

# SPONSORSHIP OPPORTUNITIES



## HERVEY BAY BASKETBALL ASSOCIATION





# OUR BASKETBALL FAMILY WE ARE THE HURRICANES

Hervey Bay Basketball is proudly emerging as a regional powerhouse, attracting new members and building a reputation as a vibrant sporting organisation known for its positive culture and commitment to fun, fitness, and future pathways. Our programs are designed not just to develop skilled players, but to foster a strong, connected community — creating an environment where players, coaches, referees, and families can grow and thrive together.

Thanks to the dedication of our volunteers, Hervey Bay Basketball has experienced exceptional growth since 2020. Membership has surged, particularly among female athletes, supported by the introduction of our dedicated junior girls league for players aged 8–17. This growth across all junior age groups has driven the expansion of our representative program, which has grown from just 4 teams in 2021 to an impressive 11 teams set to compete at the Basketball Queensland State Championships in 2025.

As our association grows, so too does the calibre of our coaches and referees, with an increasing number of accredited volunteers stepping up to support the sport and develop the next generation of players. This passion and commitment are reflected in our on-court success, with many of our junior teams securing medals at Central Queensland tournaments and earning places in top divisions at State Championships.





# OUR BASKETBALL FAMILY

## WHY PARTNER WITH US

Our rapid growth, however, has brought significant challenges. We currently rely on schools and community organisations to host our competitions each week, and our ability to expand membership and deliver development programs has been limited by a lack of dedicated facilities and funding. To overcome this, Hervey Bay Basketball has invested in its own facility with the support of local government and community sponsors.

In late 2025, we will proudly open the doors to our brand-new two-court indoor stadium at the Fraser Coast Sports Precinct — a milestone that marks the beginning of a bold new chapter. This facility will provide our community with a top-quality venue to play and experience basketball, and it represents the first step toward achieving our long-term strategic vision.

We invite your business to join us on this exciting journey — supporting the continued growth of basketball while showcasing your brand to one of the fastest-growing sporting communities on the Fraser Coast.

As a valued partner, your business will gain exposure to hundreds of players, families, and visitors each week, demonstrating your commitment to supporting local sport and connecting with a passionate, engaged audience. Together, we can build something truly special for our community — and for your business.



# OUR COMMUNITY UNDER THE SPOTLIGHT 2025



PLAYERS

642



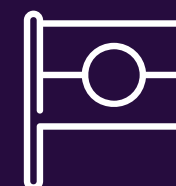
FEMALES

169



YOUTH

474



TEAMS

78



MALES

473



1<sup>ST</sup> NATIONS

44



FOLLOWERS

2305

FEMALES

60%

MALES

40%

LAST QTR VIEWS (M-J)

149.5k



FOLLOWERS

529

FEMALES

44%

MALES

56%

LAST QTR VIEWS (M-J)

70,623



## HERVEY BAY HURRICANES REPRESENTATIVE SPONSORSHIP

Join the Hurricanes family and support our junior & senior representative teams who compete at the Central Queensland league and QLD State Championships.

Hervey Bay Basketball proudly fields multiple junior representative teams across all age divisions from Under 12 to Under 18. Our Senior league also hosts a Central QLD Carnival each year, and has a vision to compete in the Queensland State League by 2028.

As a sponsor for our representative teams you will receive maximum branding opportunities across the entire age group sponsored.





# HURRICANES MAJOR PARTNER

## WHAT YOU RECEIVE

- Team Naming Rights Sponsor (per age group/both genders) e.g. 'Your Business' Hurricanes
- Large Logo on the back of warm-up dress shirts
- Logo featured on the Home Page & Sponsor page of Hervey Bay Basketball Website
- Featured logo at the bottom of our quarterly online newsletter
- 2-10 Yearly Sponsor Shout Outs on Social Media
- Main Logo presence and special mentions on social media team posts during teams rep season
- Player Highlight posts during carnivals e.g. 'Your Business' CQ Leaderboard
- Welcome to host a Community BBQ on Club Night (on-site promotions)
- Opportunities to participate in player mindset programs to mentor and encourage their growth & leadership skills
- 2-10 x VIP Tickets to 2026 Sponsors Night
- Set up Promotional Flags or Banner at 2026 Grand Finals

**\$28,000 FOR 2026 SEASON (ALL TEAMS)**

**OPTION 2: \$ 6,000 PER AGE COMPETITION/PER YEAR**





# HURRICANES MINOR PARTNER

## WHAT YOU RECEIVE

- Logo on the back of warm-up dress shirts under Major Sponsor logo
- Logo featured on the Sponsor page of Hervey Bay Basketball Website for 12 months
- Featured logo at the bottom of our quarterly online newsletters for 2026
- One yearly Individual Sponsor 'Shout Out' on Social Media
- Logo featured and special mentions on social media team posts during teams rep season
- Opportunities to participate in player mindset programs to mentor and encourage their growth & leadership skills
- 1 x VIP Ticket to 2026 Sponsors Night
- Set up Promotional Flags or Banner at 2026 Grand Finals

**\$12,500 FOR 2026 SEASON (ALL TEAMS)**

**OPTION 2: \$3,000 PER AGE COMPETITION/PER YEAR**





# HURRICANES COMMUNITY SPONSOR

## WHAT YOU RECEIVE

- Logo featured on the Sponsor page of Hervey Bay Basketball Website
- Featured promotional advert in one of our quarterly online newsletters
- One Individual Sponsor 'Shout Out' on Social Media
- Special mentions on social media team posts during teams rep season (no logo)
- Opportunities to participate in player mindset programs to mentor and encourage their growth & leadership skills
- 1 x VIP Ticket to 2026 Sponsors Night
- Set up Promotional Flags or Banner at 2026 Grand Finals

**\$5,000 FOR 2026 SEASON (ALL TEAMS)**

**OPTION 2: \$1,200 PER AGE COMPETITION/PER YEAR**





# REPRESENTATIVE SPONSORSHIP INCLUSIONS

## TRAINING SHIRTS

WORN BY PLAYERS, TRAINING PARTNERS, COACHES & TEAM MANAGER  
13-15 PEOPLE PER TEAM



MAJOR PARTNER

MINOR PARTNER

## SOCIAL MEDIA POSTS & STORIES

**DAY 3**

**2025 STATE CHAMPIONSHIPS**

**U14 BOYS HURRICANES**

HURRICANES	VS	GOLD COAST WAVES
56		78
HURRICANES	VS	5TH DISTRICTS TITANS
55		64

**BIG DOG PET FOODS** **metricon** **KIRBRO** **WILSON'S** **Solomons** **RSL**

**U14 Girls Hurricanes**

**GOOD LUCK GIRLS!**

**BIG DOG PET FOODS** **metricon** **KIRBRO** **WILSON'S** **Solomons** **RSL**

**HOT SHOTS**

**DREW SACIPOVIC**

**DIV 2 BOYS CQJBC LEADERBOARD**

**5TH PLACE**

**145 points**

**BIG DOG PET FOODS**

**U14 Girls Hurricanes**

**GOOD LUCK GIRLS!**

**BIG DOG PET FOODS** **metricon** **KIRBRO** **WILSON'S** **Solomons** **RSL**



# REPRESENTATIVE SPONSORSHIP CUT-OFF DATES

In July-August each year we offer an exclusive opportunity for businesses to become a major or minor sponsor for our entire Representative Program for the year (Feb - Jan). If your business is interested in this partnership which provides great exposure for 12 months please contact us to find out more.

## AGE GROUP CUT-OFFS FOR INDIVIDUAL SPONSORSHIP

**UNDER 12 | APRIL**

**UNDER 14 | NOVEMBER**

**UNDER 16 | AUGUST**

**UNDER 18 | AUGUST**

**MENS & WOMENS | JUNE**

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



# BECOME A SPONSOR TODAY!

Sponsorship packages are limited to availability. Please send your interest via our online form to our committee or email our Vice President. A committee representative will contact you within 48 hours to discuss sponsorship options suitable to your organisation.



## PAYMENT OPTIONS

Sponsorship can be paid upfront or a monthly instalment option via Direct Deposit can be organised. A tax invoice is supplied with all sponsorships.

## SPONSORSHIP TIMEFRAME

All Representative Sponsorships in this pack are valid for one year for your nominated age group. Renewal options are available on request.

## SPONSOR REQUESTS

HBBA will work with sponsors to provide maximum exposure to your business in a natural, community inspired approach. If you have specific ideas in mind to help promote your business please let us know how we can work with you better.

[Business Sponsorship Interest Form >>](#)  
Email [vicepresidentofhbba@gmail.com](mailto:vicepresidentofhbba@gmail.com)

**REGISTER YOUR INTEREST**



**TO SPONSOR**