



JOIN THE COUGAR FAMILY

PARTNERSHIP GUIDE

2023

OUR COUGAR FAMILY



WELCOME TO OUR COUGAR FAMILY

The Cockburn Basketball Association is transforming the delivery of state level basketball across Western Australia.

With a focus on people, family and basketball (in that order), there is a culture of inclusiveness south of the river that goes unmatched.

The Cockburn Cougars are the leading family basketball association in WA.

Our athletes, coaches and administrators strive to build an inclusive environment where no one is left behind.

With that comes a sense of community. A sense of belonging. A family that breeds excellence.

We're excited to commence this journey and hope you will join us as we turn the page in the Cockburn Basketball history book.

This Is Our Cougar Family.

Tyrone Thwaites

Cockburn Basketball Chief Executive





OUR REACH

THE NUMBERS THAT MATTER

The Cockburn Basketball Association is the proud home to the Cougar Family. Wally Hagan Stadium has been the key piece of basketball infrastructure to the City of Cockburn since the early 1970's. The Association has since expanded to utilise venues in both the City of Melville and the City of Fremantle.

In the past five years, participation numbers have swelled, putting the Cockburn Basketball Association on the map as one of WA Basketball's fastest growing organisations.

150,000



the number of people walking through our venues in a calendar year.

3,000



total participants playing basketball for the association each week.

400



the number of Aussie Hoops participants per term.



315



total number of junior and senior domestic teams.

230



the number of Holiday Camp participants per term.

30



total number of junior WA Basketball League teams.

3



the number of 'WA Program of the Year' awards (2016, 2017, 2021) our Aussie Hoops team have won.

3



the number of SBL/NBLI Championships won (1992, 2012, 2016).

2



the number of 'Best Large Club' awards (2021, 2022) won by the association by the City of Cockburn.





2023

HOLIDAY CAMP PARTNER

This is your opportunity to have **your brand front and centre in front of 250 kids (and their parents), five times a year**, at Cockburn Basketball's holiday camps. These camps work as a chance for brands that align with young families (of 5-10 years old), with face-to-face time as well as **direct marketing opportunities**.



INCLUSIONS

DEDICATED EDM

5 x dedicated EDM's (one per camp)

SOCIAL MEDIA

5 x dedicated social media posts (one per camp)

ACTIVATIONS

- 5 x **face-to-face opportunities** to speak directly to the parents of the participants (one per camp)
- The option to set up a marquee with **brand representatives on-site each morning of camp**

MARKETING & BRANDING

Each child can be presented with **branded merchandise to take home, including flyers**

INVESTMENT \$7,000 + GST

All signage production costs are the responsibility of the purchaser.





AUSSIE HOOPS

AUSSIE HOOPS

2023

AUSSIE HOOPS PARTNER



Join Australia's largest, and WA's most awarded, Aussie Hoops program as a key partner. Named the WA Participation Program of the year three times (2016, 2017, 2021), with more than **1,600 participants per year**, your brand will be able to speak directly to our large Aussie Hoops community and their families via **marketing material, promotional give aways and branding.**



LOGO HERE



INCLUSIONS

EXCLUSIVITY

The associated brand would be Cockburn Basketball's 'Official Aussie Hoops Partner'

UNIFORMS

Logos on each Cockburn participation coach polo shirt

SIGNAGE

1 x partner sign displayed at each Aussie Hoops session
Signage size: 1,950mm x 900mm

SOCIAL MEDIA / MAILING LIST

- All Aussie Hoops **social media is co-branded** with the partner logo
- All Aussie Hoops **EDM's** would have a **banner with the partner logo**
- 1 x dedicated partner EDM per year

INVESTMENT \$8,500 + GST

All signage production costs are the responsibility of the purchaser.





DENTISTRYPLUS

25

2023

UNIFORM BRANDING

This is an opportunity to have your brand **front and centre on the uniforms** of the Cockburn Cougars NBL1 men's and/or women's programs. These uniforms are brand new for 2023, and will **be visible on WA's #1 most viewed NBL1 live stream**, as well as in-person by game-night spectators at all home and away venues.

NBL1 UNIFORM LOGO PLACEMENT	INVESTMENT [PER TEAM]	
FRONT OF SINGLET CHEST [MAX. 200cm ²]	\$15,000 + GST	SOLD
FRONT OF SINGLET CHEST POCKET [MAX. 63cm ²]	\$7,500 + GST	SOLD
BACK OF SINGLET UPPER [MAX. 200cm ²]	\$7,500 + GST	SOLD
BACK OF SINGLET BOTTOM [MAX. 200cm ²]	\$3,000 + GST	SOLD
FRONT OF SHORTS [MAX. 63cm ²]	\$2,500 + GST	
BACK OF SHORTS [MAX. 63cm ²]	\$2,500 + GST	
WARM-UP TOP [CHEST & BOTTOM BACK]	\$5,000 + GST	



FRONT OF SINGLET



BACK OF SINGLET



FRONT OF SHORTS



BACK OF SHORTS

WARM-UP TOP



FRONT CHEST



BOTTOM BACK



2023

COUGARS CORPORATE HOSPITALITY

Join our major partners **courtside** for a second-to-none experience at Wally Hagan Stadium. With at least **11 home games plus finals** included, this is your chance to be within arms reach from the sideline at WA's most intimate NBL1 basketball stadium.



INCLUSIONS

CORPORATE BOX

4 x seat corporate box at all men's and women's NBL1 home games (at least **11 home games plus finals**)

DRINKS PACKAGE

\$100 drinks voucher per game night

SIGNAGE

Company logo on the corporate box (2.4m x 1.2m)

VIP PARKING

1 x VIP (reserved) parking pass per home game

AWARDS NIGHT

4 x tickets to the Cockburn Cougars NBL1 launch and awards night

INVESTMENT \$4,000 + GST

ONLY 1 LEFT





celebration

CI/MEC

Homebrewers Centre

BARRETT



2023

ON-COURT BRANDING OPPORTUNITIES



CENTRE CIRCLES

Be **front and centre all year round** at Wally Hagan Stadium, with decals available so that **your brand can be seen by thousands of people** each week.

- Size of on-court branding: **3,500mm x 3,500mm**

COURT 2

INVESTMENT - \$2,500 + GST

COURT 3

INVESTMENT - \$2,500 + GST

COURT 4

INVESTMENT - \$2,500 + GST

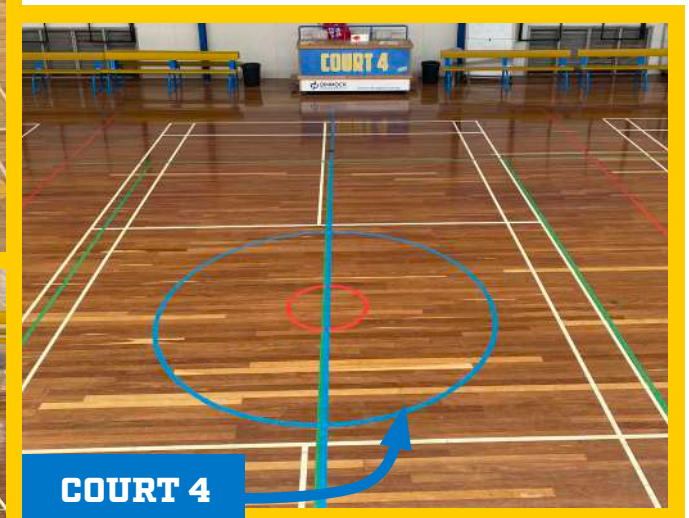
All signage production costs are the responsibility of the purchaser.



COURT 2



COURT 3



COURT 4



2023

ON-COURT BRANDING OPPORTUNITIES



CHARGE CIRCLE SHOW COURT

Be **front and centre all year round** at Wally Hagan Stadium, with decals available so that **your brand can be seen by thousands of people** each week.

- Size of on-court branding: **2,100mm x 2,100mm**
- Viewed by more than **7,000** spectators per NBL1 season
- Viewed by more than **150,000** visitors to the stadium per year
- Visible throughout over **500,000** minutes of broadcast footage, by more than **23,000** viewers per season
- Great repetition and brand reinforcement

INVESTMENT - \$3,000 + GST PER CIRCLE (TWO TOTAL)

All signage production costs are the responsibility of the purchaser.

SOLD OUT





2023

ON-COURT BRANDING OPPORTUNITIES



FOUL CIRCLE SHOW COURT

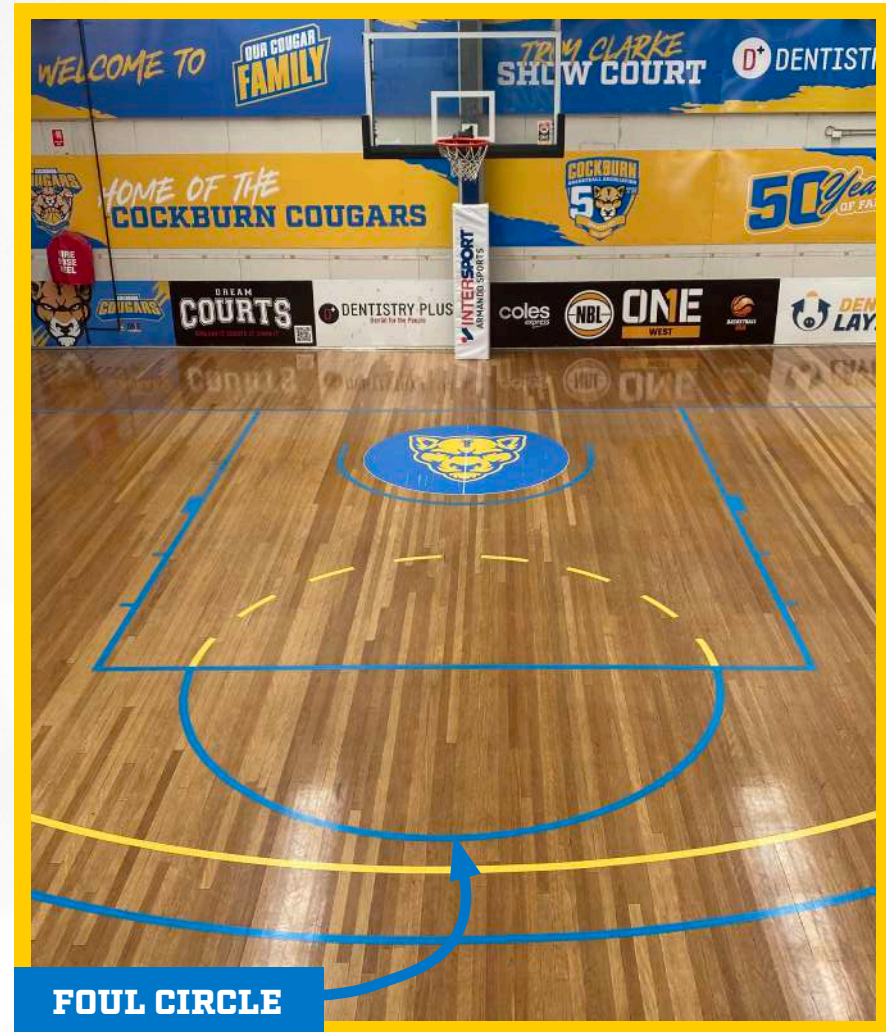
Be **front and centre all year round** at Wally Hagan Stadium, with decals available so that **your brand can be seen by thousands of people** each week.

- Size of on-court branding: **3,500mm x 3,500mm**
- Viewed by more than **7,000** spectators per NBL1 season
- Viewed by more than **150,000** visitors to the stadium per year
- Visible throughout over **500,000** minutes of broadcast footage, by more than **23,000** viewers per season
- Great repetition and brand reinforcement

INVESTMENT - \$5,000 + GST PER CIRCLE (TWO TOTAL)

All signage production costs are the responsibility of the purchaser.

SOLD OUT



FOUL CIRCLE



2016
CHAMPIONS

DENTISTRY PLUS

ALAN STANLEY
BEN STANLEY
NICOLE BOBETA
ALEX PROSS
ANT DAVY

COCKBURN
BASKETBALL
COUGARS
23

COCKBURN
BASKETBALL
COUGARS
14

COCKBURN
BASKETBALL
COUGARS

COCKBURN
BASKETBALL
COUGARS
12

COCKBURN
BASKETBALL
COUGARS
8

COCKBURN
BASKETBALL
COUGARS
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BASKETBALL
COUGARS
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COUGARS

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COCKBURN
BASKETBALL
COUGARS

COUGARS

STRENGTH THROUGH
SUPPORT

2023

ON-COURT BRANDING OPPORTUNITIES



WEST WING SHOW COURT

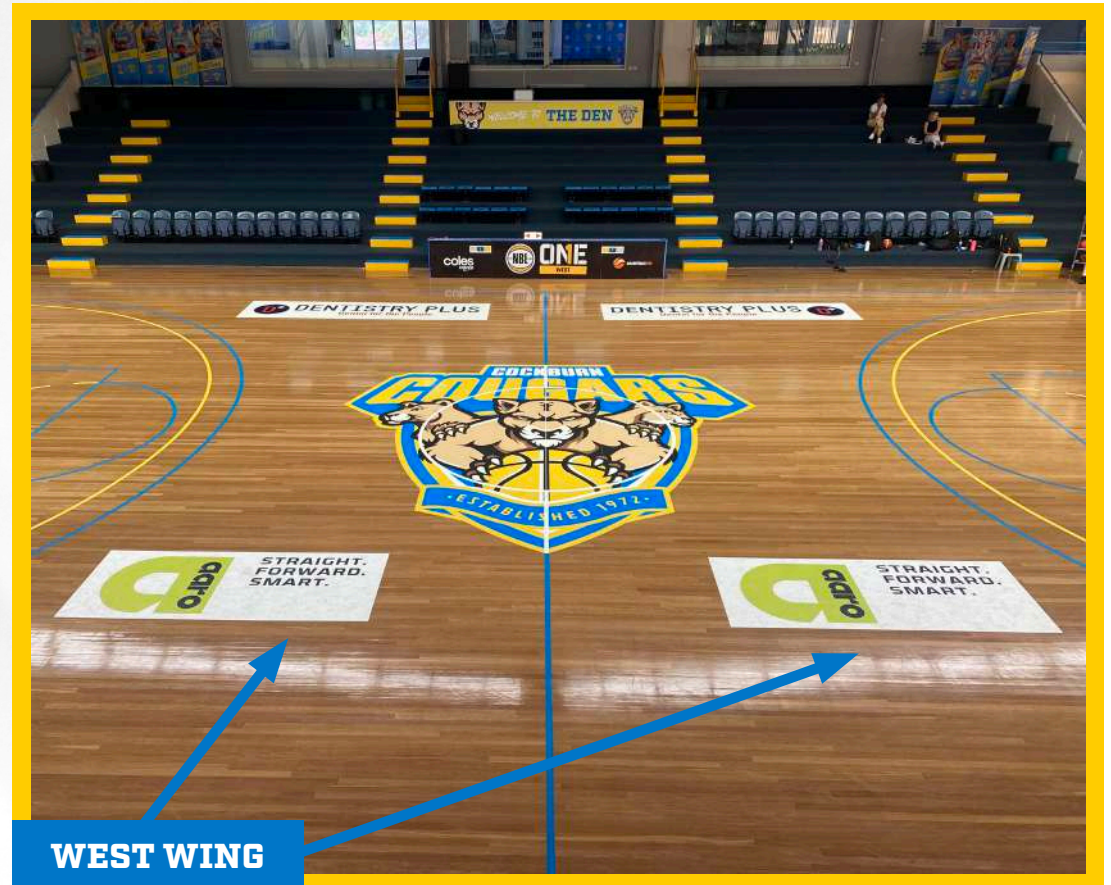
Be **front and centre all year round** at Wally Hagan Stadium, with decals available so that **your brand can be seen by thousands of people** each week.

- Size of on-court branding: **1,200mm x 3,000mm**
- Viewed by more than **7,000** spectators per NBL1 season
- Viewed by more than **150,000** visitors to the stadium per year
- Visible throughout over **500,000** minutes of broadcast footage, by more than **23,000** viewers per season
- Great repetition and brand reinforcement

INVESTMENT - \$5,000 + GST PER DECAL (TWO TOTAL)

All signage production costs are the responsibility of the purchaser.

SOLD OUT





DEVELOPMENT



THIS IS

COUGAR FAMILY

COLES
Express

DENTAL
LAYBY

coles

INTERSPORT

GREEN
COURTS

MOJO

INTERSPORT
ADVANCED SPORTS

91.7
WAVE

GARAGE
COFFEE

2023

ON-COURT BRANDING OPPORTUNITIES



EAST WING SHOW COURT

Be **front and centre all year round** at Wally Hagan Stadium, with decals available so that **your brand can be seen by thousands of people** each week.

- Size of on-court branding: **1,200mm x 3,000mm**
- Viewed by more than **7,000** spectators per NBL1 season
- Viewed by more than **150,000** visitors to the stadium per year
- Visible throughout over **500,000** minutes of broadcast footage, by more than **23,000** viewers per season
- Great repetition and brand reinforcement

INVESTMENT - \$5,000 + GST PER DECAL (TWO TOTAL)

All signage production costs are the responsibility of the purchaser.

SOLD OUT





2023

SHOW COURT BRANDING OPPORTUNITIES

STATISTICIANS BENCH

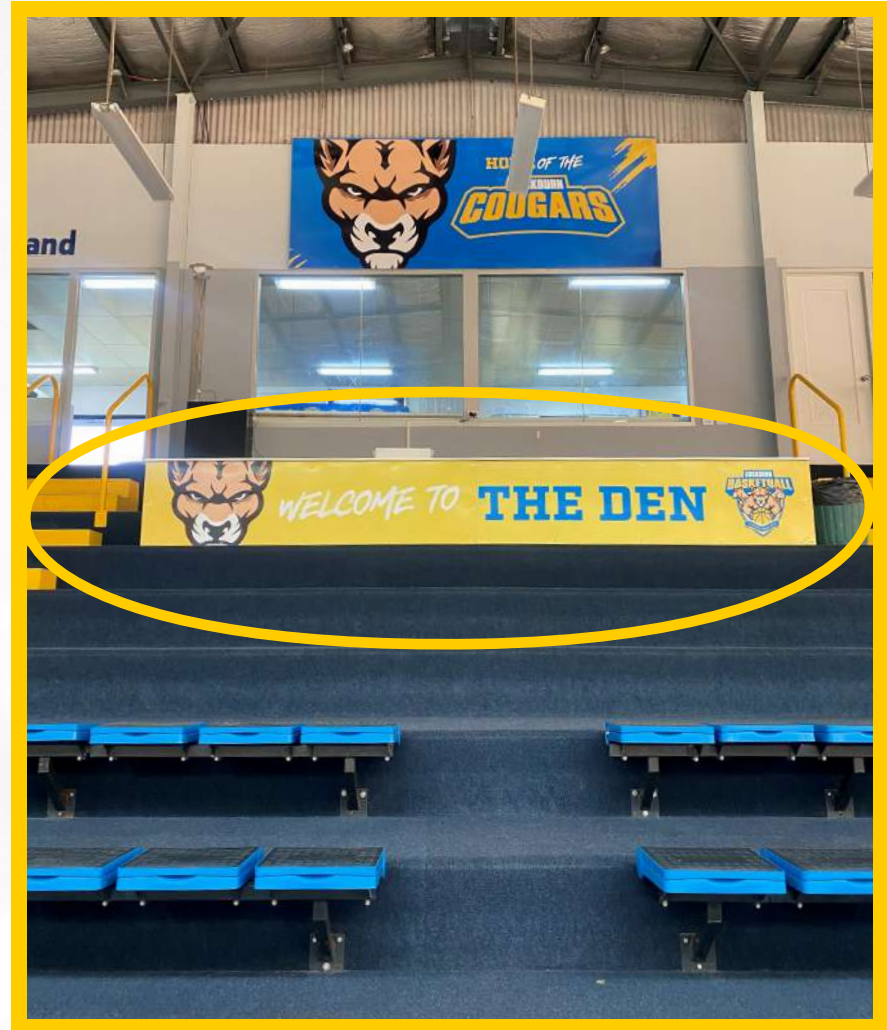
An opportunity to have **your brand front and centre** on **NBL1 game nights**. Our statistician's bench is **viewable in the TV Arc** during NBL1 live streams. In addition, it will be visible to the thousands of visitors that visit Wally Hagan Stadium each year.

- Signage size: **5,350mm x 700mm**
- Viewed by more than **7,000** spectators per NBL1 season
- Viewed by more than **150,000** visitors to the stadium per year
- Visible throughout over **500,000** minutes of broadcast footage, by more than **23,000** viewers per season

The Cockburn Cougars are Western Australia's #1 most viewed live-stream team in NBL1 West, and #2 in Australia.

INVESTMENT - \$2,500 + GST

All signage production costs are the responsibility of the purchaser.





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COCKBURN
COUGARS

NBL ONE
WEST

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LAY

2023

SHOW COURT BRANDING OPPORTUNITIES

BENCH SIGNAGE

An opportunity to have **your brand amongst the action** on **NBL1 game nights**. Your brand would be directly in front of a playing team's bench, **viewable inside the live-stream TV Arc** at all Cockburn Cougars home games.

- Signage size: **1,950mm x 900mm**
- Viewed by more than **7,000** spectators per NBL1 season
- Visible throughout over **500,000** minutes of broadcast footage, by more than **23,000** viewers per season

The Cockburn Cougars are Western Australia's #1 most viewed live-stream team in NBL1 West, and #2 in Australia.

INVESTMENT - \$2,500 + GST

All signage production costs are the responsibility of the purchaser.





COUGAR DEN

HOME OF THE
COUGARS

A. (van) de Meyere Stand

WOMEN'S
2012
CHAMPIONS

DENTISTRY

50 Years
OF FAMILY

DENTAL
LAYBY

coles
express

BUNNINGS
TRADE

Kayo
FREE

coles
express

NBL

KAYO
FREE

DENTAL
LAYBY



COUGARS

COLES
STRAIGHT FORWARD
SMART

2023

SHOW COURT BRANDING OPPORTUNITIES

STAIR COLUMNS

This is an opportunity to **highlight your brand in eight different locations** as part of our stair column option. These stairs will be **visible to the thousands of visitors** through the Wally Hagan Stadium doors, as well as on WA's #1 most viewed NBL1 live stream. There are **four separate columns available for purchase**.

- Signage size: **8 x 1,000mm x 200mm** stair signs
- Viewed by more than **7,000** spectators per NBL1 season
- Viewed by more than **150,000** visitors to the stadium per year
- Visible throughout over **500,000** minutes of broadcast footage, by more than **23,000** viewers per season
- Great repetition and brand reinforcement

INVESTMENT - \$2,500 + GST PER COLUMN

All signage production costs are the responsibility of the purchaser.





2023

SHOW COURT BRANDING OPPORTUNITIES

SHOW COURT SCOREBOARD

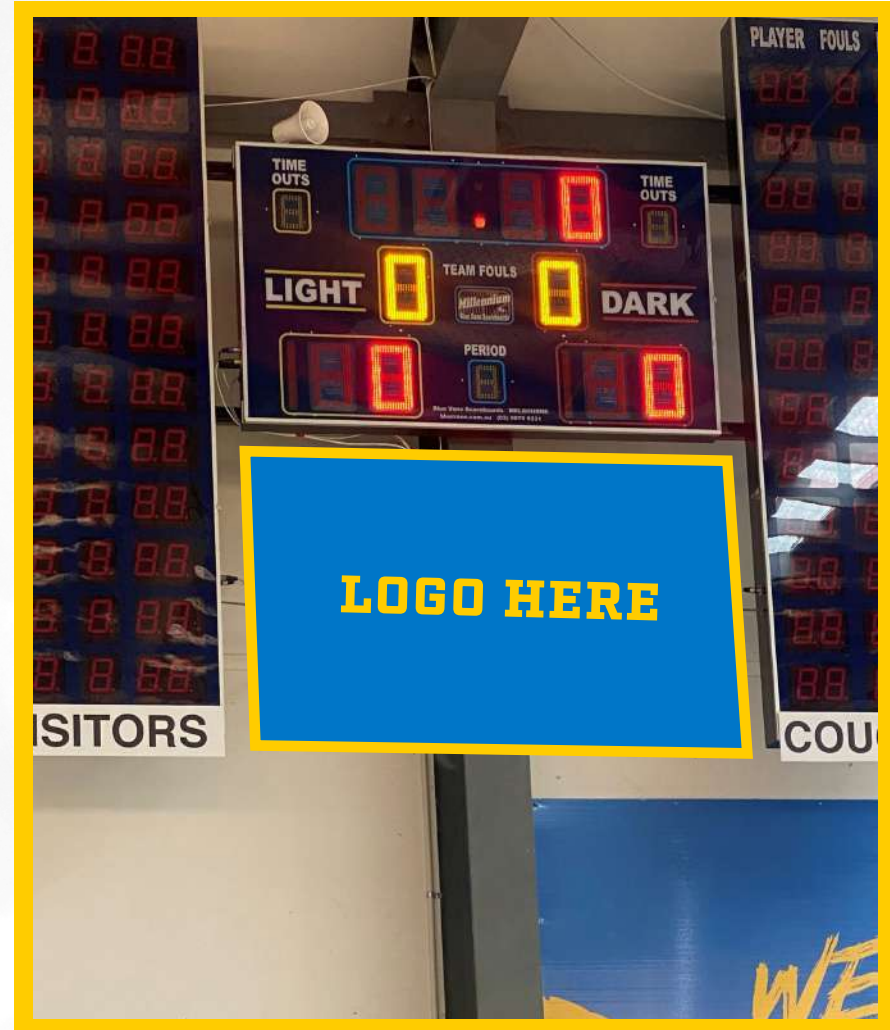
This is an outstanding opportunity to **have thousands of eyes on your brand year-round** at Wally Hagan Stadium. The Troy Clarke show court scoreboard is the most utilised scoreboard in the stadium, with more eyes watching the score tick over than any other scoreboard in the facility.

- Signage size: **2,000mm x 1,200mm**
- Viewed by more than **7,000** spectators per NBL1 season
- Viewed by more than **150,000** visitors to the stadium per year

INVESTMENT - \$5,000 + GST

All signage production costs are the responsibility of the purchaser.

SOLD OUT





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0 0
VISITORS COUGARS

ODD

STRAIGHT.
FORWARD.
SMART.

MJWALKER
CONTRACTING
Specialists in All Concrete
matt@mjwalkercontracting.com



OPTIMAL
PHARMACY+

91.7 FM
wave
917thewave.com.au

INTER
ARMANDO S

THIS IS OUR COUGA FAMILY

8

9

11

12

13

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TEAM

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APP

LEARNERS
STUDENTS

2023

SHOW COURT BRANDING OPPORTUNITIES

SIGNAGE

Have **your brand showcased** on Wally Hagan Stadium's show court **all year-round, in front of thousands of attendees**. Choose between **baseline or wall signage**.

- Signage size (wall): **2,400mm x 1,200mm**
- Signage size (baseline): **1,950mm x 900mm**
- Viewed by more than **7,000** spectators per NBL1 season
- Viewed by more than **150,000** visitors to the stadium per year
- Baseline signage visible throughout over **500,000** minutes of broadcast footage, by more than **23,000** viewers per season

The Cockburn Cougars are Western Australia's #1 most viewed live-stream team in NBL1 West, and #2 in Australia.

WALL SIGNAGE

INVESTMENT - \$2,500 + GST

BASELINE SIGNAGE

INVESTMENT - \$4,000 + GST

All signage production costs are the responsibility of the purchaser.

WALL



BASELINE

Champions
1984

WELCOME TO
OUR COUGAR
FAMILY

TROY CLARKE
HOW COURT

WELCOME OF THE
COCKBURN COUG

COCKBURN
BASKETBALL CLUB
50TH



1
INTERSPORT
ARMANDO SPORTS



DREAM
COURT

DENTISTRY PLUS
Dental for the

coles
express

NW

ON
WEST

2023

SHOW COURT BRANDING OPPORTUNITIES

COURT ONE PADDING

An opportunity to have **your brand clearly visible** on **NBL1 game nights**. Our court one padding is **viewable in the TV Arc** during NBL1 live streams. In addition, it will be visible to the thousands of visitors that visit Wally Hagan Stadium each year.

- Number of pads: **Six** (three at each end of court one).
- Padding size: **2,000mm x 400mm**
- Viewed by more than **7,000** spectators per NBL1 season
- Viewed by more than **150,000** visitors to the stadium per year
- Visible throughout over **500,000** minutes of broadcast

The Cockburn Cougars are Western Australia's #1 most viewed live-stream team in NBL1 West, and #2 in Australia.

INVESTMENT - \$6,000 + GST

All signage production costs are the responsibility of the purchaser.

SOLD OUT





DIMMOCK

— PROPERTY —

Mark Dimmock 0404 048 277
mark@dimmockproperty.com.au

2023

OTHER COURT BRANDING OPPORTUNITIES

SCOREBENCH COURTS 2-4

Have your brand showcased on Wally Hagan Stadium's courts two to four all year-round, in front of thousands of attendees.

- Number of signs: **Two** per court
- Signage size: 1x **(2,400mm x 1,200mm)** and 1x **(1,200mm x 400mm)**
- Viewed by more than **150,000** visitors to the stadium per year

INVESTMENT - \$1,500 + GST (PER COURT)

All signage production costs are the responsibility of the purchaser.

SOLD OUT

FRONT



BACK





DENTISTRY PLUS



DENTISTRY

ONE

DENTISTRY PLUS

DENTISTRY



DENTISTRY PLUS

ARS

4

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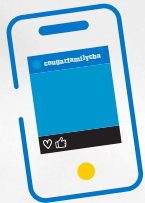
WINNING

2023

COUGARS GAME NIGHT PARTNERSHIPS

A game night partnership is your opportunity to deliver strategic and dedicated brand awareness in front of the Cougar Family.

The ability to display pull-up banners, MC announcements, distribute marketing material to fans, promotional giveaways and in-game activations can all be integrated in to a game night experience that will provide exceptional exposure.



INCLUSIONS

SOCIAL MEDIA

- ✓ **1 x social media post** in the lead up to the game highlighting your brand as the game night partner
- ✓ The ability to place a **banner advertisement** in the weekly game preview

GAME NIGHT

- ✓ Activation rights for **one time out during the game**
- ✓ The ability to set up a **display at the entry** to the venue
- ✓ The ability to **hand-out flyers** to attendees
- ✓ The ability to **provide prizes to attendees** throughout the game
- ✓ **4 x live reads** throughout the game **by the MC**
- ✓ The ability to display up to **6 x pull-up banners**

INVESTMENT = \$2,500 + GST PER GAME NIGHT

The Cockburn Cougars were the #1 most viewed team on live broadcast in WA across the 2022 regular season, and #2 nationally.





2023

COUGARS PLAYER PARTNERSHIPS

Through partnering with a local **Cougar Family** athlete, not only will you receive brand recognition, but you will also be investing directly into supporting local Cougar talent.



INCLUSIONS

BRANDING

Logo placed on the **back of your player's warm-up top** (worn at all home and away games)

SOCIAL MEDIA

A **social media post** announcing the player partnership

MC ACKNOWLEDGEMENT

Sponsor **acknowledgement by the MC at all games** during warm-ups, run-on, player substitution and when the player is shooting free-throws

DIGITAL BOOKLET

Logo placed **next to player image** in the digital booklet

ACTIVATION

1 x player appearance

SEASON PASSES

2 x season passes to NBL1 regular season home games

MEMORABILIA

Your player's **warm-up top** will be **signed** and gifted to you at season's end



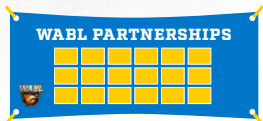
ANNUAL COST: STARTING FROM \$1,500 + GST PER PLAYER



2023

WABL PARTNERSHIPS

This is your opportunity to **directly support the grassroots inside our junior WA Basketball League Program**. Our WABL partnerships not only provide a direct **branding** opportunity on each **athlete's warm up shirt**, but it provides a number of benefits that go directly to supporting the junior athlete.



BENEFITS

BRANDING

Logo placed on the **back of each athlete's warm-up top** (worn at all home and away games)

WABL TEAM PHOTO

1x WABL team photo for each family at no charge

WABL PARTNERSHIP BANNER

Logo placement on the WABL partnership banner

SOCIAL MEDIA

Social Media Announcement (with all other WABL partnerships)

INVESTMENT: \$1,100 + GST





COCKBURN BASKETBALL ASSOCIATION



**OUR COUGAR
FAMILY**

Veve

www.spearhead.com.au

BARO

28



For further enquiries please contact:

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Chief Executive Officer
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0430 340 666

tyrone@cougarfamily.com
