



**EMERALD LAKERS
BASKETBALL CLUB**

SPONSORSHIP PROPOSAL

**2026 SUMMER -
2027 WINTER SEASONS**

Support the growth of grassroots basketball and the development of our young athletes by partnering with the Emerald Lakers as a valued club sponsor.



www.emerald Lakers.com.au

ABOUT THE CLUB



The Inaugural Emerald Lakers Team

Founded in 1989, the Emerald Lakers Basketball Club began with nine teams competing in the Kilsyth Association and quickly established itself as a strong community sporting club in the Emerald area. Within just a few years the club had grown rapidly, expanding to more than 30 teams and transitioning to the Knox Amateur Basketball Association (now Knox Basketball Inc.), where it continues to compete today.

Today, under the dynamic leadership of the 2025/2026 leadership team, the club radiates renewed vigour and direction. With a committee echoing their dedication, the club proudly showcases over 30 junior boys and girls teams, all dressed in uniforms that juxtapose the club's historic legacy with its forward-looking aspirations.

ABOUT US



The Emerald Lakers Basketball Club is proudly run by a dedicated committee of passionate local volunteers, many of whom are parents of current or former players. Bringing together people from a wide range of professional and personal backgrounds, the committee contributes valuable skills, experience and ideas to support the smooth operation and continued growth of the club. Their shared commitment to community, teamwork and junior development helps ensure a positive environment for players and a strong, sustainable future for the Emerald Lakers.

LEADERSHIP GROUP

Ben Kewish
President

Wei Choong
Vice President

Alicia Thompson
Secretary

Dean Prouse
Treasurer

GENERAL MEMBERS

Chris Harvey

Lisa Jackson

Jason Goodwin

Vanessa Moran

Eleanor Cullen

Luke Hill

VOLUNTEERS

We are also grateful to have a growing list of additional volunteers who assist with grading days, scoring duties and special events.





WHY SPONSOR?

The Emerald Lakers Basketball Club is a proud and growing part of our local community, providing opportunities for players of all ages to participate in sport, develop their skills, and build lifelong friendships.

Through sponsorship, local businesses have the opportunity to support the health and development of our basketball community while gaining valuable exposure within a highly engaged local network of players, families, and supporters.

Approx. 240 public Facebook group members

Currently over 260 Emerald Lakers Players

Approx. 140 Lakers Lounge private group members

Over 30 Emerald Lakers Teams and growing!



SPONSORSHIP OPPORTUNITIES



Major Sponsor \$4000 + GST

An exclusive sponsorship opportunity not to be missed. Position your business as the major supporter of the Emerald Lakers and stand out within the local community. Includes exclusive benefits and high-visibility recognition

Gold Package \$2000 + GST

The Gold Package offers strong exposure to the Emerald Lakers basketball community. This sponsorship helps set your business apart and highlights your commitment to supporting local sport and the wider community.

Silver Package \$1000 + GST

This package offers an affordable way for businesses to support the Emerald Lakers while still gaining valuable exposure within the local community. Be recognised with signage inside the stadium and logo's on social media.

Bronze Package \$500 + GST

The Bronze package is a very affordable way for businesses to support the Emerald Lakers while gaining community exposure. Sponsors will be featured on shared signage within the stadium and logo on the club's website and social media

Featured Options - \$various

Choose one of these options on it's own or add one to your existing package. Opportunities include a Showbag Sponsor or Pay-It-Forward Sponsor, or speak with us about creating a custom package that best suits your business.

MAJOR SPONSOR

\$4000 + GST INVESTMENT per year

As the exclusive Major Sponsor, your business will receive the highest level of exposure across the Emerald Lakers Basketball Club and be recognised as a key partner supporting the growth and development of players within the club and wider community.

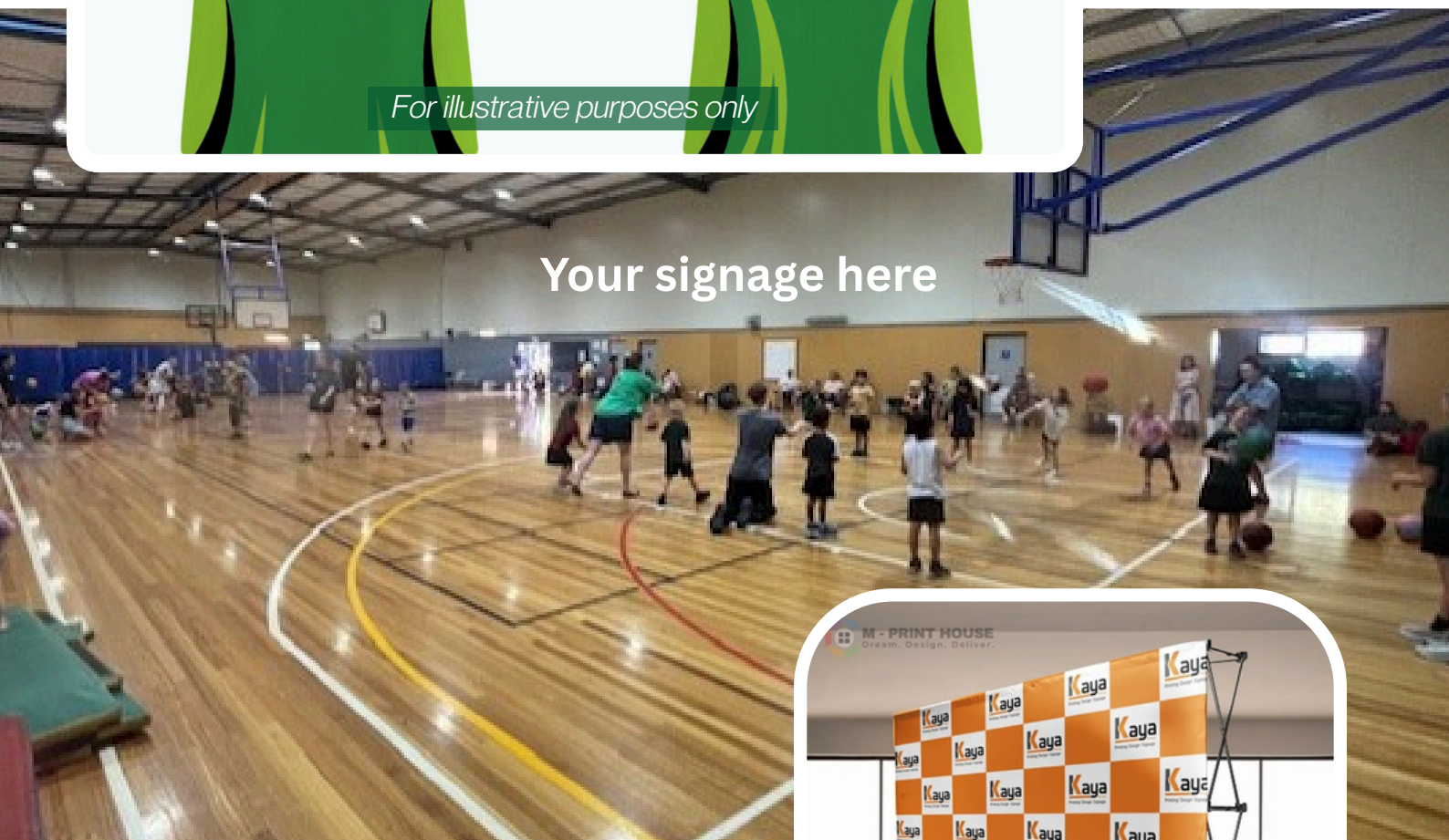
INCLUSIONS

- Large 1800mm x 1200mm (approx) sign with your logo prominently displayed in the Emerald Lakers home stadium at Emerald Primary School
- Logo placement on player warm-up tops (optional purchase for players)
- Branded acknowledgement signage positioned at the entrance to the stadium
- Premium logo placement on Lakers website with clickable link to your business
- Exclusive social media recognition, with a minimum of two dedicated posts each season highlighting your support
- Logo featured on the club photo wall used for team photos, presentation night, coaches events and other club functions
- Formal recognition at club events and presentation night
- Opportunity to include promotional materials or branded merchandise in presentation night showbags distributed to all players

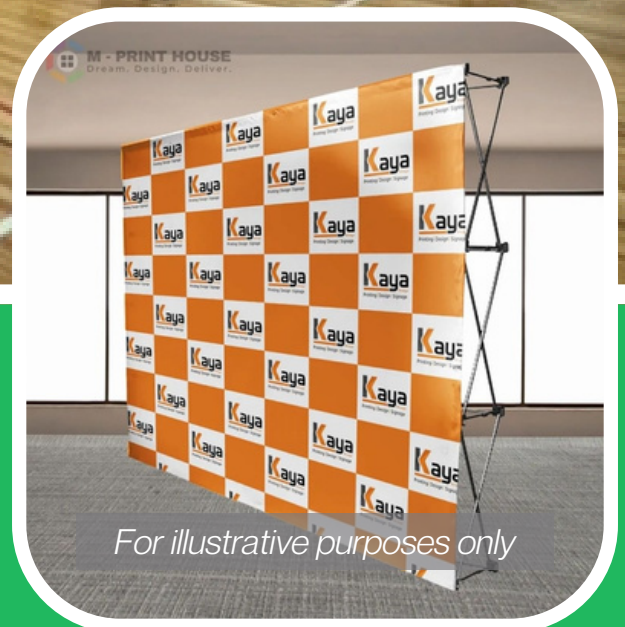
*Min 2-year commitment



MAJOR SPONSOR BENEFITS



*Emerald Primary School Stadium
Home of the Emerald Lakers Basketball Club*



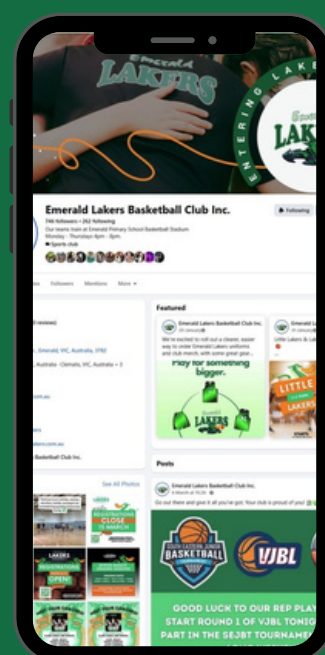
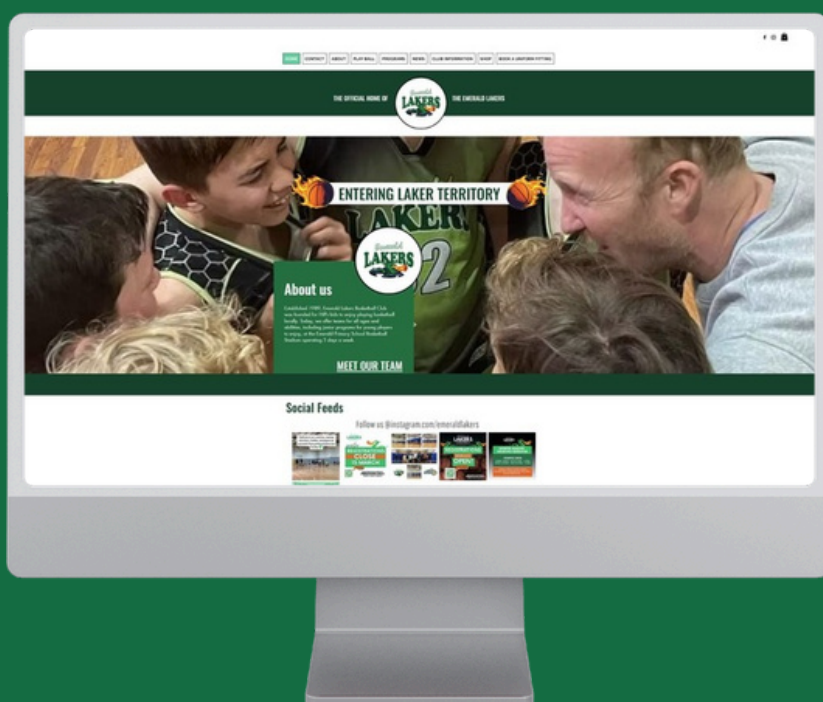
GOLD SPONSOR

\$2000 + GST INVESTMENT per year

As a Gold Sponsor, your business will receive strong exposure across the Club and be recognised as a valued contributor to the club's future success. Your logo will be prominently displayed on a large sign inside the home stadium, as well as social media exposure on the Club's website and social media platforms.

INCLUSIONS

- Large 1800mm x 1200mm (approx) sign with your logo prominently displayed in the Emerald Lakers home stadium at Emerald Primary School
- Premium logo placement on Lakers website with clickable link to your business
- Exclusive social media recognition, with a minimum of one dedicated post each season highlighting your support



SILVER SPONSOR

\$1000 + GST INVESTMENT per year

- 1200mm x 800mm (approx) sign with your logo prominently displayed in the Emerald Lakers home stadium at Emerald Primary School
- Logo placement on Lakers website with clickable link to your business
- Joint social media recognition, with a minimum of one post each season highlighting your support

BRONZE SPONSOR

\$500 + GST INVESTMENT per year

- Logo on joint sponsor signage in the home stadium of the Emerald Lakers
- Logo placement on sponsor page of club website with clickable link to sponsor website
- Joint social media recognition, with a minimum of one post each season highlighting your support

FEATURED SPONSORSHIPS



In addition to our main sponsorship packages, businesses can support the club through a range of featured opportunities such as Showbag Sponsor, Future Ready Partner, Medal Sponsor, or a custom partnership tailored to your business.

Include one of these in addition to your tiered sponsorship to further enhance your businesses exposure within the club, or choose one as a stand-alone option.

Pay-It-Forward Player Sponsor

\$240 + GST per child

This sponsorship helps ensure that every child in our community has the opportunity to play basketball, regardless of their family's financial circumstances.

Funds from this initiative are used to cover the registration fees for one player for one season, helping families who are experiencing financial hardship and giving all local kids the opportunity to stay active, connected, and involved in sport.

- Sponsor/s will be acknowledged on website as a Pay-It-Forward Sponsor
- Sponsor logo will appear on the joint sponsor signage in the Emerald Primary School Stadium
- Sponsor/s will be acknowledged in an exclusive email to members and in a social media post



Future Ready Partner

\$250 + GST per term*
1 Available

Support the development of our youngest players and future stars by sponsoring the Little Lakers and Lakers Ready programs. Currently with over 40 registered kids, these programs introduce children to the fundamentals of basketball in a fun and supportive environment.

As the program sponsor, your logo will be featured on all program communications and marketing materials, and a sponsor banner will be displayed during the weekly one-hour sessions, providing strong visibility to the many parents and families who attend while recognising your support of junior basketball development.

You will also be entitled to provide promotional material or item in the player welcome bag or distribute at the end of one of the sessions.

*Min 4-term commitment



For illustrative purposes only

Showbag Sponsor

\$300 + GST*
8 Available

This sponsorship provides businesses with the opportunity to include branded collateral or promotional items in the presentation night showbags given to each player. You could even supply the showbag! It's a great way for sponsors to place their brand directly into the hands of players and families while supporting a memorable end-of-season celebration for our club community.

*Cost of providing collateral or promotional items at the expense of the Sponsor - approx. 250-300 pieces for all players or select by age group/gender etc.

Examples of items that could feature your brand



Sports Towel



Showbag



Waterbottle



Magnet



Lolly Bag



Custom Jibbitz

Please note: The Committee can assist with sourcing and pricing of items on behalf of the Sponsors.

Milestone Achievement Partner

**\$600 + GST per year
1 Available**

This sponsorship supports the recognition of our players' special achievements throughout their basketball journey. Sponsored certificates are presented to players when they reach important milestones such as their first goal, 100th goal, or 100th game, celebrating their dedication and progress in the sport. It's a meaningful way to encourage young athletes and recognise the moments that make their basketball experience memorable.

- Sponsor will be acknowledged on website as the Milestone Achievement Partner
- Sponsor logo will be printed on all player certificates
- Sponsor has the opportunity to provide a gift or voucher to the recipients of the certificates (non-exclusive)



Medal Sponsor

\$600 + GST per year
1 Available

As the Presentation Night Medal Sponsor, your business logo will be featured on the lanyards attached to the medals presented to players at our end-of-season presentation night. This sponsorship provides lasting brand visibility while supporting a memorable moment as players are recognised for their hard work and achievements throughout the season.

- Investment includes custom printed lanyards

*Min 2-year commitment



For illustrative purposes only

CUSTOMISED SPONSORSHIPS

We understand that every business is different, which is why we're happy to work with you to create a custom sponsorship package. This could include offering exclusive discounts to Emerald Lakers members, providing vouchers for Player of the Week awards, or other creative ways to connect your business with our basketball community. We're look forward to building a partnership that benefits both your business and the club.





CONTACT US



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Prepared by:
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