



SPONSORSHIP PROSPECTUS

Presented by
CBI Official Marketing Partner

EST 2016
Adllins
MEDIA

2026



OUR PARTNERS





A note from CBI General Manager – Luca Vergari

Cairns Basketball Incorporated (CBI) stands proudly as the premier basketball organisation in Far North Queensland, fostering pathways from grassroots participation through to elite competitive opportunities, including our NBL1 programs.

Our association is driven by a strong community spirit, a passion for developing local talent, and a commitment to providing a positive environment for athletes, families and supporters.

As General Manager, I am proud to invite our valued business partners to join us in growing the game and supporting the thousands of young people who walk through our stadium doors each year. Your partnership is more than sponsorship - it is an investment in the community, youth development, and the future of elite sport in FNQ.

CBI operates across all levels of basketball, from grassroots programs that engage children in their first sporting experiences, to high-performance pathways preparing athletes for national competitions. By partnering with us, your organisation aligns with an association that delivers consistent exposure, community credibility, and a tangible impact on the growth and sustainability of basketball in our region.

Your support contributes directly to facility improvements, coaching programs, athlete development initiatives, and community engagement activities, ensuring that Cairns Basketball remains a vibrant, inclusive and high-performing organisation.

This Sponsorship Prospectus outlines a range of premium opportunities to promote your brand while making a lasting impact. Together, we can elevate the profile of basketball in Far North Queensland, create meaningful connections with the community, and drive a legacy of sporting excellence for generations to come.

Luca Vergari

MAJOR

Partners of CBI

\$25,000
+GST

MINIMUM 1 YEAR AGREEMENT

Status

Major Partners help shape the continued growth and development of Cairns Basketball, supporting both elite performance and grassroots pathways.

Inclusions & Value:

- Strategic, high-impact alignment with the club's long-term direction.
- Recognition as a Major Partner of basketball growth in Far North Queensland.
- Brand signage positioning within all five courts of the facility
- Brand recognition throughout term of agreement across local media where applicable.
- Content assets provided to your business highlighting your Major Partner sponsorship, including partner badge, e-signature image and social media image.
- Logo represented on Cairns Basketball official staff apparel.
- 4 Season tickets to the NBL1 including Marlin & Dolphin home games.
- Brand recognition with corporate signage on the main building.
- Invitation to Cairns Basketball Partner sponsors Networking Event.
- Sponsorship listing and digital hyperlink to business website or social profile.
- 2 Social Media content for your brand as a partner on CBI digital channels.

Why this works:

Major Partner recognition positions your organisation as a driving force behind the growth of basketball in Far North Queensland. This level of partnership places your brand at the heart of every touchpoint - from community participation to competitive performance - building long-term trust, visibility and a positive legacy.

By aligning with a club known for development, inclusivity and local pride, your organisation becomes synonymous with progress, empowerment and the shared success of our region.



Cairns Basketball Incorporated



MAJOR

Court Signage Package

Court 1 - \$35,000 +GST

Court 2-5 - \$25,000 +GST

MINIMUM 1 YEAR AGREEMENT

Status

Position your brand in the heart of Cairns' premier basketball arena during all games, tournaments (and livestreams for NBL court 1). This premium positioning ensures your organisation is consistently visible to players, spectators, families and digital audiences.

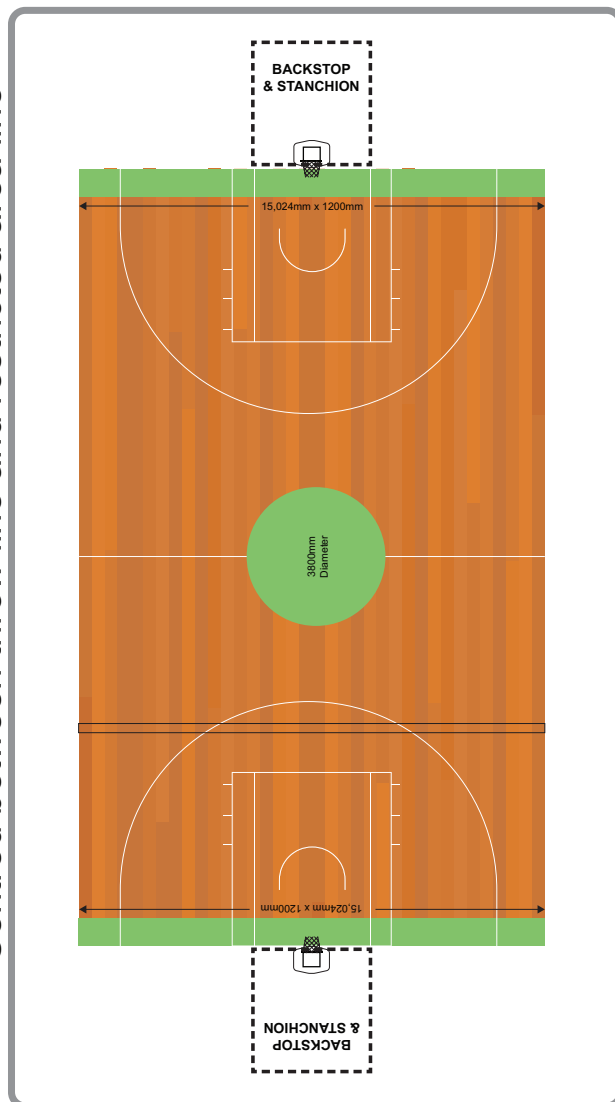
Inclusions & Value:

- Five premium signage positions including both baseline ends, the centre jump circle, and one feature wall at end of court. (Nb Court one is a negotiation, aspects already sold).
- One strategically positioned wall sign on your sponsored court for maximum audience exposure and spectator visibility.
- Court 1 includes exposure during NBL1 home games across livestreams, photography and media content in addition to community competitions and major tournaments.
- Reinforced alignment with high-performance development pathways.
- Recognition as a key supporter of basketball growth in Far North Queensland.
- Brand recognition with corporate signage on external building wall.
- Invitation to Cairns Basketball Partner sponsors Networking Event.
- Sponsorship listing and digital hyperlink to business website or social profile.
- Social Media content for your brand as a partner on CBI digital channels.

Why this works:

Court signage places your brand directly within the action, ensuring repeated and immersive visibility.

Centred between throw line and restricted area line



The more fans watch, play and return each week, the more your brand becomes part of the sporting experience.



Cairns Basketball Incorporated



SPONSORSHIP OPPORTUNITIES

SPONSOR OFFER

Stadium Roadside Fence Signage

Location

High-exposure roadside frontage on a major traffic route directly alongside Cairns Basketball Stadium, additional options within the carpark.

Inclusions & Value: (Gold, Silver & Bronze only)

- 12 months continuous public-facing exposure.
- Strategic placement on one of Cairns' highest-flow suburban roads.
- Full colour, high-impact branding panel (artwork supplied, approved by CBI).
- Association with the leading basketball organisation in Far North Queensland.

MINIMUM 1 YEAR AGREEMENT

GOLD

\$13,000 + GST

SILVER

\$9,100 + GST

BRONZE

\$5,200 + GST

INSIDE CAR PARK

\$1,000 + GST

Signage Size: 1200mm (H) x 1800mm (W)

- Direct alignment with a community club that nurtures youth development, elite pathways and inclusivity.
- Invitation to Cairns Basketball Partner Networking Event.
- Sponsorship listing and digital hyperlink to business website or social profile.
- Social Media content for your brand as a partner on CBI digital channels.



Why this works:

Because the average daily commuter sees the same brand repeatedly, repetition builds recognition, trust and preference. Your organisation is not just visible, it becomes part of the everyday landscape.

Your brand becomes seen, remembered and recognised every single day.

This is not just signage; it is daily, repeated brand visibility to thousands of vehicles travelling along this key traffic corridor. Positioned for maximum line-of-sight, this premium panel ensures your organisation is top-of-mind across the Cairns community including the 2,500+ playing members that use our facility weekly.



Cairns Basketball Incorporated



SPONSORSHIP OPPORTUNITIES

SPONSOR OFFER

Digital Website Advertising

Placement

Limited premium advertising locations on the CBI website.

Inclusions & Value:

- Three premium advertising positions available.
- High-volume website engagement from players, families and community members.
- Integrated alignment with digital content, fixtures and announcements.
- Invitation to Cairns Basketball Partner Networking Event.



Why this works:

Website advertising places your brand directly in the digital environment where players, families, coaches and supporters regularly interact with Cairns Basketball.

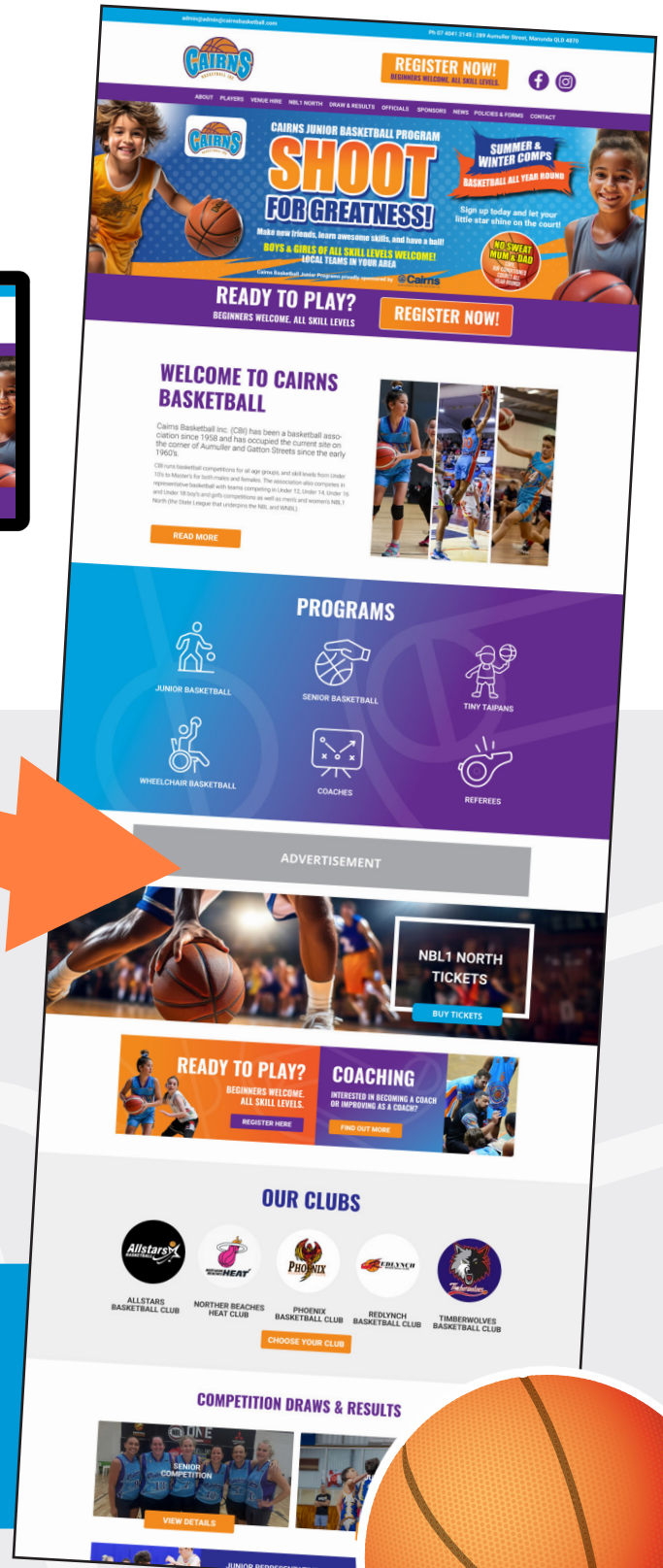
The website is a central hub for game schedules, development program registrations, results, news updates and event ticketing - meaning your brand is consistently seen during moments of decision-making and planning.

This repeated visibility strengthens brand recall, fosters familiarity and reinforces trust. By being present in the daily rhythm of the Cairns basketball community, your organisation positions itself as an active contributor to local sport, youth development and community connection.

Digital integration provides consistent brand reinforcement to members, families and visiting teams who actively engage with online information, schedules and updates.

\$12,000 +GST

MINIMUM 1 YEAR AGREEMENT



Cairns Basketball Incorporated

SPONSORSHIP OPPORTUNITIES

SPONSOR OFFER

LED Signage - Court Media

Placement

Dynamic LED signage positions on Court 1.

Inclusions & Value:

- Dynamic digital display format for strong brand recall.
- Featured during NBL1, championship events and high-attendance community games.
- Camera-visible placement for broadcast and media usage.
- Invitation to Cairns Basketball Partner Networking Event.

\$15,000 +GST

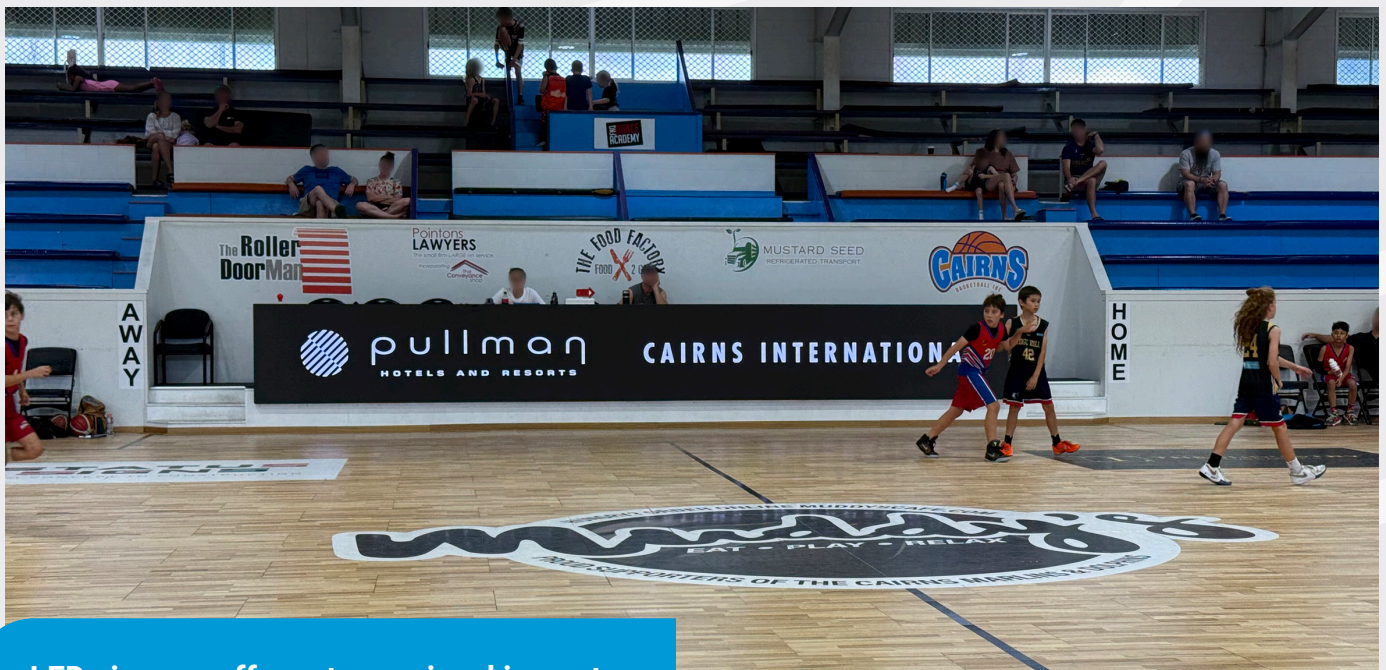
12 MONTHS EXPOSURE

Why this works:

LED signage delivers high-frequency visual impact in the exact moments when attention is at its peak during live play, game stoppages, replays and highlight moments. Because Court 1 is the centrepiece of major competitions, community events and NBL1 fixtures, your brand becomes part of the atmosphere, energy and excitement that people remember.

The signage is also broadcast-visible, extending reach far beyond the stadium to online audiences, livestream viewers and media highlights. This creates brand exposure that is repeatable, dynamic and emotionally connected to the fan experience.

In short, your organisation becomes part of the action, not just the backdrop.



LED signage offers strong visual impact, capturing attention during both in-person events and livestream broadcasts.



Cairns Basketball Incorporated



SPONSORSHIP OPPORTUNITIES

SPONSOR OFFER

Corporate Boxes

Premium seating, hospitality and networking access.

Inclusions & Value:

- Exclusive corporate seating allocation.
- Drinks package for hosted patrons.
- Invitation to Cairns Basketball Partner Networking Event.
- Company signage displayed on the stadium wall.
- Brand visibility on Cairns Basketball website NBL1 page.

Why this works:

Why this works: Corporate hospitality offers a unique platform to connect with key stakeholders, clients, staff and community leaders in a vibrant, engaging environment. It goes beyond brand visibility - it creates memorable, shared experiences that foster loyalty, strengthen relationships, and position your organisation as a committed supporter of Cairns Basketball.

By providing a premium, immersive experience, your brand becomes associated with the excitement, energy and prestige of the game, leaving a lasting impression on all attendees.

Corporate Boxes create an opportunity to host clients, reward staff or build community relationships in a welcoming and exciting environment.

\$5,000
+GST

MINIMUM 1 YEAR AGREEMENT



Cairns Basketball Incorporated

SPONSORSHIP OPPORTUNITIES

SPONSOR OFFER

NBL1 Premium Partner Sponsor

Premier competition-wide brand alignment. Premium Partner positions your brand at the forefront of elite basketball in Far North Queensland.

Inclusions & Value:

- Recognition as a Premium Partner sponsor of the NBL1 program.
- Premium Partner badge on CBI official content for e-signatures, letterheads, communications regarding NBL1.
- Content assets provided to your business highlighting your Premium NBL1 Partner Sponsorship, including official Media Release, partner badge, e-signature image.
- Dynamic digital display format for strong brand recall on the LED screen on Court one during NBL1 home games, shared position.
- Brand coverage on the NBL1 section of the newly launched website (launching 2026).
- Corporate box throughout the NBL1 season for six including beverages.
- Invitation to Cairns Basketball Partner sponsors Networking Event
- Sponsorship listing and digital hyperlink to business website or social profile.
- 2 Social Media content for your brand as a partner on CBI digital channels
- Brand exposure across all Try Booking ticketing promotion assets

Why this works:

As a Premium Partner of the NBL1 program, your organisation achieves the highest level of visibility and prestige within Far North Queensland's elite feeder basketball landscape. Your brand is seen at every game, across digital, broadcast and promotional channels, and becomes synonymous with elite performance, professional competition and community pride.

This sponsorship ensures your organisation is not only present, but prominently positioned at the forefront of major sporting events, reaching players, fans, corporate partners and media audiences at a local, regional, and national level.

The repeated exposure and association with high-performance basketball fosters trust, credibility, and long-term brand recognition, establishing your business as a key supporter and leader in the growth of basketball in FNQ.

\$25,000
+GST

PER SEASON - 4 POSITIONS AVAILABLE



Cairns Basketball Incorporated



SPONSORSHIP PACKAGE NOMINATION FORM

Major Partners of CBI

\$25,000 + GST annually

Major Court Signage Package

Court 1: \$35,000 + GST (MUDDY'S CAFE - SOLD)

Court 2-5: \$25,000 + GST

Digital Website Advertising

\$12,000 + GST per advertisement

LED Signage – Court Media

\$15,000 + GST per package

Stadium Roadside Fence Signage

Signage Size: 1200mm (H) x 1800mm (W)

Gold - \$13,000 + GST

Silver - \$9,100 + GST

Bronze - \$5,200 + GST

Inside Car Park - \$1,000 + GST

NBL1 Premium Partner Sponsor

\$25,000 + GST per season

NBL1 Corporate Boxes

\$5,000 + GST annually (6 pax)

Larger Box Required 9 12

NBL1 Player Sponsor

Please contact me for Player Sponsorship options

AGREEMENT ACCEPTANCE

Sponsorship Category:

Sponsorship Value: \$

Organisation / Business Name:

Contact Name: Signature:

Position Title: Date:

Address:

Tel: E-mail:

Please note: Payment is requested within 4 weeks of acceptance.

OFFICE USE ONLY

Signed by/for and on behalf of Cairns Basketball Incorporated

Name Position

Signature Date