



HERVEY BAY HURRICANES

SPONSORSHIP KIT 2026-2027





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 12 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

Early this year we recently opened our doors to our brand-new two-court indoor stadium at the Fraser Coast Sports Precinct. This milestone marks the beginning of a bold new chapter for basketball in the region. 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. The Bendigo Bank stadium, is yet to be formally opened, and is already attracting event bookings for external events. This is an exciting time for new sponsors to come on board and reap the exposure during this launch period.

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 IN THE SPOTLIGHT 2025



PLAYERS

642



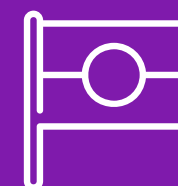
FEMALES

169



YOUTH

474



TEAMS

78



MALES

473



1ST NATIONS

44



FOLLOWERS

2342 ↑

FEMALES

60%

MALES

40%

LAST QTR VIEWS (JUL-SEP)

141k



FOLLOWERS

574 ↑

FEMALES

44%

MALES

56%

LAST QTR VIEWS (JUL-SEP)

95K

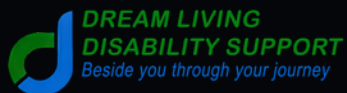


STADIUM SPONSORSHIP

Major Court Sponsor (3 Spots) - 1 Left

- Logo placement on Glory League Games (all club & representative)
- Corporate Box Signage displayed to Macready Court
- Logo and website link on HBBA website sponsors page
- 15 second digital presence on advertising display screens
- Option to activate on-site promotions
- Social media spotlight (quarterly features)
- Corporate Box VIP Tickets to HBBA hosted events
- Set up Promotional Flags or Banner at Grand Finals

Investment: \$ 50,000 per year (3 year commitment)





STADIUM SPONSORSHIP

Minor Court Sponsor (3 Spots)

- Corporate Signage displayed to Court 2 Wall
- Logo and website link on HBBA website sponsors page
- 15 second digital presence on advertising display screens
- Option to activate on-site promotions
- Social media spotlight (quarterly features)
- 6 x VIP Tickets to HBBA hosted events
- Set up Promotional Flags or Banner at Grand Finals

Investment: \$ 15,000 per year (3 year commitment)





STADIUM SPONSORSHIP

Digital Advertiser

- 15 second rotational advert displayed on 5 x AV display screens throughout stadium - during game nights (4-5 nights per week) & HBBA hosted events
- Logo and contact details linked on our website
- Recognition in member promotions, social media shout outs (2 per year)
- 2 VIP Tickets to 2026 Grand Final Days (2 per year)
- Option to activate on-site promotions once per year

Investment: \$ 2,500 per year



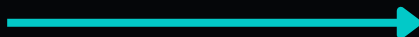


STADIUM BRANDING OPPORTUNITIES SPONSORSHIP

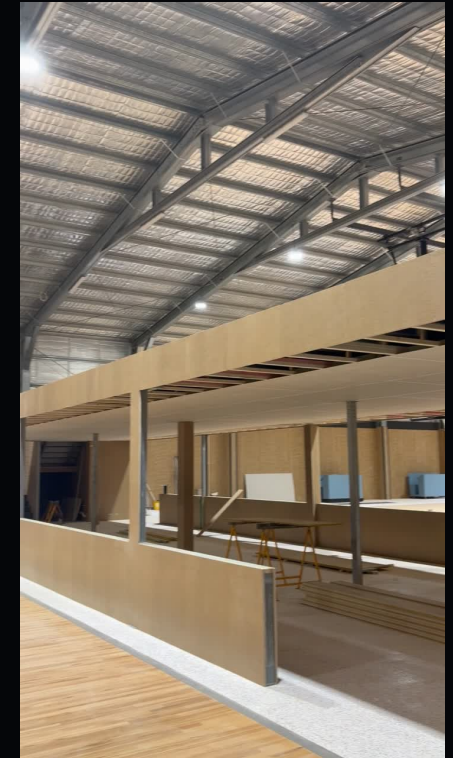
GLORY LEAGUE BRANDING



5 X AV DISPLAY SCREENS ON MAIN COURT



MAJOR COURT SPONSOR
CORPORATE BOX SIGNAGE





PARTNERSHIP OPPORTUNITIES

Mini Hurricanes Sponsor - From \$1500 - Taken

Support our early age entry program for 5-10 year olds.

- Logo placement on player jersey for 12 months
- 15 Second logo placement on AV Display for 12 months
- Welcome Sponsor Appreciation social media post
- Tagged as sponsor in our Mini Hurricanes Social Media Posts
- Logo placement on Mini Hurricanes page on HBBA website
- 2 VIP Tickets to 2026 Grand Final Days (2 per year)



Referee Program Sponsor - \$3000 (2 year term)

Support our Referee development program.

- Logo placement on Referee Club Shirts for 2 years
- 15 Second logo placement on AV Display for 24 months
- Welcome Sponsor Appreciation social media post
- Tagged as sponsor in our Referee Social Media Posts
- Logo placement on Mini Hurricanes page on HBBA website
- 2 VIP Tickets to 2026 Grand Final Days (2 per year)





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 girls' and boys' representative teams across age divisions from Under 12 through to Under 18, providing local athletes with opportunities to compete and develop at a representative level.

Our representative pathway continues into our Senior program, which participates in Central Queensland competition, with a long-term vision to compete in the Queensland State League by 2028.

In 2026, we were also excited to welcome Wheelchair Basketball to Hervey Bay. As this program continues to grow, future representative opportunities may emerge, providing your business with the potential for even broader brand exposure across our community.

As a representative sponsor you will receive maximum branding opportunities across the entire program for 12 months.





HURRICANES MAJOR SPONSOR

3 SPOTS – 2 LEFT

WHAT YOU RECEIVE

- Large Logo on the back of Annual Representative Polo shirts for all teams (approx 150 players & officials)
- 15 second rotational advert displayed on 5 x AV display screens throughout stadium - during game nights (4-5 nights per week)
- Logo featured on the Home, Rep & Sponsor page of Hervey Bay Basketball Website for 12 months
- Featured logo at the bottom of our online newsletter (2 times per year)
- 4 x Sponsor Shout Outs on Social Media throughout the year
- Main Logo presence and special mentions on social media team posts during teams rep season
- Welcome to host a Community BBQ on Club Night (on-site promotions)
- Opportunities to participate in player development programs (on application)
- 6 VIP Tickets to 2026/27 Grand Final Days (2 per year)
- Set up Promotional Flags or Banner at 2026/27 Grand Finals

\$20,000 FOR 2026/27 SEASON





HURRICANES MINOR SPONSOR UP TO 8 AVAILABLE

WHAT YOU RECEIVE

- Half size logo on the back or sleeve of Annual Representative Polo shirts for all teams (approx 150 players & officials)
- 15 second rotational advert displayed on 5 x AV display screens throughout stadium - during game nights (4-5 nights per week)
- Logo featured on the Sponsor & Rep page of Hervey Bay Basketball website for 12 months
- Featured logo at the bottom of our online newsletter (2 times per year)
- One Welcome Sponsor Appreciation post on Social Media
- Logo featured and tagged 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
- 6 VIP Tickets to 2026/27 Grand Final Days (2 per year) Set up Promotional Flags or Banner at 2026/27 Grand Finals

\$5,000 FOR 2026/27 SEASON





REPRESENTATIVE SPONSORSHIP INCLUSIONS



5 X AV DISPLAY SCREENS
IN STADIUM (FOYER &
MAIN COURT)

SOCIAL MEDIA
POSTS & STORIES

DAY 3

BASKETBALL QUEENSLAND 2025 STATE CHAMPIONSHIPS

U14 BOYS HURRICANES

HURRICANES	VS	GOLD COAST WAVES
56		78
HURRICANES	VS	STH DISTRICTS TITANS
55		64

Proudly sponsored by

U14 Girls Hurricanes
GOOD LUCK GIRLS!

Proudly sponsored by



MAJOR PARTNER

MINOR PARTNER

TRAINING SHIRTS

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

PARTNER WITH US TODAY!

Hervey Bay Basketball is actively seeking business partners that align with our values and strategic goals, helping us strengthen our programs and player development pathways. Equally important is ensuring we can provide meaningful value and mutually beneficial outcomes for our sponsors.



Please review our [Partnership Policy](#) at our website to understand if you would be a good fit for our association.

Please email your expression of interest and which opportunities you are interested in supporting.

Please email info@herveybaybasketball.com.

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

Sponsors will be offered the opportunity to renew their partnership at the conclusion of the 12-month term.