



WODONGA BASKETBALL ASSOCIATION

Partnership Opportunities 2026

1.6K+ PARTICIPANTS | 20+ REPRESENTATIVE TEAMS | 200-TEAM ANNUAL TOURNAMENT
| 5.5K+ SOCIAL MEDIA FOLLOWERS |



WBA BY THE NUMBERS

One of the largest basketball communities in North East Victoria.

1.6K+

Participants

20+

Rep Teams

200+

Tournament
Teams

5.5K+

Social Media
Followers

PROGRAM REACH

- **1,000** Junior Domestic Players
- **250** Senior Domestic Players
- **200+** Representative Players
- **65** Aussie Hoops Participants
- **40** Domestic Training Participants

MAJOR EVENTS

- **Annual** Junior Representative Tournament
- **Annual** Masters Tournament
- **CBL** Home Games
- **3x3** Basketball Events



Why Partner With Wodonga Basketball Association?

MORE THAN BASKETBALL.

Wodonga Basketball Association is one of the largest basketball organisations in North East Victoria, providing opportunities for participants of all ages and abilities.

- 01. 1,600+ PARTICIPANTS**
Domestic, Representative and Development Programs
- 02. YEAR-ROUND EXPOSURE**
Domestic competitions, representative basketball, tournaments, and community programs
- 03. MAJOR EVENTS**
 - Annual Junior Representative Tournament
 - Masters Tournament
 - CBL Home Games
 - Development Programs & 3x3 Events
- 04. REPRESENTATIVE PATHWAYS**
20+ representative teams competing across Victoria and NSW



Brand Exposure & Activations



WEBSITE EXPOSURE

- Dedicated sponsor page
- Direct link to your business
- Year-round visibility
- Recognition across WBA programs



SOCIAL MEDIA PROMOTION

- Facebook (4.2K+ followers)
- Instagram (1.2K+ followers)
- Sponsor recognition posts
- Program & event promotion



NEWSLETTER EXPOSURE

- Direct communication to participants
- Family-focused audience
- Seasonal promotions
- Sponsor recognition



EVENT ACTIVATIONS

- Annual Junior Tournament
- Masters Tournament
- CBL Home Games
- 3x3
- Award Presentation Opportunities
- Venue Signage
- Sponsor Promotions & Giveaways



SPONSORSHIP PACKAGES

MAJOR PARTNER



\$7,500+

INCLUDES:

- Naming Rights Opportunities
- Large Show Court Signage
- Website Promotion
- Social Media Promotion
- Newsletter Recognition
- Event Recognition
- Association with WBA Programs & Events

PREMIUM PARTNER



\$3,500+

INCLUDES:

- Large Show Court Signage
- Website Promotion
- Social Media Promotion
- Newsletter Recognition
- Event Recognition

COMMUNITY PARTNER



\$2,000+

INCLUDES:

- Small Show Court Signage
- Website Exposure
- Social Media Recognition
- Newsletter Recognition
- Event Recognition

DIGITAL PARTNER



\$700+

INCLUDES:

- Website listing
- Social Media Recognition
- Event Recognition
- Newsletter Recognition

PROGRAM SPONSORSHIP

Flexible partnership packages designed to maximise your brand exposure and support the growth of basketball in our community.



COMPETITIONS

Junior Domestic Naming Rights **\$7,500**

- 950 Players
- 2 Seasons per year

Senior Domestic Naming Rights **\$3,500**

- 250 Players
- 2 Seasons per year

U23 Competition Partner **\$2,500**

- 2 Seasons per year

REPRESENTATIVE

Annual Jr Rep Tournament Naming Sponsor **\$5,000**

- 200-team Tournament

Warm Up Tee Major Logo **\$3,500**

- Logo on all Jr Rep & CBL warm-up tees **Only 2 spots available**
- State-wide visibility

Warm Up tee Supporting Logo **\$2,000**

- State-wide visibility **Limited spots available**

Rep Coaches Hats **\$1,500**

- Logo on all rep coaches hats

Team Naming Rights **\$700 per team**

Player Sponsors will be available this season

SHOW COURT SIGNAGE

Show Court Signage (Large) **\$3,500**

- Large Show Court Position
- Only 3 Available

Court 1 Partner Signage (Medium) **2,000**

- Medium Signage Position

Stadium Signage **\$1,000**

- Various locations available

EVENTS & PROGRAMS

Annual Jr Tournament Partner **\$5,000**

Masters Tournament Partner **\$2,500**

3x3 Partner **\$1,500**

Domestic Training Partner **\$1,500**

Aussie Hoops Partner **\$1,000**

CBL Partner **\$500**

PROGRAM PARTNERS



ANNUAL JUNIOR TOURNAMENT PARTNER

\$5,000

- Naming rights opportunity
- Logo on tournament promotional material
- Tournament website/social media promotion
- Venue signage during tournament
- Major Regional event with 200+ teams
- Award Presentation Opportunity

MASTERS TOURNAMENT PARTNER

\$2,500

- Naming Rights
- Logo on event promotions
- Social media recognition
- Venue signage during tournament
- Event announcements and recognition
- Award Presentation Opportunity

Masters Supporting Sponsor
\$500

DOMESTIC TRAINING or 3x3 PARTNER

\$1,500

- Naming Rights
- Logo on program advertising
- Social media promotion
- Website Recognition
- Recognition at events

JUNIOR TOURNAMENT SUPPORTING SPONSOR

\$1,500

- Logo on promotional material
- Tournament social media recognition
- Venue signage during tournament
- Website recognition
- Includes warm up tees sponsors

CBL Partner

\$500

- Branding on social media promotion
- Branding at CBL home games
- Website recognition
- Venue signage during home games

AUSSIE HOOPS PARTNER

\$1,000

- Logo on Aussie Hoops promotional material
- Social media promotion
- Website recognition

2 terms



PROUDLY PARTNERING WITH LOCAL BUSINESSES

Wodonga Basketball Association is proud to work alongside these businesses that support basketball participation, development and community engagement across North East Victoria.

MAJOR PARTNERS



COMMUNITY & VENUE PARTNERS



 **1.6K+**
PARTICIPANTS

 **20+**
REPRESENTATIVE
TEAMS

 **200+**
TEAMS AT OUR
ANNUAL TOURNAMENT

 **5.5K+**
SOCIAL MEDIA FOLLOWERS

 **YEAR-ROUND**
EXPOSURE ACROSS
NORTH EAST VICTORIA



CONTACT & NEXT STEPS

Ready to Partner With WBA?

If you are interested in increasing your brand exposure, supporting community sport, or wanting to connect with families across Victoria, we would love to discuss a partnership with you!

WODONGA BASKETBALL ASSOCIATION

 **1.6K+**
PARTICIPANTS

 **20+**
REPRESENTATIVE
TEAMS

 **WODONGA,
VICTORIA**



EMAIL

wodongabasketball@gmail.com



WEBSITE

www.wodongabasketball.com.au



FACEBOOK

Wodonga Basketball Association



INSTAGRAM

wodonga_basketball



VENUE

Wodonga Sports & Leisure Centre
Wodonga, Vic



SPONSORSHIP OPPORTUNITIES

Partner with one of North East Victoria's largest basketball communities through our competitions, programs and events.



JUNIOR DOMESTIC COMPETITION

- ✓ 1K Players
- ✓ 2 Seasons Per Year
- ✓ Naming Rights Opportunity



SENIOR DOMESTIC COMPETITION

- ✓ 250+ Players
- ✓ 2 Seasons Per Year
- ✓ Naming Rights Opportunity



VENUE & SIGNAGE EXPOSURE

- ✓ Premium Show Court Signage
- ✓ Show Court Partner Signage
- ✓ High Visibility Location
- ✓ Year-Round Exposure



JUNIOR REPRESENTATIVE PROGRAM

- ✓ 300+ Players
- ✓ 20+ Teams
- ✓ August - March
- ✓ Statewide exposure



ANNUAL JUNIOR TOURNAMENT

- ✓ 200 Teams
- ✓ Major Regional Event
- ✓ Thousands of visitors
- ✓ Naming Rights Opportunity



PROGRAM PARTNERSHIPS

- ✓ Aussie Hoops
- ✓ Domestic Training
- ✓ 3x3 Basketball
- ✓ CBL
- ✓ Masters Tournament