



PARTNERSHIPS

WESTERN PORT
BASKETBALL ASSOCIATION

ABOUT US

Western Port Basketball Association is based in Somerville on the Mornington Peninsula. We host a Domestic Competition of over 300 teams from local clubs and independents. Participants range from U8 right through to Open age. Our Junior Representative VJBL/Regional League program, U12 - U20, fields 40 teams in the state competition. In 2026, our Senior Representative BigV program will have 4 teams on court - Division One Men, Championship Women, Youth League Two Men, and Youth League One Women.

VISION

To become Melbourne's leading community driven basketball association.

MISSION

We will lead and encourage growth through innovative programs, active community involvement, and a welcoming family-friendly environment that prioritises wellbeing, fosters a sense of belonging, and provide a place of meaningful participation for all.

VALUES - S.T.R.I.V.E.

Sense of Belonging | Together | Respect | Integrity | Valued | Excellence & Enjoyment



AUDIENCE

A dedicated Association membership plus community support are eager to learn about you and your business.

MEDIA EXPOSURE - 1 October 2024 to 1 October 2025

Facebook and Instagram combined

Views (content displays): 4.5 million



Post interactions: 64,600



Page visits: 211,400

Follower increase: 1,664

Website

Active users: 27,000



New users: 26,000

Time on site: 1 minute 43 seconds

Newsletter

Monthly EDM (electronic direct mail) to 3,844 subscribers

Sources: META performance data & Google Analytics



OPTIONS

Player Partnership

\$600.00 Youth League

\$700.00 Division One Men

\$800.00 Championship Women

\$1000.00 Import

Please refer to the separate Player Partnership form which we can supply.



Courtside signage

\$800.00 - 1800mm x 900mm corflute sign placed courtside at home games

Sign not included in price. Cannot be in competition with already established sponsor.

Banner

\$1000.00 - 2060mm x 850mm pull up style banner displayed at home games

Banner not included in price. Cannot be in competition with already established sponsor.

Player uniform (see next page for further information)

\$2500.00 - logo on singlet or shorts, per season, minimum of three seasons

Subject to availability, please enquire. Cannot be in competition with already established sponsor.

Team sponsorship

\$5000.00 - naming rights, per season, minimum of three seasons

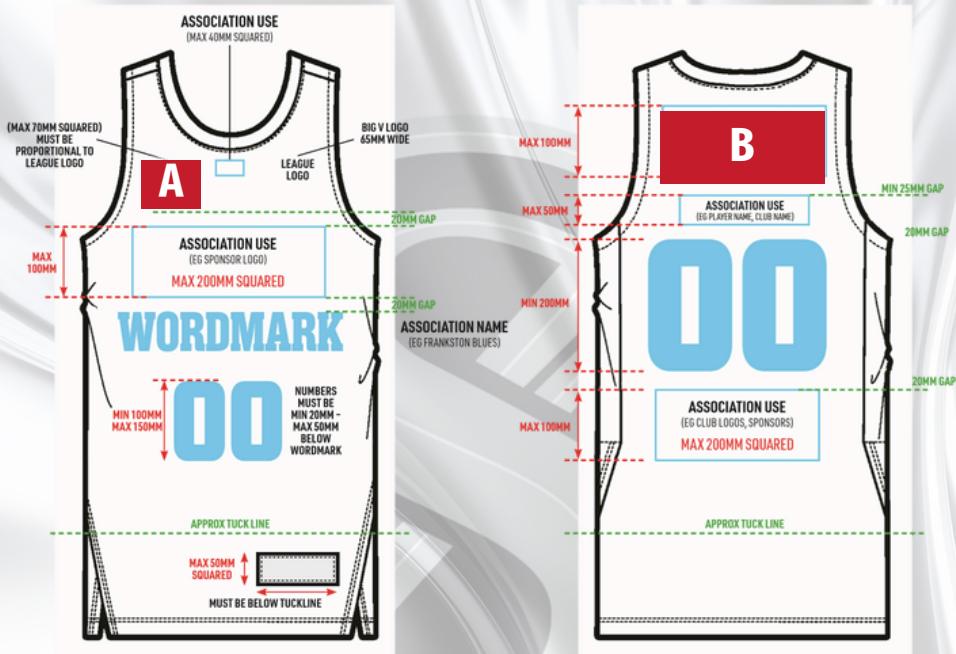
Subject to availability, please enquire. Cannot be in competition with already established sponsor.

We look forward to outlining the above options in more detail and are happy to provide examples.

All Senior Representative (BigV) Sponsorship enquiries to: snrrep@wpba.com.au

OPTIONS

Player Uniforms - sponsorship details:



FRONT

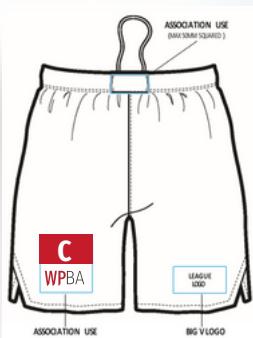
Option A

70mm x 70mm

BACK

Option B

120mm x 120mm



Option C
50mm x 100mm

Logo to be supplied in both Vector format (AI, EPS, PDF, SVG) and high resolution PNG or JPG file.