

SPONSORSHIP OPPORTUNITIES



Hervey Bay
Basketball Association





OUR BASKETBALL FAMILY WE ARE THE HURRICANES

At the Hervey Bay Basketball Association (HBBA), we are dedicated to creating a thriving basketball community on the Fraser Coast. Over the last 4 years our club has rapidly grown in membership, with a particular increase in female and U12 player participation. We are proud to provide basketball opportunities for players of all ages and skill levels, from juniors to seniors.

As we continue to expand, we are also seeing a growing number of accredited coaches and referees within our ranks, many of whom are dedicated to giving back to the sport and development of our local association. Our members commitment and passion for the sport is reflected in our increasing success at representative level where many of our junior teams are winning medal places at CQ tournaments and placing in championship divisions at State level.

Hervey Bay Basketball is emerging as a regional powerhouse in the sport, attracting new members and establishing ourselves as a club known for its positive mindset and dedication to fun, fitness, and future pathways. Our programs are designed to build not only great players but also a strong sense of community, making us a place where players, coaches, and families can thrive together.

We invite your business to be a part of our exciting journey and support the continued growth of basketball in our region. Together, we can help shape the future of the sport and create lasting opportunities for all involved.





REPRESENTATIVE JUNIOR TEAM SPONSORSHIP

Hervey Bay Basketball proudly fields multiple junior representative teams across all age divisions. Sponsorship of an age group includes branding across 2–3 girls and boys teams within that category — U12, U14, U16, and U18 — providing your business with broad exposure throughout the entire competition season.

Hurricanes Junior Age Competition | Major Sponsor

- Team Naming Rights Sponsor (per age group/both genders)
- Large Logo on warm-up dress shirts
- Social media shout outs during rep season
- CQJBL Player Highlight posts during carnivals
- Host a Community BBQ on Club Night (on-site promotions)

Investment: \$ 5,000 per age competition/per year

Hurricanes Junior Age Competition | Minor Sponsor

- Logo on training shirts
- Social media shout outs during rep season
- Invitation to junior presentation evening

Investment: \$ 1,000 per age competition/per year





REPRESENTATIVE SPONSORSHIP CUT-OFFS

Due to uniform ordering requirements - Representative Team Sponsors must be confirmed by the following cut-off dates each year.

UNDER 12 | MAY *SEEKING NOW*

UNDER 14 | DECEMBER

UNDER 16 | AUGUST

UNDER 18 | JULY

MENS & WOMENS | MAY-JUNE

If you would like to show your support to our next generation of future basketball stars you can complete the [Business Sponsorship Commitment Form](#) here.



OUR COMMUNITY UNDER THE SPOTLIGHT 2024



Hervey Bay Basketball is experiencing strong and growing demand—but our ability to expand has been limited by current facility constraints. 2023-2024, we reached full capacity and were stretched to meet the needs of our members and deliver our programs effectively.

The development of our new stadium marks a turning point. With the support of sponsorship and funding, we will be able to scale our operations, grow our member base, and offer more inclusive and diverse programs. Your support will directly contribute to the next chapter of basketball in Hervey Bay, helping us meet the community's demand and build a stronger future for the sport.

PLAYERS

604



FEMALES

182



YOUTH

398



TEAMS

78



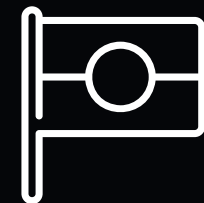
MALES

422



INDIGENOUS

42





PARTNERSHIP OPPORTUNITIES

With our new basketball stadium opening late 2025, we are seeking expressions of interest for long-term partnerships to enhance the player experience and develop our sport from grassroots to elite.

Strength & Conditioning Centre Partner

- Co-branded S&C program for rep and senior athletes
- Joint community workshops on fitness and health
- Logo placement on training schedules, website, and gym area signage

Recharge Centre Partner

- Naming rights to designated "Recharge Zone" with seating, hydration, air-conditioning and device charging
- Signage on-site + digital advertising
- Product sampling/display opportunities

Canteen Partner

- Brand signage at the canteen
- Naming rights (e.g. "Your Brand Courtside Café")
- Menu item naming options
- (e.g. "The Slam Dunk Burger by Your Brand")
- Option to distribute promotional material or branded packaging

Each Investment: \$ 20k + / or in-kind | Term: Negotiable



OUR COMMUNITY

SOCIAL MEDIA SPOTLIGHT

Hervey Bay Basketball believes in being a supportive and inclusive community. Our members regularly show their support to our social communities which showcases the positive culture that exists on and off the court!



FOLLOWERS
2258

FEMALES
60%

MALES
40%



FOLLOWERS
476

FEMALES
44%

MALES
56%