

## 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					•	•

<b>Benefit</b>	<b>Up to \$1,000</b>	<b>\$1,001 - \$5,000</b>	<b>\$5,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$25,000</b>	<b>\$25,001 - \$50,000</b>
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						.

<b>Attendance</b>	<b>Up to \$1,000</b>	<b>\$1,001 - \$5,000</b>	<b>\$5,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$25,000</b>	<b>\$25,001 - \$50,000</b>
Under 500	.	.				
500 – 2,000		.	.			
2,001 – 5,000			.	.		
5,001 – 10,000				.	.	
Over 10,000					.	.

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application

Application No. CS1322-23 From CHURCHES OF CHRIST SPORT & RECREATION ASSOCIATION INC

Form Submitted 8 Mar 2023, 3:20pm AWST

## 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](mailto:lia.harris@joondalup.wa.gov.au)**

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

#### Application Number

CS1322-23

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.

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## 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 \*

CHURCHES OF CHRIST SPORT & RECREATION 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 \*

16 340 408 510

Information from the Australian Business Register	
ABN	16 340 408 510
Entity name	CHURCHES OF CHRIST SPORT & RECREATION ASSOCIATION INC
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	Yes
DGR Endorsed	No
ATO Charity Type	Charity <a href="#">More information</a>
ACNC Registration	Registered
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main business location	6024 WA

*Information retrieved at 1:30am yesterday*

Must be an ABN.

### Applicant primary address \*

480 Warwick Rd  
Warwick WA 6024 Australia

# 2022-2023 Corporate Sponsorship Corporate Sponsorship Application

Application No. CS1322-23 From CHURCHES OF CHRIST SPORT & RECREATION  
ASSOCIATION INC

Form Submitted 8 Mar 2023, 3:20pm AWST



## Applicant postal address \*

480 Warwick Rd  
Warwick WA 6024 Australia

## Applicant website

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

Must be a URL.

## Primary Contact Details

### Primary contact \*

Mr SCOTT JOY

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

### Position held in organisation \*

CHIEF OPERATING OFFICER

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

### Primary contact primary phone number \*

0402 218 169

Must be an Australian phone number.

### Primary contact email address \*

scott.joy@warwickstadium.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 \*

WARWICK SENATORS NBL1 & U16 NATIONAL CHAMPIONSHIPS

### Start date \*

01/04/2023

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ASSOCIATION INC

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Must be a date.

## End date \*

26/02/2024

Must be a date.

## Start Time

## End Time

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

480 Warwick Rd  
Warwick WA 6024 Australia



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

## Event, program or activity overview \*

Warwick Senators Basketball Club NBL1 Gold Sponsorship for Men's and Women's teams, Community Basketball Naming Rights and Hosting Support Partnership for the 2023 Under 16 Australian National Championships being held at Warwick Stadium 2nd-9th July.

Warwick Senators are a highly successful and recognisable club in the Northern Suburbs of Perth, the largest basketball association in Western Australia according to official Basketball WA figures. Having been based at Warwick Stadium in the City of Joondalup for over 20 years, originally under the auspices of the Stirling Basketball Association, in 2012 the Stirling Senators officially became part of CCSRA and in 2018 were rebranded Warwick Senators to best reflect and represent our significant and growing community.

Reigning NBL1 WEST Women's Champions and inaugural NBL1 National Women's Champions in 2022 with our Men finishing 4th, we maintain a strong profile and standing in the local and broader basketball community and WA sporting landscape. Our 34 Warwick Senators junior WABL teams are selected to represent the club in the premier elite state level competition that involves over 200 local volunteers in support of coaching, team managers, player support and game day functions. As a club we are regularly active in over 40 local schools, operate 5 ongoing junior development programs with over 1200 participants and hold 5 school holiday programs each year with 500 young players engaged.

Community (Domestic) Basketball competitions see us engage approximately 670 teams each week across 57 Junior divisions (boys & girls) and 26 Senior divisions (Men and Women) with around 5,500 local participants accompanied by coaches, officials and

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application

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supporters each Summer and Winter season.

Warwick Senators and Warwick Stadium will once again be the epicentre of Australian Basketball when it hosts the 2023 U16 Australian Basketball Championships in conjunction with Basketball Australia. Held from 2nd-9th July this national event attracts all states and territories to our City providing the first chance for serious up-and-coming talents to impress on a national stage and be strongly supported by visiting friends and family.

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? \***

Local Community Support:

The club prides itself in continuing to foster a thriving & active 'You Matter' community to all aspects of engagement, including a real pathway in developing local junior talent and giving them the opportunity to represent the Senators at NBL1 level, targeting 90% local players. This in turn garners significant local support for 'home grown' talent to games.

Local Community Involvement:

There are over 70 volunteers who take part in each NBL1 home game to make the event happen including set up, pack down, score bench, statisticians, videography, court announcers, floor wipers, photographers, sound and others. We also engage over 300 volunteers in order to host the U16 National Championships.

Local People Development:

Our goal is to grow great players, but even better people. Part of growing great people is to give them the opportunity to participate in something they have great pride in - which is the NBL1 and WABL program (volunteer or player), to train them to play their role within a team setting as a player or volunteer. We operate training sessions for all volunteers on a quarterly basis, that equates to roughly 10 hours of dedicated and directed training each.

Local Club Pride:

Nothing gives us more joy than to see local aspiring kids take part in the NBL1 event. With over 25 volunteers each week under the age of 16, we want them to see what it takes to be a professional & aspire to the older role models.

Local Business Engagement:

We have a dedicated sponsor area specifically to allow sponsors to take part in game night hospitality & is set up specifically to encourage mingling & engagement. In doing so, we have 14 businesses located in the City of Joondalup who are involved specifically in supporting the club (fiscally &/or in-kind). Additionally, the sponsor area is served through volunteer support & in partnership with a local school's hospitality training program.

Platform for Social Impact:

There are a number of specific NBL1 rounds dedicated to Indigenous Australians, Pink Round for Breast Cancer support & Mental Health. These provide a platform for the club to invest in specific strategies directed in those areas to further the social impact. This season we are collaborating together with Breast Screen WA as a pioneering local partner to enhance the message and impact for support of local women, this will include engagement with the community in the week leading into and the game night event itself.

National and Statewide success and recognition:

Home NBL1 games are livestreamed via the NBL1 App and website, along with multiple live broadcast games via Kayo Sports from Warwick Stadium. With both of our Men and Women teams being regular strong finals contenders and eventual champions support and recognition is strong.

As reigning NBL1 National Women's Champions our women will gain automatic qualification to the 2023 National Tournament and again place our club and brand on the National

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sporting stage with games livestreamed on Kayo Sports.

Hosting of the U16 Australian Basketball Championships places Warwick again in a strong position for significant recognition and acknowledgement as a stable, professional and positive club to be engaged with operating one of the largest facilities for the benefit of the community and state in the City of Joondalup.

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. \***

Warwick Stadium sees 13,000 local people through the doors each week including participants from as young as 5 years old through to veterans in their 80's still being active. Families are well served with many engaging across multiple days involving children, parents and grand parents as part of the stadium community.

A particularly strong aspect of our operations is the provision for children and youth sporting outlets that serve to provide positive active opportunities to young people highlighting development of new skills, confidence, teamwork, discipline, improvement and social networks.

City of Joondalup residents and ratepayers are by far the largest local government demographic represented with almost 10,000 locals each week frequenting Warwick Stadium and Senators programs and events.

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. \***

Warwick Stadium sees 13,000 attendees per week over 44 weeks of full programs equating to approximately 572,000 attendees per annum.

The 2022 NBL1 season saw 13 home games, attracting 920 patrons to each game totalling 12,000 people over the season.

The U16 Australian National Championships attracted almost 20,000 visits in the first week of July 2022 and we expect some growth for the 2023 event to push us over this mark past 20k. This includes 260 participants, 75 coaches & managers, 50 officials, 40 Basketball Australia staff & volunteers across all states & territories, plus 780+ interstate travellers and several thousand local supporters from Perth metro and regional WA.

### **Cost to attend the event \***

\$10.00

### **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? \***

A healthy, active and thriving sporting community providing a place for over 10,000 local residents to regularly engage and have a sense of place and purpose is a significant and strong legacy of long-term value to the City. Young people learning life skills, how

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to engage positively with others and opportunities for employment (referees, coaches, coordinators, reception & cafe staff) and volunteering in a safe and diverse environment is crucial to the future prosperity, vibrancy and amenity of our local community and people. These events and sports programs upskill individuals, encourage investment from local businesses and provide a vital outlet and opportunity for Joondalup residents that would likely otherwise be expected to be provided by the City itself at a much greater investment and cost.

The U16 National Championships themselves will bring fiscal benefits of well over \$1,000,000 that support the continuing local economic development of employment and opportunity for a stable and vibrant local sporting community at Warwick.

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? \***

There are considerable brand and profile benefits to be gained from a partnership with our association as we engage at the local level with 13,000 people each week and also compete at the elite State and National level.

Local: Naming Rights Domestic Competitions - highest participation of community residents, 6 days a week, 2 venues, 83 divisions

Local/State/National: NBL1 Gold Sponsorship bespoke Partner package - media release, Kayo livestream coverage, logo exposure on uniform, signage, NBL1 National Tournament

Local/State/National: U16 Australian National Championships - hosting city, local visitation promotion, Kayo livestream coverage, signage, logo exposure

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 NBL1 Men and Women team uniforms

Fixed court signage (2.4m x 1.2m) court 1&2 show court at Warwick Stadium

Fixed court signage (2.4m x 1.2m) court 5&6 secondary show court at Warwick Stadium

2 x Event signage Courtside A-frame (Toblerone) Signage at NBL1 Home Games

2 x Event signage Courtside A-frame (Toblerone) Signage at National Championships

Naming Rights - Junior and Senior domestic competitions including email newsletters, social media and fixtures

NBL1 Game Passes - 330 x passes (30/game) for local resident junior domestic teams and parents or schools from City of Joondalup

6 x VIP corporate seats at NBL1 Home Games

Courtside announcement acknowledgement at Home Games

NBL1 Game night Program exposure for all Home Games

Logo and hyperlink on Warwick Senators website

Logo and hyperlink on Warwick Stadium website

Logo on Media Wall

Recognition on media releases

Recognition and link through social media engagement (4 x specific posts)

E-newsletter feature exposure in a Senators WABL/NBL1 mailout

Logo displayed on 'Partners' foyer feature signage at Warwick Stadium

City flags displayed at entry to National Championships

## 2022-2023 Corporate Sponsorship

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Logo in official Nationals Program

Opportunity for Mayor to present at Nationals Opening Ceremony

Naming rights to a club award

City merchandise give away at home games

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? \***

Providing these events as an opportunity for local residents to engage with in a local setting at a small cost enhances the opportunity for connection and local pride. Senators NBL1 Home games also attract visitors to the City including athletes, visiting teams, fans and spectators from around Perth metropolitan and regional areas.

Joondalup is showcased as a destination of choice for visitors as Warwick Senators attract new people into the region for the National Championships event where patrons can experience local attractions, restaurants, shopping centres and world class beaches as part of their stay.

#### **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.**

All state basketball programs are provided with information about the National event by email and video meetings with Basketball Australia and this is passed on to players, officials and spectators.

Basketball Australia event information by website: <https://nationalchamps.basketball/>

Warwick Senators have regular ongoing communication for logistics and promotional purposes with Basketball Australia to ensure participants and spectators gain local information about the event.

It is expected that the event will deliver more than 3,400 bed nights across 8 days from Players and Officials alone, with significant bookings taken up with Sorrento Beach Resort, along with stays at Nautica @ Hillarys, Quest Joondalup and Joondalup Resort.

In addition to the players, coaches and officials, there is a proven market and expectation for travelling spectators into the City of Joondalup and neighboring local government areas that would bring benefits of between \$1,123,200 - \$2,246,400 depending on where they shop, eat, recreate and book to stay in the local area, according to Tourism Research Australia estimates.

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

It is expected that the Nationals event will deliver more than 3,400 bed nights across 8 days from Players and Officials alone, with significant bookings taken up with Sorrento Beach

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Resort, along with stays at Nautica @ Hillarys, Quest Joondalup and Joondalup Resort. Based on Tourism Research Australia data estimates this is expected to contribute \$622,200 to the local accommodation sector and \$612,000 in additional spend to the economy.

In addition to the players, coaches and officials, there is a proven market and expectation for travelling spectators into the City of Joondalup and neighboring local government areas that would bring benefits of between \$1,123,200 - \$2,246,400 depending on where they shop, eat, recreate and book to stay in the local area, according to Tourism Research Australia estimates.

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

Filename: Sponsorship Info booklet.pdf  
File size: 7.6 MB

Filename: U16 National Champs COJ sponsorship.pdf  
File size: 5.1 MB

## Financials

\* indicates a required field

**Total Amount Requested**

\$38,000.00

\*

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	\$
NBL1 Uniform Cost	\$7,650.00
NBL1 Training Cost	\$10,000.00
Promotional & Signage Spend	\$3,500.00
Sponsor support	\$4,000.00
U16 Champs Court Hire	\$20,000.00
U16 Marketing	\$4,000.00
Volunteer Training	\$2,000.00
External Seat Hire	\$8,000.00
U16 Champs Volunteer administration	\$3,000.00
Volunteer meals	\$7,500.00

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### 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
State Government Support	Government Grants *	Unconfirmed *	\$20,000.00	See attachment
			\$	
			\$	
			\$	
			Must be a dollar amount.	

Expenditure Description	Expenditure Type	Expenditure Amount (\$)	Notes
Grandstand Seating	Administrative and Infrastructure *	\$12,000.00	See attachment
		\$	
		\$	
		\$	

### Budget Totals

**Total Income Amount \***

\$20,000.00

This number/amount is calculated.

**Total Expenditure Amount \***

\$12,000.00

This number/amount is calculated.

**Income - Expenditure \***

8000

This number/amount is calculated.

### Applicant Capacity and Experience

\* indicates a required field

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**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. \***

NBL1 WEST and Inaugural NBL1 National Champions do not happen unless you have a strong team and culture. Hosting 2 previous U16 National Championships is further evidence of our ability to complete the work and follow through on our commitments.

General Manager Senators: Mike Norman - formerly the COO for Youth Care for 6 years. He has been a part of the Warwick community for over 12 years whilst serving as the GM of the club for the last 2 years.

NBL1 Director: Brian Smyth - Been a part of the Warwick Stadium for 10 years. In addition to his role as the NBL1 Director, Brian also manages all of our the sports competitions through the competitions staff team. Junior basketball, senior basketball & senior netball. These competitions occur 6 days a week.

Marketing Officer: Sheridan Maxwell - Sheridan has been with the organisation for 10 months providing us with her expertise overseeing marketing and promotion through various platforms including social media, creative design, signage and merchandise.

Men's NBL1 Head Coach: Luke Brennan - Luke operates as our Men's head coach on a part time basis. His full time role is serving as an Assistant coach for the NBL Perth Wildcats.

Women's NBL1 Head Coach: Jonelle Morley - Jonelle operates as our Women's head coach on a part time basis. Her full time role is serving as the Chief Operating Officer for Basketball WA.

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**

*No files have been uploaded*

## 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.

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- 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 Scott Joy

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

**Position \***

Chief Operating Officer

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

**Contact phone number \***

0402 218 169

Must be an Australian phone number.

We may contact you to verify that this application is authorised by the applicant organisation

**Contact Email \***

[scott.joy@warwickstadium.com.au](mailto:scott.joy@warwickstadium.com.au)

Must be an email address.

**Date \***

08/03/2023

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? \***

420

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.**

# WARWICK SENATORS PARTNER INFORMATION





# MAKE A DIFFERENCE

We are looking to partner with like-minded businesses who want to increase their brand exposure and be a part of a community that takes social impact through sport & recreation seriously.



CONTACT US

2 LOCATIONS



Warwick Stadium  
Duncraig Recreation Centre  
[warwickseators.com.au](http://warwickseators.com.au)  
(08) 9247 2266  
[senators@warwickstadium.com.au](mailto:senators@warwickstadium.com.au)





**A COMMUNITY OF  
OVER 13,000**

# BRAND EXPOSURE



**Largest basketball association in Western Australia**

**13,000 People Served Weekly**



**11,000 local membership database**

**+15,000 social media engagement**



**+40 local schools**



**2 locations**



**+3500 families**

# RECENT

# ACHIEVEMENTS

- 2022 NBL1 West Women's Championship
- Inaugural National NBL1 Women's Championship
- Basketball WA 2022 Association of the Year Award
- BWA 2022 Volunteer Of The Year (Adrian Holmes scorebench official)
- Stacey Barr NBL1 Women's MVP
- Hosting U16 National Championships 2022 and 2023

## FEMALE PARTICIPATION

- Basketball - 2nd highest participation behind Netball.
- Warwick - One of the highest participation rates in WA.

## FIRST NATIONS ENGAGEMENT

- Largest participation of Indigenous players in domestic competitions.
- Host to the largest Indigenous carnival in WA.
- Tournament partnership with the largest Indigenous club.

## DEVELOPMENT PATHWAYS

- Highest junior representation for NBL1 players.
- Coach and Referee pathways from Domestics to NBL1.

## VOLUNTEER ENGAGEMENT

- 300+ volunteers per week.
- 400+ volunteers involved in the U16 BA Championships.

## HOLISTIC FOCUS

Sustainable care strategy through chaplaincy, mental health awareness and strength and conditioning opportunities.



# IMPACT OPPORTUNITY

## COMMUNITY CULTURE

We utilise a '3rd Place' community strategy in the Warwick Senators as part of CCSRA, and strive to develop a 'You Matter' culture.

Key aspects of this include being a place that is:

Welcoming  
Conversant  
Safe  
Diverse  
Accommodating

YOU MATTER

# SPONSORSHIP OPTIONS

## BRONZE: \$350/MONTH

- 1X FIXED COURT SIGNAGE IN OUR SHOW COURT.
- 4X VIP TICKETS TO ALL NBL1 HOME GAMES.
- COURT SIDE ANNOUNCEMENTS DURING ALL HOME GAMES.
- LOGO AND WEBLINK ON THE SENATORS WEBSITE.
- 2X SOCIAL MEDIA POSTS DURING NBL1 SEASON.
- E-NEWSLETTER FEATURE.

## SILVER: \$600/MONTH

### ALL ABOVE, PLUS:

- 2X ADDITIONAL VIP TICKETS FOR ALL HOME GAMES (6 IN TOTAL).
- \$500 BAR TAB TO BE USED DURING HOME GAMES.
- STADIUM ENTRY SCREEN LOGO, OR BUSINESS OFFER DISPLAY.
- ADDITIONAL FIXED WALL COURT SIDE SIGNAGE.
- LOGO DISPLAYED ON NBL1 COACHES POLO SHIRT.
- OPPORTUNITY FOR COMPANY BANNER TO BE DISPLAYED AT BASKETBALL AUSTRALIA CHAMPIONSHIPS.





# SPONSORSHIP OPTIONS

## **GOLD: \$1200/MONTH**

**ALL OF BRONZE & SILVER, PLUS:**

- **OPPORTUNITY FOR LOGO DISPLAYED ON SHOW COURT AT WARWICK STADIUM.**
- **LOGO PLACEMENT ON TEAM PLAYING SINGLETS/SHORTS.**
- **OPPORTUNITY FOR ADDITIONAL VIP SEATS.**
- **MEDIA WALL LOGO PLACEMENT.**
- **PRIME CAFE BARRIER PLACEMENT AT HOME GAMES.**
- **PRIME BANNER LOCATION ON SENATORS WEBSITE.**

## **PLATINUM: \$2500/MONTH**

**ALL OTHER INCLUSIONS, PLUS:**

**RECOGNITION IN ALL WARWICK SENATORS PROGRAMS. SPECIFICS OF THIS PACKAGE ARE NEGOTIABLE, TO ENSURE THE HIGHEST VALUE IS PROVIDED TO THE SPONSOR.**



**PARTNER DISCOUNTS**

**BAR TAB BONUS**

**COFFEE VOUCHERS**

**FACILITY HIRE RATES**

**MERCHANDISE**

**FITNESS MEMBERSHIPS**

**SPONSOR NETWORKING EVENTS**

**Business Centre Perth**



Department of  
Local Government, Sport  
and Cultural Industries



LANDSCAPE SERVICES  
eSCAPES

Agri Finance



in Western Australia Inc



PATERSON  
ARCHITECTS



Bethanie

**Jessica Stojkovski**  
MEMBER FOR KINGSLEY  
*Proudly Supporting Our Community*



**WOODVALE**  
SECONDARY COLLEGE



*Coca-Cola*  
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**BREW**  
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Agency

**Quality**  
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EST 96

YOU MATTER





## Warwick Senators – City of Joondalup Corporate Sponsorship

### 2023 Under 16 Australian National Basketball Championships

Churches of Christ Sport and Recreation Association alongside with Warwick Stadium and the Warwick Senators would like to submit the below in the opportunity to receive funding for the U16 Australian Basketball Championships held at Warwick Stadium in **July 2023**. The members and families of CCSRA and Warwick Stadium are excited at the chance to host this tournament again after the success and experience we had in 2017 and last year in 2022. Whilst unable to host the event in 2020 & 2021 (due to the global pandemic), the community is eager to put a great event not only for Western Australians, but for those travelling across the country into the City of Joondalup.

#### Event Details

The U16 Australian Basketball Australia National Championships

Date: July 2nd-9th 2023

Location: Warwick Stadium

Hosted by: Warwick Senators Basketball Club

Target Audience: Every state and territory represented, U16 Boys and Girls teams & their families

Competition figures: 26 teams, 260 participants, 75 coaches & managers, 50 officials, 40 Basketball Australia staff & volunteers across all states & territories

Travelling spectators: 780+

Combined Local, Regional WA and Inter-state spectator event attendance (8 days): 18,000-22,000+

#### Connection to strategy

Included in the proposal is the current CCSRA 3 year strategy. As a part of horizon 2 (roll out for 2022 & 2023), you will find hosting the U16 National Championships as an initiative (page 3), specifically our desire to ensure this is the best experience in the nation.

Hosting of this event also strongly connects with the City of Joondalup's vision for a Bold, Creative and Prosperous global city. Engaging local residents and attracting significant visitation to the city to purposefully advance the creation of vibrant community and business activity, all whilst celebrating the hard work and achievements of young athletes.

#### Demonstrate how the event will attract participants, supporters and spectators to City of Joondalup, WA.

With 260 players, there will be 240 of those players who are all external to the state of WA. Furthermore, there are between 3-5 additional support team members (coaches, managers, physiotherapists) who will be travelling with each team. It is estimated that each of those travelling members will have (on average) 3, supporters (family members & friends) make their way to WA as spectators. It is also worth noting that this is the first opportunity for players to represent their state at a National level (U14 is a club based championships) so support from travelling family and friends is the highest representation of all the National Tournaments. Finally, there will be additional expertise brought from across the country to support the operation of the event. Basketball Australia will send roughly 20 staff & volunteers, along with 20 additional referees. It should be noted that these are the best players in this age group across each state competing for the gold medal on behalf of their respective state.



### **How will the event deliver economic benefits to the Joondalup business community**

While hosting the 2017 U16 tournament there was an impact study conducted and during the tournament there was a \$1.1 million dollar injection into the local community with accommodations, local restaurants, cinemas and local attractions all seeing an increase in revenue during the tournament. Having such tournaments in Joondalup is a great add for local and broader WA tourism, with families coming here for a week and then potentially booking longer family holidays at later dates. It is expected that the event will deliver more than 3,400 bed nights across 8 days from Players and Officials alone, with significant bookings taken up with Sorrento Beach Resort, along with stays at Nautica @ Hillarys, Quest Joondalup and Joondalup Resort. Based on Tourism Research Australia data estimates this is expected to contribute \$622,200 to the local accommodation sector and \$612,000 in additional spend to the economy.

In addition to the players, coaches and officials, there is a proven market and expectation for travelling spectators into the City of Joondalup and neighboring local government areas that would bring benefits of between \$1,123,200 - \$2,246,400 depending on where they shop, eat, recreate and book to stay in the local area, according to Tourism Research Australia estimates.

### **Eyes on Joondalup – event digital exposure and profile**

The Championship's schedule includes a Media & Training Day and Opening Ceremony on Saturday 1<sup>st</sup> July, then the fixture will hold pool games from Sunday to Thursday, with finals tipping off on Friday and all medal matches to take place on a blockbuster Sunday 9<sup>th</sup> of July.

All games will be broadcast live with 82 games via Basketball Australia YouTube and at least 24 games via Kayo Freebies- 12 men's and 12 women's, including both gold medal matches.

Statistics from Basketball Australia social media platforms the most recent 2022 event held at Warwick Stadium includes **overall reach across three platforms: 410,418**

Platform breakdown:

INSTAGRAM: 6 posts

Total Reach: 146,769

Total Likes: 18,126

- Highest performing posts: Short sharp highlight clips.

FACEBOOK: 10 posts

Total Reach: 213,715

Total engagement (including link clicks, shares, comments, profile visits): 32,190

Total Reactions: 2,281

TWITTER: 7 posts

Total Impressions: 49,934

Total Engagements: 3,319

Total Likes: 146

Total Retweets: 33

### **Local community sport development value and legacy?**

The operation of the championship event relies heavily on the abilities of local officials (referees, score bench staff & staticians). Due to this, the overwhelming majority of these roles will be taken up by locally based Western Australians. This will not only showcase their abilities, but give the opportunity for people to participate in a nationally recognised competition, which they would not have the opportunity to do so. Furthermore, due to the commitment needed by volunteers in specific roles, we



will be hosting a range of training opportunities afforded. The ability to deliver this large of an event, the local club (Warwick Senators) & Basketball WA will be recruiting over 300 volunteers. When it comes to coach development, the event displays some of the best basketball minds in coaching across the country in one venue. Backing on to the momentum this event brings, there will be a range of development opportunities provided during the week where junior coaches will be able to learn & develop their skills engaging with the coaches. We are also looking at some creative ways to use the national platform to provide development opportunities to referees.

Whilst there is not a direct opportunity for mass participation, the active participants for this event includes the players, the referees, & a number of volunteer roles (25 hospitality runners) on a regular basis. The U16 Australian Basketball Championships does however provide a platform for inspiration and encouragement for local aspiring players and coaches as a steppingstone and pathway to greater basketball opportunities whether those opportunities are within Australia or overseas. Past players who have represented their home states and now playing in the NBA are players such as Ben Simmons, Patty Mills, Andrew Bogut and Lauren Jackson. Current WA players involved in this tournament from WA who are currently playing for the Perth Wildcats include Luke Travers, and Cory Shervill. These are all significant role models within the community, locally & nationally, who play a vital role in encouraging physical activity through sport.

#### **Support (financial and/or in-kind) from other event partners?**

Currently, we are expecting the WA State Government to support the event with up to \$20,000. We have also secured the support of a physiotherapy service (MTM Warwick) who are providing the first aid coverage at a significantly reduced rate, amounting to a \$2000 value.

#### **Organisation's capacity**

The Warwick Senator's basketball club is the largest basketball club in the state of Western Australia, having over 13,000 people on a weekly basis come through the doors of Warwick Stadium to take part in community, fitness, recreation, & high performance sporting programs. Furthermore, we operate a number of large community events including an event in Bunbury called State Youth Games, which is a weekend long sport event that has over 1000 participants all of which are managed specifically by our association. Furthermore, we manage 250+ employees & over 500+ volunteers all of which ensure we can provide the highest level of service to the community. As mentioned previously, we have hosted this event in 2017 and last year 2022. In Basketball Australia's words, the 2017 event was the best run & most successful event ever held. It is with that in mind that we tendered for the event for a further 2 years & want to ensure that WA is again able to put on the best event ever held!



ESTIMATED BUDGET:

<b>Nationals U16 Budget</b>		
	<b>2022</b>	<b>2023</b>
<b>Income 4-8600</b>		
Nationals Gate	55,000	55,000
Café Sales	26,000	26,000
Reception/Kiosk Sales	5,000	5,000
Grants/Sponsorship	12,000	12,000
DLGSC Grant Funding	20,000	20,000
Program Sales	3,500	3,500
<b>Total Income</b>	<b>121,500</b>	<b>121,500</b>
<b>Expenditure 6-8600</b>		
Court Hire (internal & external)	21,875	21,875
Café Salary/wages	8,800	8,800
Room Hire	7,400	7,400
Café stock purchases	11,400	11,400
Reception Salary/wages	3,500	3,500
Reception stock purchases	3,000	3,000
Program Printing	2,000	2,000
Staff Overhead distribution	8,000	8,000
Gold Medal Games	2,500	2,500
Additional Seating Hire	11,000	11,000
Cleaning Charges	4,400	4,400
Volunteer Support/training	4,000	4,000
Travelling Team Support Subsidy	12,000	12,000
Van Hire	2,500	2,500
Marketing	4,000	4,000
Opening Ceremony	2,000	2,000
BA Hosting Fee	7,500	7,500
First Aid Service	5,500	5,000
Sundry	2,500	2,500
<b>Total Expenditure</b>	<b>123,875</b>	<b>123,875</b>

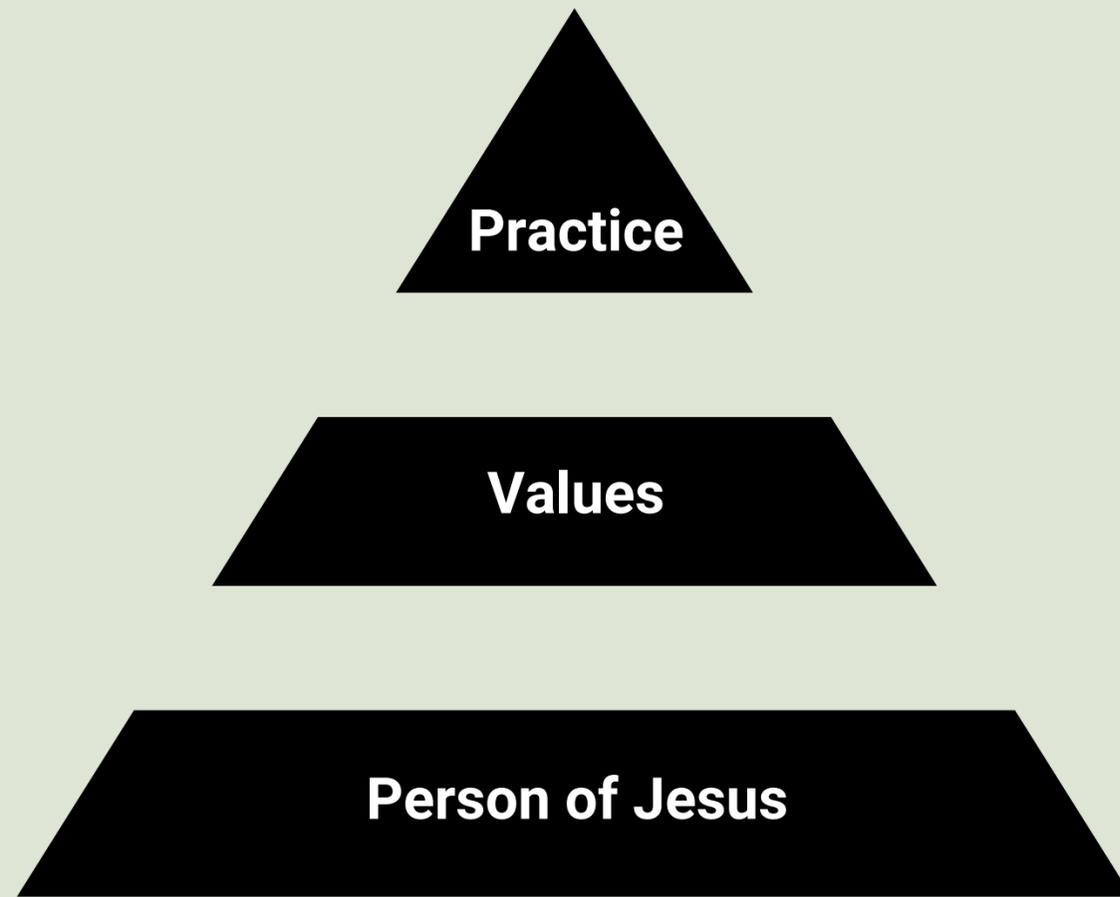
# Churches of Christ Sport & Recreation Inc

Strategy 2022-2025



**Purpose:**  
To create community hubs around sport, recreation, & fitness to display the good news of Jesus.

**North-star KPI**  
Growing number of people in our community displaying our values



**Our community practice is based on a healthy 3rd place, which is welcoming, conversant, safe, diverse & accomodating.**

# Strategy Roll Out

2022

2023

2024-2025

Support the foundation

On Mission Games Strategy  
Courtyard Redevelopment  
Chaplaincy Action Plan  
Maintenance Plan  
Ref Development Action Plan  
Customer Service Training Program  
Employment Contract Structures

Cafe Action Plan  
Storage Re:design plan  
Coach Development Pathway  
Cross Pollination Technology  
Communication Standardisation Plan

Set for future success

Marketing Strategy - Fitness  
U16 Nationals - best experience in the nation  
Jnr Program Growth Action Plan  
Room/Non peak court hire growth action plan  
**Marketing Officer Appointment**  
**Customer Experience Appointment**  
**Event/Vol Coordinator Appointment**

Creche Utilisation Strategy  
Customer Experience Technology Development  
U16 Nationals - best experience in the nation  
CCSRA HR needs assessment  
**Business Development Manager Appointment**  
**Facility Manager Appointment**

Payroll Tax Exemption Submission  
CCSRA Brand change plan  
HR recruitment plan (casual & part time)  
Duncraig Rec Centre Usage Plan

Owning our future

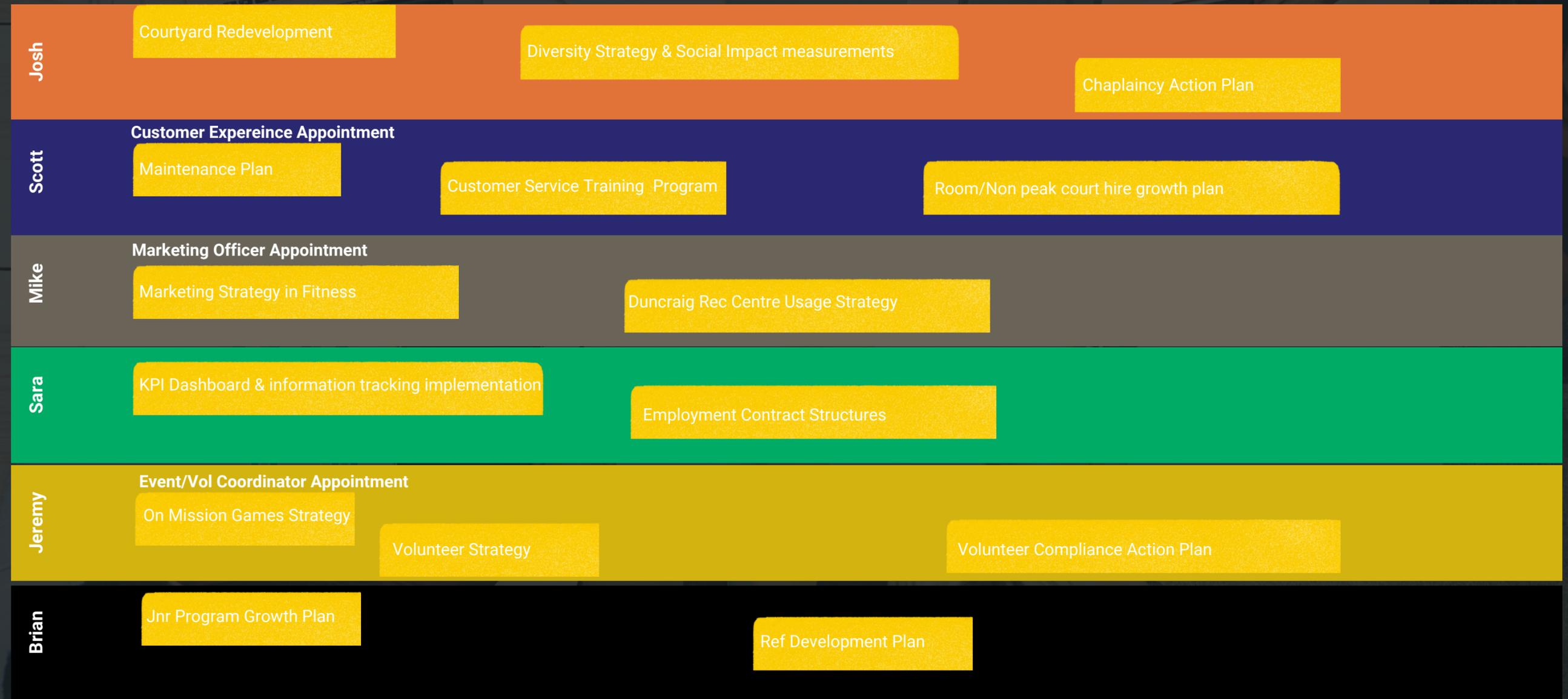
Volunteer Strategy  
Volunteer Compliance Action Plan  
Diversity Strategy & Social Impact measurements  
KPI Dashboard & information tracking implementation

Ministry Organisation Plan (On Mission, Chaplaincy , other)  
Partnership growth strategy  
Diversity Action Plan  
Volunteer Action Plan  
Capital Investment Strategy

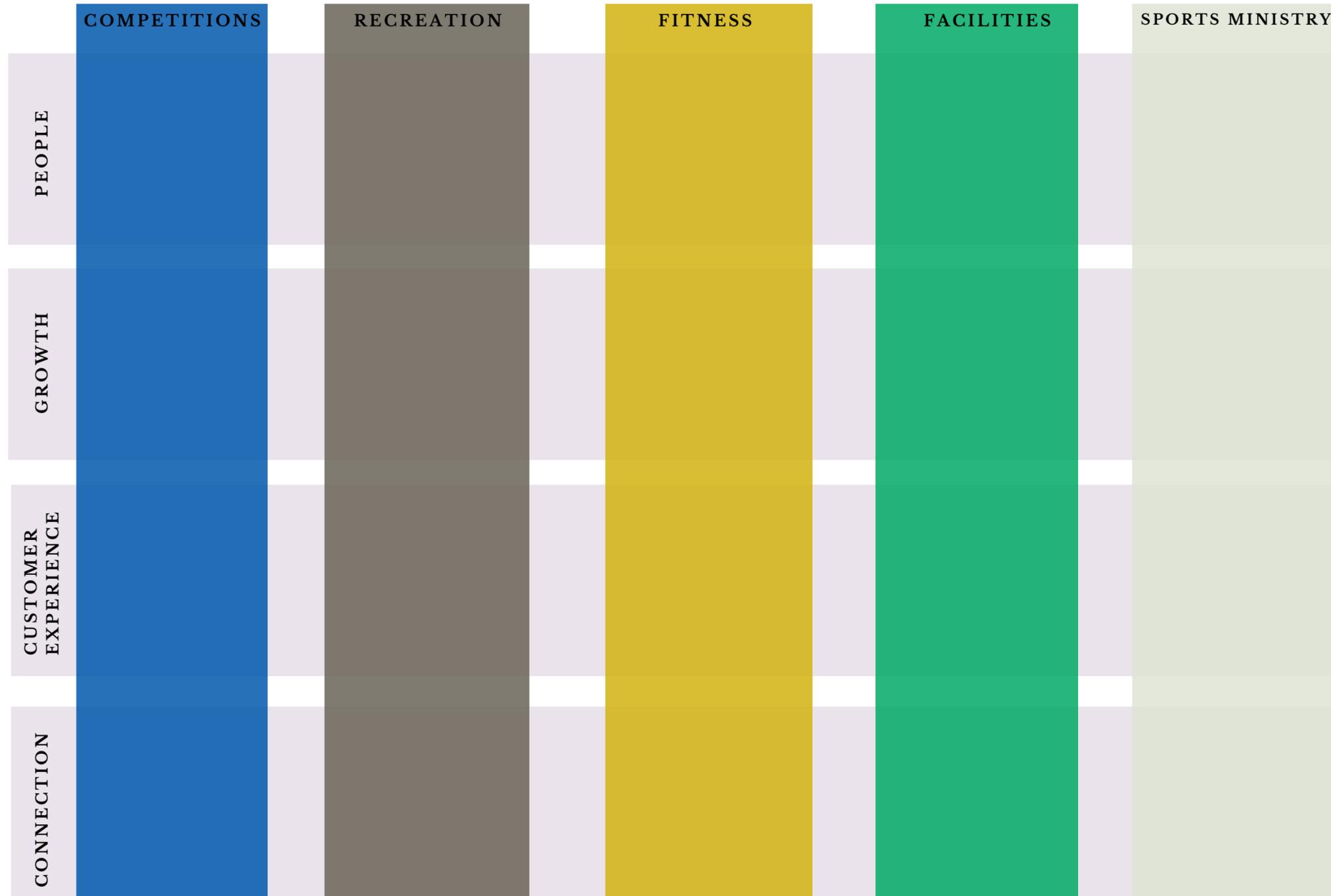
Leverage Social Impact information for land gifting  
Plan for 3rd location within CCSRA operation

# 2022 Initiative Timeline

January February March April May June July August September October November December



# HORIZON 1 STRATEGY



**FINANCIAL FOUNDATION FOR HORIZON 2 & 3**