



**SPONSORSHIP
OPPORTUNITIES**



REPORT

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THE SOUTHLAND SHARKS FRANCHISE HAS ENTERTAINED AND INSPIRED SOUTHLANDERS FOR 11 SEASONS IN THE NATIONAL BASKETBALL LEAGUE.

ILT Stadium Southland or the 'Shark Tank' as it has been coined by fans and foes alike, has been a fortress for our team. The orange army have turned out in force to display their commitment year in and year out through various players and different coaches in the pursuit of a national title. However, it's not just the hunt for a win that has seen fans of all different backgrounds pack the stands. It has been some of the franchise's most challenging times that have galvanised our fan base and brought them to the Shark Tank. That is what makes the Southland Sharks and basketball fans so unique above all others. Loyalty.

It is that passion and emotional connection that the Southland Sharks franchise can offer you as a sponsor.

2021 WAS ONE OF THE MOST ENTERTAINING SEASONS IN THE SHARKS TWELVE-YEAR HISTORY.

After a year off due to COVID in 2020, ILT Stadium was rocking louder than ever before, our amazing fans turned out in droves and with coach Rob Beveridge at the helm, our Sharks again made us proud with the way they conducted themselves on and off the Shark Tank court.

What made me even more proud was the way in which our club stood behind one of our family last season. Alex Pledger's pre-season cancer diagnosis rocked our organisation, our players, the man himself and his family. But in true Chief fashion he stared down his opponent and rejected it with the help of his Shark whanau. The ovation he received when he took the court in our final home game of the season is something I will never forget.

Now we turn to 2022. An exciting new era dawns for the National Basketball League and we again plan to chase down a fourth NBL title.

The Sal's NBL continues to strengthen as a commercial platform for our Sharks partners. With every game live on Sky Sport we not only

deliver at a community and regional level, but now nationally with a sport that is one of the fastest growing in the country.

Your corporate partnership will ensure a sustainable team and provide us the resources to continue the meaningful and extensive work we do in the Southland community.

The Southland Sharks aim to deliver a sports entertainment experience that is unrivaled in terms of its high energy, fun, passion and excitement. Something has got to happen every 24 seconds!

I look forward to your support so we can continue to entertain and inspire Southlanders from all walks of life.

CHAIR
Sharks Basketball Limited

The Southland Sharks franchise has established a proud history of not only success but one of entertainment and inspiration in Southland.

Southland is known for punching above its weight in many areas and the Southland Sharks are an excellent example of this. As the third professional franchise to be established in the region, the Sharks have seen great community support from day one and this can easily be attributed to what happens on and off the court.

The Southland Sharks franchise prides itself on delivering the highest quality entertainment product, producing great results on the court and giving back to the community.

PEOPLE FIRST

WE TAKE CARE OF EACH OTHER

COMMUNITY

WE LOOK TO CREATE A LEGACY TOGETHER

PRIDE

IN DOING THE RIGHT THINGS

INNOVATION

WE ARE COMMITTED TO EXCELLENCE

DRIVE

WE ALWAYS STRIVE FOR MORE



The NBL has undergone an incredible transformation over the last few years, including a 62 per cent rise in attendances in 2021, and coupled together with the non-stop growth in participation across the country there has never been a better time to jump on the basketball bandwagon. In season 2022 every NBL game will be broadcast live on Sky Sport, along with ESPN across the United States. This unprecedented coverage takes our game globally and presents a great opportunity for everyone involved, especially commercial partners. With a near 40 per cent female participation base in New Zealand, basketball is a true family sport, it ticks every box. Plus, it's exciting – every NBL team puts on a show, which always ends with a chance for the fans to come on court and meet the players. If you haven't yet experienced New Zealand's fastest growing sport and the nation's most enjoyable night out, you're missing out on something special.

Justin Nelson

SKY SPORT & FORMER NBL GENERAL MANAGER



**ATTENDANCES
INCREASED
BY 62%**
COMPARED WITH THE
LAST FULL HOME AND
AWAY SEASON IN
2019



**1.464
MILLION
CUMULATIVE
BROADCAST
AUDIENCE**



**183 HOURS
OF LIVE TV
COVERAGE**



**TOTAL
REVENUE
OF \$5.553
MILLION
ACROSS
LEAGUE/
TEAMS**



**NEWS
COVERAGE
INCREASED
BY 27.4%
FROM 2020
AND 76.6%
FROM 2019**



**415.4%
INCREASE
IN LEAGUE
SOCIAL
MEDIA
FOLLOWERS
SINCE FEBRUARY
2019**



**MORE THAN
5.13 MILLION
IMPRESSIONS
ON LEAGUE
FACEBOOK &
TWITTER**



COME SWIM IN NEW WATERS IN 2022

The Southland Sharks has carved out a reputation for being one of the highest performing franchises in the country, recognised for its outstanding community support, its care and development of its players and its unrivaled game day atmosphere in the Shark Tank. And that's not even mentioning its on-court performance. Three NBL titles, ten finals appearances in eleven seasons, 88 players who have pulled on the orange singlet and done Southland proud.

Recognising this outstanding history, next season represents a new era for the Sharks and the most exciting juncture in our Club's history. As the NBL charges forward to being the country's most entertaining sports entertainment package, the Sharks are set to continue to lead the way and provide an outstanding platform locally and nationally for our commercial partners.

Basketball continues to outpace all other codes as the fastest growing sport at school level in New Zealand and our belief is it's still only getting started. It has no barrier to entry and

attracts fans from all walks of life. Attend a Sharks game and that is plain to see – all ages, ethnicities and backgrounds are on display and in 2022 our aim is to make it even more accessible for fans to pack into the Shark Tank with a strong focus on schools, families and regional supporters.

ADD IN A BRAND NEW BROADCAST DEAL WHICH WILL SEE EVERY GAME LIVE ON SKY SPORT ALONG WITH WEEKLY FREE-TO-AIR COVERAGE, A REFRESHED SHARKS BRAND AND MARKETING COLLATERAL, NEW LOOK UNIFORMS AND MERCHANDISE RANGES, A FRESH SHARKS WEBSITE ALONG WITH PLANS TO DEVELOP A SHARK TANK APP AND YOU CAN GET AN IDEA OF WHY WE ARE SO EXCITED ABOUT THE YEAR AHEAD.

We are proud of earning the NBL's award for Best Game Day delivery every year since it was implemented and we have no plans of resting there. Expect enhanced family entertainment along with plenty of new fan-focused initiatives including sponsor branded Sharks Player Cards, a brand new Kids Club and the expansion of our Locker Room membership.

In short, the NBL is no longer the sleeping giant of New Zealand sport. It is wide awake and it is going places. The Sharks will be leading the charge into these exciting new waters and we can't wait to have you with us.

SILVER \$7,500 + GST

- Six tickets to the corporate lounge for all nine home games with a food and beverage package included
- Six general admission game tickets for all nine home games
- Exclusive invitation to sponsors season launch with the team
- Access to players and coaching staff for promotional activities (subject to conditions)
- Game day brand mentions in venue by the MC
- Brand recognition in Southland Sharks marketing collateral including:
 - ✓ Southland Sharks website
 - ✓ Game day collector programme
 - ✓ ILT Stadium Southland big screen during the game
 - ✓ All EDM's to Southland Sharks database
- Two social media posts during the season recognising silver partnership (Content to be discussed with partner)
- Opportunity to play a TVC on the ILT Stadium Southland big screen (TVC to be provided)
- Opportunity to purchase SKY TV advertising during broadcast at a discounted partner rate
- Opportunity to purchase tickets to the Southland Sharks end of season awards dinner
- Opportunity to purchase courtside tables at a discounted partners rate (subject to availability)

BRONZE \$3,500 + GST

- 10 general admission game tickets for all nine home games
- Exclusive invitation to sponsors season launch with the team
- Invitation to the end of season awards dinner
- Game day brand mentions in venue by the MC
- Brand recognition in Southland Sharks marketing collateral including:
 - ✓ Southland Sharks website
 - ✓ Game day collector programme
 - ✓ ILT Stadium Southland big screen during the game
 - ✓ All EDM's to Southland Sharks database
- A social media post during the season recognising bronze partnership (Content to be discussed with partner)
- Opportunity to purchase SKY TV advertising during broadcast at a discounted partner rate
- Opportunity to purchase tickets to the Southland Sharks end of season awards dinner

GOLD \$12,000 + GST

- A courtside table of 10 for all nine home games with a food and beverage package included
- 10 general admission game tickets for all nine home games
- Exclusive invitation to sponsors season launch with the team
- Courtside signage with your branding
- Access to players and coaching staff for promotional activities (subject to availability)
- Game day brand mentions in venue by the MC
- Brand recognition in Southland Sharks marketing collateral including:
 - ✓ Southland Sharks website
 - ✓ Game day collector programme
 - ✓ ILT Stadium Southland big screen during the game
 - ✓ All EDM's to Southland Sharks database
- Three social media posts during the season recognising gold partnership (Content to be discussed with partner)
- Southland Sharks website article about your organisation and your partnership with the Southland Sharks
- Development and support of other marketing opportunities with the Southland Sharks
- Opportunity to play a TVC on the ILT Stadium Southland big screen (TVC to be provided)
- Opportunity to purchase SKY TV advertising during broadcast at a discounted partner rate
- Opportunity to purchase tickets to the Southland Sharks end of season awards dinner
- Opportunity to purchase a court decal at a discounted partners rate (subject to availability)



GAME DAY PARTNER \$2,000 + GST

- Logo decal in the court centre circle
- Game day half time activation. (Format to be discussed with partner. Prizes to be provided by partner)
- Visit by Southland Sharks players during the week prior to your partnership game (or a mutually agreed community/staff engagement event. Details to be negotiated)
- 10 general admission game tickets to your partnership game
- Branding in the game day collector programme
- Social media post the week prior to your partnership game (Content to be discussed with partner)
- Game day brand mentions in venue by the MC (Minimum of six)
- Southland Sharks website article about your organisation and your partnership with the Southland Sharks
- Opportunity to play a TVC on the ILT Stadium Southland big screen (TVC to be provided)

FRIENDS OF THE SHARKS \$1,500 + GST

- Four general admission game tickets for all nine home games
- Entry into a weekly draw for one of two courtside tables for six people. Food and beverage package is included
- Brand recognition in the following Southland Sharks marketing collateral:
 - ✓ Friends of Sharks banner in the foyer of ILT Stadium Southland at all nine home games
 - ✓ Social media post recognising all the Friends of Sharks partners
 - ✓ Southland Sharks website
- A game day brand mention in venue by the MC



DRIVE



DRIVE



PASSION

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