



where opportunity meets excellence



2025 NBL1 SEASON SPONSORSHIP PACKAGE

An integral part of Adelaide's Eastern community for nearly 80 years



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AN INTEGRAL PART OF THE EASTERN COMMUNITY

OUR CLUB HISTORY

Founded in 1946, the Norwood Basketball Club's origins can be traced back to Moresby in 1943.

The club was formed from returned servicemen of the 2/10th Battalion from World War II.

The principal sport of the American Soldiers was basketball, and it did not take long for others to see their enjoyment. Basketball was played by the 2/10th unit at Moresby, but it was at Kairi in 1944 and 1945 where close to every member of the Battalion became imbued with the idea that basketball was a great game. Companies & platoons formed teams, and challenges were thrown out in all directions. The unit side, skippered by Bluey Clarke, quickly developed into a first-class combination, and had some great tussles with teams from other units. Most of the games were played outdoors. When the weather became wet it was discovered that the huge amenity halls were ideal for basketball.

Since inception, Norwood have produced a long and successful history as one of South Australia's leading sporting clubs; with a reputation as a centre of excellence for young basketballers.

Red and blue wearing juniors have, over the years, gone on to play for American Colleges, State & National League teams, with an elite few going on to represent Australia on the Olympic and international stage.

Norwood Basketball Club offers children the opportunity to play basketball at many different levels.

- Domestic league (ACBA): 6 year-olds + getting the chance to experience the game in an organised way for the first time
- Junior District basketball: Under 10 to Under 23 age groups
- Men's or Women's Senior programs: NBL1 is the state league, flagship team of the club which field both Women & Men's sides in the highly competitive NBL1 Central Conference.

Our basketball coaching and development programs also spread far and wide in the inner eastern suburbs. We interact and support several High School programs in our catchment area, as well as primary school teams, social teams and other sporting code clubs. We provide coaches to run programs, games and provide assistance to incumbents in school environments.

The Norwood Flames have been an integral part of Adelaide's eastern community for several generations and have touched the lives of many local families, with one time playing grandparents now enjoying their grandchildren's participation.

OUR HOME STADIUM

Norwood Basketball Club's home is at The ARC Campbelltown.

With 5 basketball courts (including two show courts), NBL1 games offer grandstand seating on both sides of the court as well as upstairs seating.

A seating capacity of approximately 800 and an enclosed upstairs bar overlooking the action ensures a fantastic view for every spectator.

The Coopers court side bar and DJ, make our home game experience second to none.



Norwoodbasketball.com.au



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Championships

4 Time Men's State League Champions
9 Time Women's State League Champions



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PROUD HERITAGE

Home & Away Uniform

Our current Home Blue? and Away White? uniforms are a mirror design effect.

The inspiration for the uniforms partly came from the Phoenix Suns 'The Valley' uniform- depicting an Arizonian landscape.

The most iconic landmark in Norwood is the Town Hall. Since 1883, the town hall has adorned The Parade and as such, the Norwood area. Having a physical representation of our community helps strengthen the bonds, links and importance behind putting on the 'Norwood Red & Blue'. As a player, the symbolism is strong; you are representing our local community and all those within it.

The Town hall can be seen in red on our blue uniforms and in grey on our white uniforms.

ANZAC Uniform

At Norwood Basketball Club, we are very proud of our military heritage and honour it with our ANZAC uniforms, where we pay homage to the origins of our club, the 2/10th Battalion. Combining the army fatigues camo green with Norwood's navy and red, decorated with a red poppy and the 2/10th Battalions purple and blue insignia. The Adelaide Rifles uniform is something our players wear with pride and make the ANZAC games something special.

ANZAC Uniforms are only worn on ANZAC Day or ANZAC Round games. These games have full ANZAC fanfare- with a live band that plays war-time tunes, an ANZAC Spirit Medal for the most apt player and other ANZAC themed activities and games.

First Nations Uniform

Meaning of Norwood's First Nations Uniform as explained by the Artist: Amy Walley-Stack

Front of the Jersey top to bottom:

- Gum tree flowers & kangaroo grass.
- Norwood was a magnificent gum forest with an undergrowth of high kangaroo grass.
- Footprints & red dots represent Kondili and how the creator gave him the gift of fire.
- He put fire in Kondili feet and when he'd walk sparks would fly from his feet, when he danced great flames flew out from his feet.

Represents: Confidence and ability to grow and support as a team as well as dance with fire as they run down the court.

Back of the Jersey top to bottom:

- Crosshatch lines representing the pride & strong cultural connection the Ngarrindjeri people have to their land.
- The whale tail and spear representing Kondili and how he got his blowhole, one of the Ngarrindjeri peoples dreaming stories.

Represents: Strong & cultured connection.

Ribs of the Jersey:

The U I I U I U represents the supporters, families and coaching staff all there to cheer on their team!



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CLUB STRUCTURE OVERVIEW

Norwood Basketball Club is the largest basketball and sporting club in South Australia.

Our Club operates three divisional arms; Norwood, ACBA, and the Easter Classic Tournament. Our unique structure and investment into community via grassroots basketball makes us a highly advantageous and far-reaching organisation.

Norwood's unique user reach is estimated at 10,000 people per week.

NORWOOD

- NBL1 Men & Women
- Junior U10 - U18 Boys & Girls
- Youth & Senior League (U21 Men, U23 Women & Open)
- 80+ total Norwood teams
- Division 1 & 2 teams compete in State Championships to qualify for National Junior Championships.

ACBA

- Adelaide Community Basketball Association
- Grassroots basketball with a range of programs:
- Ford Aussie Hoops
- After School Competitions
- Saturday Domestic Competitions
- 3x3 Competitions
- Male & Female - Wide range of ages & skill levels
- 6000+ athletes participating every week
- Largest domestic competition in South Australia

EASTER CLASSIC

- Premier Basketball tournament in South Australia
- Fully endorsed by Basketball SA
- Attracts teams from leading clubs across Australia
- Perfect timing, allowing teams perfect preparation for local State Championships
- Domestic teams have the opportunity to play a tournament format against other teams from around Australia
- Girls & Boys competitions
- U12 - U21 age groups
- All levels: Championship, A - D Grade
- 565 teams in 2024
- 5000+ players
- 1500+ games
- 14 venues across Adelaide



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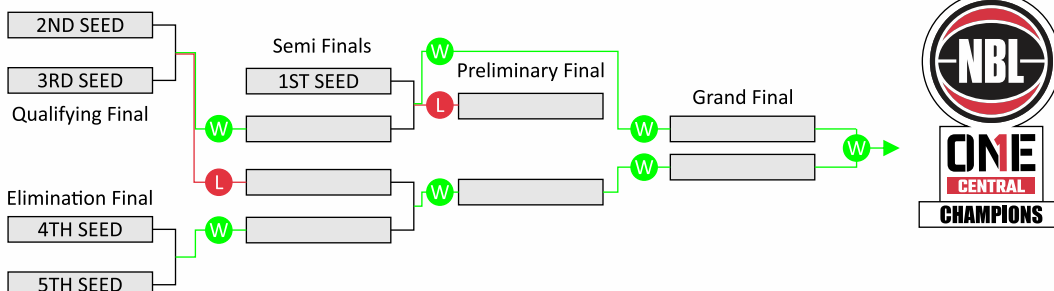
NBL1 CENTRAL SEASON STRUCTURE

Although the 2025 NBL1 Central season has not been finalized, typically the season runs from March to July, with the finals series concluding early August. The winners of the NBL1 Central Grand Final, then advance to the National Finals competing against the winners from the other conferences from around the country.

Regular Season

MARCH		APRIL		MAY	
HOME Sun 24th	W 1:00PM M 2:45PM	HOME Sat 6th	W 6:00PM M 7:45PM	Sat 4th	W 6:30PM M 8:15PM
Thurs 28th	W 6:30PM M 8:15PM	Sat 13th	W 6:15PM M 8:00PM	Sat 11th	W 6:30PM M 8:30PM
		HOME Sat 20th	W 2:00PM M 3:45PM	HOME Sun 26th	W 12:30PM M 2:15PM
		HOME Thurs 25th	W 1:30PM M 3:15PM		
		Sat 27th	W 6:30PM M 8:15PM		
JUNE		JULY			
Sat 1st	W 6:30PM M 8:15PM	HOME Fri 5th	W 6:30PM M 8:15PM		
Sat 15th	W 6:30PM M 8:15PM	Sun 7th	W 1:30PM M 3:15PM		
HOME Sun 16th	W 1:00PM M 2:45PM	HOME Wed 10th	M 7:00PM		
HOME Sat 22nd	W 6:00PM M 7:45PM	HOME Thurs 11th	W 7:00PM		
Sat 29th	W 6:30PM M 8:15PM				

Finals Series





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SPONSORSHIP AND BRANDING EXPOSURE

Basketball is an Olympic sport and one of the fastest growing nationally, played 12 months of the year indoors, ensuring exposure to our supporters (potentially your customers) throughout the whole year. This includes a great captive audience market place via various marketing channels.

In 2024, Norwood had over 60 junior teams participating in District basketball, that equates to approximately 600 athletes having 2-4 interactions per week with our basketball operations. This does not include direct family members, extended family, friends and others who also participate in basketball from different roles; All of whom are accessible via our every growing social media presence (Facebook, Instagram, XPS and e-newsletters). We estimate this number to be upwards of 3,500 individuals per week who engage with Norwood Basketball Club.

We offer prospective sponsors a unique opportunity to be part of our future and the ongoing role we play in the local community, fostering local sport, whilst gaining valuable exposure to a loyal and continuously growing membership and supporter base.

Thousands of spectators attend our NBL1 home games across 9 home fixtures. We have also had a very successful introduction of our court side bar, and extra seating in 2024. All NBL1 games are live streamed with full commentary, and a Game of the Week aired on Kayo Freebies, making the reach to the public bigger than ever. We receive, on average, 2-4 Kayo games per season (+ finals).

Not only has our game day experience improved, but our social media is also going through a rapid transition as we try to maximise its potential. "Followers" of our Facebook page have increased markedly in the last 12 months, recently passing 4400 and they continue to rise, along with our fast-growing Instagram page that has rapidly reached 2900 followers. This means over seven thousand local people now get a notification every time we create a post, and they are seen by many more. Over the last 12 months we have averaged a combined reach of over 18000 people per month.

We are expecting these numbers to rise by the time the 2025 season comes around!!

From a marketing perspective- we are more than willing to suit your company and business needs:

- Brand recognition & awareness
- Promotion
- Public relations (PR)
- Ambassador model
- Brand association/alignment
- ROI
- Marketing direct to target demographics- including several marketing segments

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SPONSORSHIP PACKAGES

Below is a guide of the inclusions for our standard packages, however we are happy to discuss a customized package to suit your requirements

BENEFITS	GOLD	SILVER	BRONZE
Game night display for your business	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on Warm up top	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Logo on Uniform	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Invite to season launch event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
1200x 900mm Courtside sign	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2400x 900mm Courtside sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Naming rights sponsor for 1 round advertised through social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Best players naming rights for 1 round advertising through social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sponsor Highlight article in the Norwood newsletter.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Double pass to all home games	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reserved Courtside Seating	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Announced during games	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Logo on Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on monthly Norwood newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Double Pass to end of season dinner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor of the week on Facebook	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor of the week on Instagram	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Gift	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	\$25,000	\$12,000	\$5,000

For more details on how to customize your sponsorship package, or discuss other opportunities please contact our Sponsorship Co-Ordinator - Nick Magor 0403 621 750



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PLAYER SPONSORSHIP PACKAGES

Below is a guide of the inclusions for our standard packages, however we are happy to discuss a customized package to suit your requirements

BENEFITS	
2 x reserve seat tickets to all home games at The Arc	<input checked="" type="checkbox"/>
Acknowledgement during player introductions and throughout home games at The Arc	<input checked="" type="checkbox"/>
Invitation to Sponsors night, which includes food & beverages at a select home game for NBL1 25	<input checked="" type="checkbox"/>
Individual player social media tags/posts (Instagram & Facebook) throughout the year	<input checked="" type="checkbox"/>
Listed on Norwood Basketball sponsorship directory	<input checked="" type="checkbox"/>
NBL1 Player poster signed (with your company logo)	<input checked="" type="checkbox"/>
Player Card of your sponsored player	<input checked="" type="checkbox"/>
Discounted tickets to NBL1 season launch & MVP Awards Night	<input checked="" type="checkbox"/>
PLAYER OPTIONS	COST
Marquee Player	\$3500 - \$5000
Starting Player	\$2500
2nd Unit Player	\$1500
Squad Player	\$500
COACH OPTIONS	COST
Head Coach	\$2000
Assistant Coach	\$500

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SPONSORSHIP AGREEMENT

Business Name: _____

Contact Person: _____

Address: _____

Phone Number: _____

Email Address: _____

Website URL: _____

Sponsorship Package: _____ Years: _____

I would like to meet and discuss further Sponsorship opportunities

Special Conditions: _____

Discount or Product/Service Special you are prepared to offer Norwood members:

Business Representative Signature: _____ Date: _____

Club Representative Signature: _____ Date: _____

Club Representative Name: _____

Completed form can be returned to: nick@norwoodbasketball.com.au, or contact Nick Magor 0403 621 750

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