1
DATABASE
UP FROM 1,253 IN 2021


1,681
NBL1 ECAL
SUBSCRIBERS
ECAL LAUNCHED IN 2022

NBL1 CONFERENCE WEBPAGE VIEWS



Kayo

FREEBIES

BROADCAST

- 14 GAMES ON KAYO FREEBIES
- 4 CAMERA BROADCAST
- 2 COMMENTATORS ON ALL GAMES
- INTEGRATED CITY OF JOONDALUP INTRO FEATURING SUPPLIED IMAGES OF THE REGION



SUPPORTING NBL CHANNELS

- NBL Database - 357k subscribed
- NBL Facebook - 291K Followers
- NBL Tik Tok - 244.1K Followers
- NBL Instagram - 204K Followers
- NBL Twitter - 79.1K Followers
- NBL Linkedin - 16.1K Followers
- Corey Homicide 176K



THANK YOU

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					.	.