

The background of the entire page is a photograph of an indoor basketball court. The floor is made of light-colored wood with white and yellow court lines. A red keyhole area is visible in the middle ground. In the background, a basketball hoop with a red rim and a clear backboard is mounted on a black pole. The ceiling is high with a complex metal truss structure and several skylights. A single white pendant light hangs from the ceiling.

# Maroondah Magic Basketball Club

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## Sponsorship



# About the Club

Founded in 1969, Maroondah Magic Basketball Club is one of the largest domestic basketball clubs in the Eastern Suburbs with over 120 teams each season competing in the Kilsyth and Mountain District Basketball Association (KMDBA). KMDBA is the largest basketball association in Australia with approximately 1050 teams competing every week.

Our mission is to provide the children in our local community with opportunities to experience, learn and develop skills in basketball. Basketball keeps children fit, enables them to learn valuable skills, make new friends and have fun. Our core values are promotion of basketball, encouragement of participation by all, fostering of community spirit and having fun and enjoyment.

The Club is run entirely through volunteer effort, with adults from the local community forming the Committee and/or coaching or managing a team. We are proud of the Club that has been built over the last 50 years and currently have over 120 teams competing in all ages from Miniball to U23 under the Kilsyth and Mountain District Basketball Association.

To support the teams, the Club frequently runs sessions to support Coaches and clinics to support player development. Each season, we run "Come and Try" sessions to encourage children to experience and hopefully take up basketball. The Club completes each season with a presentation day to recognise the efforts and achievements of all the teams in the Club.



## 12 reasons why all kids should play youth basketball

- to have fun
- to build relationships
- to learn teamwork
- to practice goal setting
- to be physically active
- to find a passion
- to experience failure
- to experience success
- to build self esteem
- to interact with other adults
- to learn time management
- to build competitive spirit

(Credit: basketballforcoaches.com)



# Why Sponsor Us?

Playing sport, interacting with others and being part of a team enables children to develop numerous essential skills that are important through life. Children who have not yet experienced basketball are unlikely to commit to a team; children who do not engage with their coach during training may be unlikely to continue to play basketball; and children who cannot further develop their skills may miss out on opportunities to play in a higher grade or even at state level. The more support the Club can provide to players and coaches, the greater the opportunity for children in our local community.

The Club, like other local Basketball Clubs, charges a seasonal player registration fee. The fee amount itself is determined by the individual Club and is the main revenue stream for the Club. Maroondah Magic Basketball Club maintains an affordable player registration fee each season, by charging a fee that will typically allow a 'break even' position by covering the necessary costs for the Club to exist (insurances, league participation fees, training venue hire) and to equip the teams with the key resources (first aid kits and basic training equipment).

Without sponsorship, the Club is limited in the extent of activities it can provide to players (both potential and current) and coaches. While these activities such as 'Come and Try' sessions, Coach Development sessions, and Player Skills clinics, are run by volunteers, the Club still incurs costs such as venue hire. In addition, sponsorship can support the club to provide new player welcome packs, presentation trophies to recognise the effort and achievement of the team players and can enable the club to support individuals who want to play but are experiencing financial hardship.

Sponsoring the Club will amplify your brand and promote your business' Corporate Social Responsibility. With over 120 teams in our Club, our reach extends to over 1000 players, their families, and their networks. The Club also has relationships with several of the local schools (whose facilities are used for training) and we are able to promote the Club through their newsletters and community forums. Our marketing channels include our website, socials, email, and word of mouth.

Potential ways we can support your business include:

- Online Branding
  - ↪ Your logo/company name (as appropriate) featured on the [Club's website Home page](#)
  - ↪ Your logo/company name (as appropriate), a brief company overview and a link to your company website featured on the [Club's website Sponsors page](#)
  - ↪ Your logo/company name (as appropriate) featured on the [Club's Facebook group page](#)
  - ↪ Your logo/company name (as appropriate) featured on Club Flyers and Event Posts in a "sponsored by tagline"
- In Person Events
  - ↪ Your logo/company name (as appropriate), tagline and contact details, tagline (such as company website, mobile number) either on a dedicated pull up banner or with other sponsors on a banner, with the banner used at all in person events such as Clinics, Presentation and Uniform Sale days (excludes weekly games)
  - ↪ Your company name featured on the Trophies presented for specific age groups from Miniball to U12
  - ↪ Your logo/company name (as appropriate) featured on Certificates in a "sponsored by tagline"
- New Starter Kit
  - ↪ Your logo/company name (as appropriate) featured in the Player Welcome Letter
  - ↪ Include your flyers in new starter kits
  - ↪ Sticker branding on Club water bottles
- Coaches Sponsor
  - ↪ Sponsor the coaching team, with the opportunity for your logo branding on coach apparel and kits

We welcome a discussion on how you may be able to support us and how in return we can support you. Thank you for your time and consideration.



# 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 nominated Sponsorship Coordinator(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. Maroondah Magic reserves the right to refuse contributions or sponsorship from any organisation deemed to be unsuitable according to our values.

## 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 documents and that this policy is adhered to when approaching or being approached by sponsors.
- Provide the Maroondah Magic Committee with a guide to safeguard against inappropriate commercial interests becoming associated with the Club and to ensure the Club's values are reflected by its business dealings.

## Policy Statements

The Committee of Maroondah Magic and the Nominated Sponsorship Coordinator(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 images 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
- 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 no personal benefit because 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.

## Sponsorship Agreement

A sponsorship agreement will be completed and signed by both a representative for Maroondah Magic and a representative for the Sponsor.



# Sponsorship Agreement

Sponsorship Agreement by [Sponsor Name] (Sponsor) for Maroondah Magic Basketball Club Inc (Sponsee).

**Sponsor Details:**

Company Name	
Company Address	
Contact Name	
Contact Number	
Email Address	

**Sponsor Commitment:**

[Sponsor Name] agrees to sponsor Maroondah Magic Basketball Club Inc and

- To pay \$ \_\_\_\_\_ to Maroondah Magic Basketball Club Inc within 10 days of the date of this agreement
- To provide the following resources/services in the identified timeframe:

**Sponsee Commitment:**

In return for the above Sponsor commitment, Maroondah Magic Basketball Club Inc agrees to undertake the following activities in the identified timeframe:

- 1.
- 2.
- 3.
- ...

**DRAFT**

Signed on behalf of the Sponsor:	Signed on behalf of Maroondah Magic Basketball Club Inc:
Name:	Name:
Date:	Date:



# Appendix

Banners for Events (Indicative for placement not the actual design)



Example of Flyer/Socials



**COME & TRY CLINICS**

**NEW 5, 6, 7, 8, 9, 10 & 11 YEAR OLDS**  
ALL SKILL LEVELS

**GIRLS**  
TUESDAY 7TH, 14TH, 21ST & 28TH MARCH  
MELBA SECONDARY COLLEGE COURT 4  
4:30PM - 5:30PM

**BOYS**  
WEDNESDAY 8TH, 15TH, 22ND & 29TH MARCH  
MELBA SECONDARY COLLEGE COURT 4  
4:30PM - 5:30PM OR 5:30PM - 6:30PM

Please RSVP Peter Cunningham on 0400 577 476  
[WWW.MAROONDAHMAGIC.COM.AU](http://WWW.MAROONDAHMAGIC.COM.AU)

 Maroondah Magic Basketball Club Inc  Maroondah Magic Basketball Club

**Sponsored by SPONSOR and SPONSOR**

Trophies with Company Name

