



SPONSORSHIP PROSPECTUS

Presented by
CBI Official Marketing Partner

EST 2016
Adllins
MEDIA

2026



OUR PARTNERS



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 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