



SPONSORSHIP PROSPECTUS

MAROONDAH MAGIC BASKETBALL CLUB INC

PO Box 4023, Croydon Hills, Vic 3136

www.maroondahmagic.com.au

Maroondah Magic Basketball Club Inc

Sponsorship Prospectus

Dear Prospective Supporter,

We thank you for taking the time to consider our 'Sponsorship Prospectus' and we hope to have the opportunity to promote your business.

At a time when businesses have to work harder than ever to succeed and be profitable, we appreciate that every dollar you spend in promoting your business is valuable.

We have carefully developed the following multi-tiered sponsorship opportunities with the goal of maximizing the value you receive from partnering with Maroondah Magic Basketball Club Inc. In return for your contribution and support we offer you excellent opportunities for marketing exposure to our 1000+ members, coaches, their families and the broader Eastern Melbourne area community. The potential advertising and public relations exposure, commensurate with each option is excellent.

For further information or to discuss possible alternatives, please contact Tania Anderson for sponsorship enquiries on 0417 052 347 or via email at tania_anderson@optuset.com.au.

Kind regards,

David Eastwood
President
Maroondah Magic Basketball Inc



Introduction

Maroondah Magic are one of the largest domestic basketball clubs in the outer east with over 1000 members. Our club prides itself on being a welcoming and friendly club for the whole family. Basketball keeps children fit, enables them to learn valuable skills, make new friends and have fun.

Our competition runs all year across two seasons. We have in excess of 130 + teams every season across boys and girls from age groups U7 to U21. Our club is proud of the fact that our numbers are growing each season. In 2006 we had over 50 teams; in 2016 we have over 130 teams.

We compete in the Kilsyth & Mountain District Basketball Association (KMDBA). KMDBA is the largest basketball Association in Australia with approximately 1050 teams competing every week.

Sponsorship Categories

We have two core sponsorship categories. These are cash sponsorship and sponsorship of products and services. Within this document we provide information on the tiers of sponsorship in each of the categories and the variety of exposure we can offer your business.

In Closing

We thank you for considering our sponsorship prospectus and we look forward to partnering with you to promote your business to our community.

Maroondah Magic Basketball Inc reserves the right to refuse contributions or sponsorship from any organisation deemed to be unsuitable according to our values. Please see our Sponsorship Policy at the end of this document.

SPONSORSHIP

Sponsorship Categories

The following table provides information related to the various levels of sponsorship and the variety of opportunities that will provide exposure of your business. We welcome sponsorship of either 'cash' or 'products and/or services'.

GOLD	SILVER	BRONZE
• Sponsorship value \$5000.00 +	• Sponsorship value \$2500.00 - \$4999.00	• Sponsorship value \$2499.00 and below

The following benefits are for a period of **12 months'** post Sponsorship engagement.

Benefit	GOLD	SILVER	BRONZE
Maroondah Magic Website	Home Page Exposure and logo/link on sponsor page	Logo and link on Sponsor Page	Logo and link on Sponsor Page
Maroondah Magic Facebook Page – Fortnightly Sponsor Post	Fortnightly Sponsor Post of Logo	Monthly Sponsor Post of Logo	N/A
Maroondah Magic Newsletter	Quarter Page Advert Space	Logo and Business listed	Logo and Business listed

See following page for additional sponsorship exposure opportunities.

Additional Sponsorship Opportunities

The following opportunities will be discussed with prospective sponsors who are interested. These are an example of some of the additional areas for sponsorship engagement with Maroondah Magic. More opportunities present themselves regularly so please contact us for more information.

Opportunity	Detail
Basketball Player Development Clinics	Exclusively sponsor one of our player development clinics. Includes your logo on all marketing material across all mediums.
Maroondah Magic Miniball Sponsor	Exclusively sponsor our Miniball program which is focused on young boys and girls typically aged 5 – 7. Logo opportunities for drink bottles and basketballs given away to Miniball players each season.
Coaches Development Clinics / Seminars	Exclusively sponsor one of our coaching development clinics or seminars. Includes your logo on all marketing material across all mediums.
Coaches Sponsor	Exclusively sponsor our coaching team. Includes opportunity for your logo on coach's apparel, bags, coaches' kits and the like for over 90+ coaches.
Trophy Sponsor	Exclusive opportunity for naming rights for trophy's given out at presentation day. Exposure for your brand on presentation day and presence with access to 100's of families across age groups Miniball to U12.
Community Board Sponsor	Exclusive opportunity per season to fund the provision of Community Boards to promote our 'Come and Try' basketball clinics.
Melbourne United and Melbourne Boomers Programs affiliated with Maroondah Magic	Exclusive opportunity to be the naming rights sponsor of these affiliated programs for Maroondah Magic.
Presentation Day Sponsor	Opportunity to be the naming rights sponsor of our end of season Presentation Day. Includes your logo on all marketing material across all mediums and exposure on the day for your brand with access to 100's of families across age groups Miniball to U12.

SPONSORSHIP AGREEMENT FORM

MAROONDAH MAGIC BASKETBALL CLUB INC

Company Name:	
Contact Name:	
Company Address:	
Contact Number:	
Email Address:	
Facebook Page URL:	

We would like to sponsor Maroondah Magic in the following category:

Cash Sponsorship

Sponsorship Level	Value of Contribution	Indication of Sponsorship (✓)
GOLD	\$	
SILVER	\$	
BRONZE	\$	

Product / Service Sponsorship

Sponsorship Level	Value of Contribution	Indication of Sponsorship (✓)
GOLD	\$	
SILVER	\$	
BRONZE	\$	
For Products/Service Please note details:		

The above sponsor agrees to sponsor Maroondah Magic Basketball Club Inc and to pay the amount indicated in the level of sponsorship within 30 days of this agreement.

SIGNATURE OF SPONSOR: _____

DATE: _____

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Please email completed forms to the Sponsorship Coordinator at: tania_anderson@optusnet.com.au and we will be in touch regarding next steps.

Maroondah Magic Basketball Inc. reserves the right to refuse contributions or sponsorship from any organisation deemed to be unsuitable according to our values.

We thank you on behalf of Maroondah Magic Basketball Inc.

Contacts and Queries

If you have any queries in relation to sponsorship or Maroondah Magic Basketball Inc please contact us and we would be happy to discuss.

Name	ROLE	PHONE	EMAIL
David Eastwood	President Maroondah Magic	0419 871193	david@vpm.com.au
Tania Anderson	Sponsorship Coordinator	0417 052 347	tania_anderson@optusnet.com.au
Simon Keele	Sponsorship Liaison	0418 527 648	SimonKeele@mcgrath.com.au
Pam Dando	Sponsorship Committee	0408 871 544	pamela.dando@hotmail.com
Bec Stolk	Sponsorship Committee	0416 715 284	rebeccastolk77@gmail.com

Thank you.

Appendix 1: Maroondah Magic Sponsorship Policy



SPONSORSHIP POLICY

POLICY

Maroondah Magic Basketball Inc. (Maroondah Magic) Committee encourages the involvement of appropriate community and corporate sponsors in the provision of programs, facilities, and events.

The President and/or the nominated Sponsorship Co-ordinator(s) have the authority to seek and negotiate corporate sponsorship agreements for the approval of the Committee of Management. These negotiations must be in line with the policy statements below.

Sponsorship participants must all be from reputable organisations whose public image, products and services are consistent with our values and goals.

PURPOSE

The purpose of this policy is to:

- Ensure that decisions about the type of sponsors Maroondah Magic wishes to be involved with are well documented and that this policy is adhered to when approaching or being approached by sponsors.
- To provide the Committee with a guide to safeguard against inappropriate commercial interests becoming associated with the club and to ensure the club's values (see appendix 1) are reflected by its business dealings.

POLICY STATEMENTS

The Committee of Maroondah Magic and the Nominated Sponsorship Co-ordinator(s):

- discourage arrangements with, yet not limited to tobacco companies, online dating services and alcohol producers
- will ensure that the sponsorship arrangement does not conflict with club policies or impose conditions that would impact on the club's ability to carry out its functions
- will ensure that the sponsorship agreement maintains the professional image of all parties
- will develop and maintain a positive relationship with our sponsors through regular communication
- reserve the right to accept products for distribution on merit, not because they are free

Appendix 1: Maroondah Magic Sponsorship Policy cont...



SPONSORSHIP POLICY

- will ensure that the club obligations under the sponsorship arrangement are met
- will ensure that the sponsorship allocated is spent in the manner for which it was provided
- will ensure that no office bearer or member receives any personal benefit as a result of a sponsorship arrangement
- will ensure that there is no compromise or conflict of association with a prospective sponsor in relation to the Basketball Victoria Codes of Conduct to which Maroondah Magic adheres to.
- reserve the right to review all prospective sponsors in line with our policy and refuse sponsorship as agreed by the committee.

Appendix 1: Maroondah Magic Sponsorship Policy cont...



SPONSORSHIP POLICY

APPENDIX 1:

MAROONDAH MAGIC BASKETBALL CLUB INC. - CLUB VALUES

In the conduct and execution of its activities, Maroondah Magic Basketball Club Inc will always be governed by adherence to its core values and the [‘Codes of Conduct’ of Basketball Victoria](#).

Our core values are:

Promotion of Basketball:

In doing so, we hope to nurture and enhance the development and improvement of basketball skills and to promote the attitudes of good sportsmanship, temperament, co-operation with others and character in children.

The encouragement of participation by all:

We encourage participation, regardless of ability, by maximisation of enjoyment while placing winning in perspective and encourage respect for others including referees, opponents and fellow players. We strenuously oppose all forms of verbal, racial and physical abuse.

Fostering of community spirit:

We achieve our aims through an environment that encourages family and community involvement. This is only possible through the ongoing support of parents. Each team has a Coach and Team Manager with parents of our players primarily filling these positions.

Fun and enjoyment:

Above all, Maroondah Magic is about everybody involved with the Club enjoying themselves and having fun.