



Principal Partner
alcoholthinkagain

PARTNERSHIP OPPORTUNITIES

2016/17

30 CONSECUTIVE PLAYOFFS



CHAMPIONS

PERTH WILDCATS



INSPIRE & ENTERTAIN THROUGH EXCELLENCE

A MESSAGE FROM

JACK BENDAT AM CitWA

PERTH WILDCATS CHAIRMAN

The Perth Wildcats experienced a tremendous season of growth and success in 2015/16, including a 30th consecutive NBL finals appearance and a record seventh Championship. The success of the club would not be possible without the tremendous support of its loyal members, fans and of course, the corporate partners.

The 2016/17 season offers us another opportunity to continue our pursuit of excellence, from recruiting well credentialed players that believe in our core values and culture, to finding new and innovative ways to engage with our fans on game night and within the community.

While we are incredibly proud of what we have achieved to date, our focus will always be on the future. To do this, I invite you to join us as we continue to inspire and entertain both on and off the court.

Jack M. Bendat

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SCOREBOARD BRANDING

A brand new and exciting branding asset is now available at all Perth Wildcats home games! You could have branding rights to one or all four of the Wildcats' scoreboard corner inserts, providing premium brand exposure across many different mediums.

Please note: Final artwork is subject to Perth Wildcats approval.

INVESTMENT: \$50,000 ex. GST per corner





COURTSIDE LED ADVERTISING

Courtside LED advertising provides a dynamic medium to display both a brand and a message. The advertising, which spans 24 continuous metres along the length of the court, provides many different options to display text and images.

The Perth Wildcats is the highest rating team on TV.

A full rotation of courtside LED advertising at every Perth Wildcats home game will provide a minimum of 40 x 15 second rotations. A half rotation will provide a minimum of 20 x 15 second rotations

*Please note: Rotations are shown during pre-game, in-game and breaks in play.
Production and supply of advertising graphics to be the responsibility of purchaser.*

INVESTMENT: \$45,000 ex. GST full rotation
\$25,000 ex. GST half rotation





GAME NIGHT PARTNERSHIP

A game night partnership provides an excellent way to execute a diverse marketing campaign that can involve a number of different applications on game night.

Use of the large four-sided centre cluster scoreboard, courtside LED advertising, live reads during the game, marketing material on seats, information displays and promotional give-aways, can all be incorporated to effectively deliver a desired message or campaign.

Game night partnership benefits include:

- 4 x Legends Club corporate seats
- Entry to the Legends Club pre-game corporate function. Complimentary gourmet canapés and premium beverages provided
- Entry into the Legends Club corporate post-game function (Complimentary light refreshments served throughout the function, cash bar available for alcoholic beverages)
- VIP Parking (one parking pass)
- One live read per quarter by the courtside announcer
- A minimum of 20 x 15 second rotations of courtside LED advertising
- The ability to provide prizes as giveaways throughout the night
- Company logo to appear in any print advertising promoting that game
- Website recognition of game night partnership in the week preceding the game
- The ability to set up an information display on the concourse at Perth Arena
- The ability to show a 2 x 30 second TVC's on the big screen (pre-game & halftime)
- Activation rights to one time-out during the game
- Branding on scoreboard during available breaks in play

INVESTMENT: \$15,000 ex. GST per game





PLAYER PARTNERSHIP

Through partnering with a Perth Wildcats player, your company will receive various branding and experience based opportunities.

A player partner will receive the following;

- Your company's logo added to the back of the player's warm up top
- One company announcement prior to the start of every home game
- A company announcement when the player is substituted onto the court
- During every free throw that the player takes, their image will appear on the big screens alongside your company's logo
- A Perth Wildcats team signed basketball
- A Perth Wildcats replica playing singlet personally signed by the player
- The opportunity to utilise the player for a total of 3 hours for marketing purposes. E.g. Messages on hold, website, print and radio advertising, marketing collateral etc. (Player appearances need to be requested four weeks in advance and are subject to training, travel and promotional schedule of the team)
- Recognition on player partners page on the Perth Wildcats website (including company logo with website link)
- The opportunity to have the player seated at your table at the MVP Ball

INVESTMENT: \$12,500 - \$20,000 ex. GST
(Depending on selected player)



PLAYER SPONSORS

The Perth Wildcats Player Sponsorship Program is focused on delivering supporters and businesses direct and exclusive access to players along with the chance to experience a variety of great events. Call 6272 0777 and ask to speak with our commercial team for more information.



JESSE WAGSTAFF #24



GREG HIRE #4





T-SHIRT LAUNCHER

A unique and exciting opportunity exists to feature as branding rights partner to the Perth Wildcats T-shirt Launcher timeout! Your branding will be seen on the t-shirt guns and cannons used in the first timeout of the final quarter at every Perth Wildcats regular season home game. The Perth Wildcats dancers use the guns & cannons to shoot t-shirts out to the crowd, providing a fun & thrilling engagement with fans.

Branding will feature on the base of the cannons and along the length of the gun barrels.

In addition, a branded border will surround the live footage being shown of the big screen during the timeout.

INVESTMENT: \$20,000 ex. GST





PERTH WILDCATS MARCHING BAND

The 2015/16 season saw the addition of the Perth Wildcats Marching Band, providing unique & fun musical entertainment to the Wildcats game night experience.

For each Wildcats home game throughout the regular season and any finals games played, the Marching Band performs two routines during the pre-game showcase as well as in-game music & chants to engage with fans, alternating with the resident DJ!

During the pre-game performances, live footage of the Marching Band is shown on the big screens and will be surrounded by your branded border. Your branding will also feature on the lower LED ring of the scoreboard throughout the duration of their performances & they will be introduced as the "Perth Wildcats Marching Band, proudly sponsored by _____".

Your brand will have activation rights to the Perth Wildcats Marching Band, with the opportunity to feature on the following items:

- Uniform Branding - T-shirts, Pants and Hats
- Instruments - Branded skins that wrap the range of instruments (where applicable)
- Perth Wildcats Marching Band webpage - Found under Game Night section of the Perth Wildcats website

Please note: All artwork is subject to Perth Wildcats approval and branding costs to be the responsibility of the sponsor.

INVESTMENT: \$35,000 ex. GST





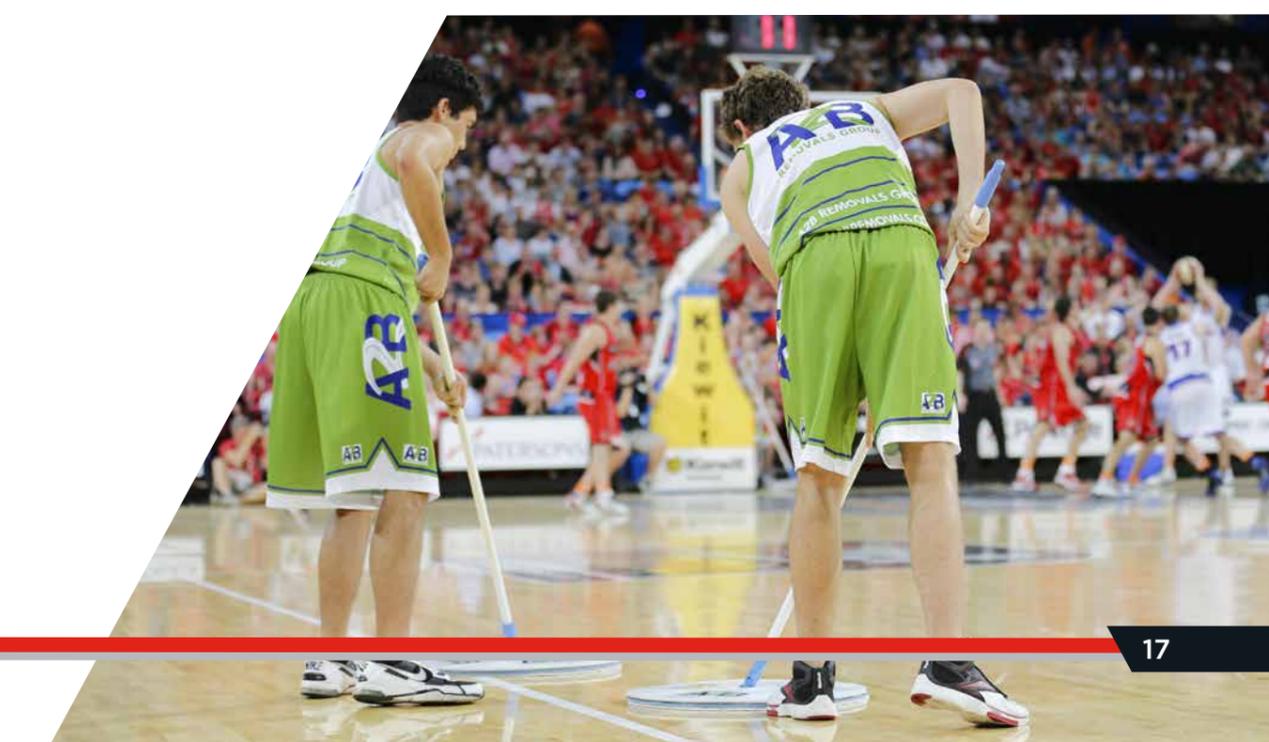
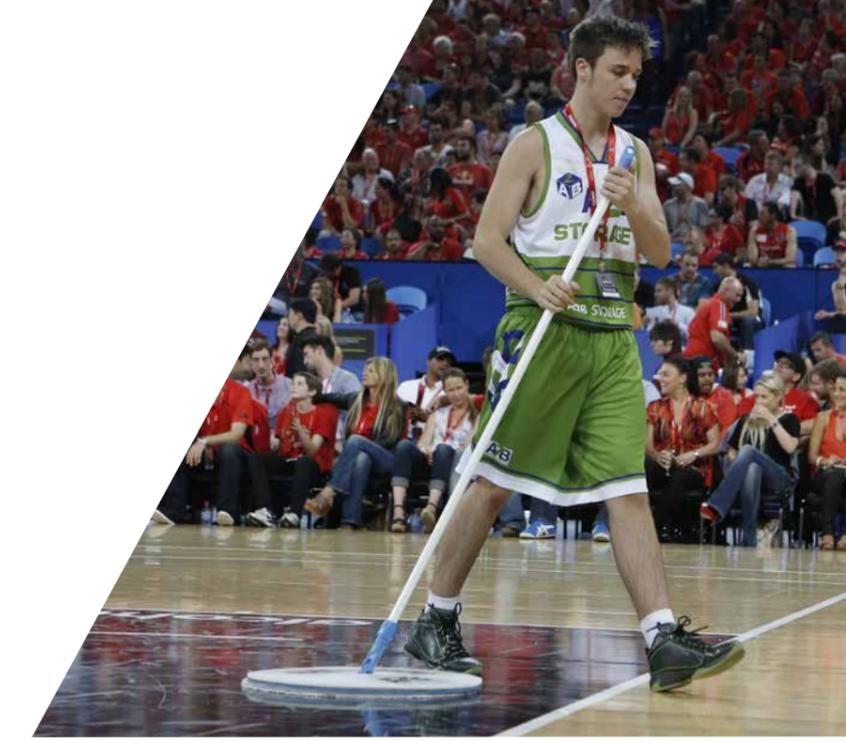
FLOOR WIPERS

A unique branding opportunity, which attracts both crowd awareness and television exposure, when there is a need to clean the playing surface.

Your company's logo and messaging will be placed on the four floor wipers' apparel and the mops/towels they use throughout the game.

Please note: All artwork is subject to Perth Wildcats approval and branding costs to be the responsibility of the sponsor.

INVESTMENT: \$20,000 ex. GST





GALLERY SIGNAGE

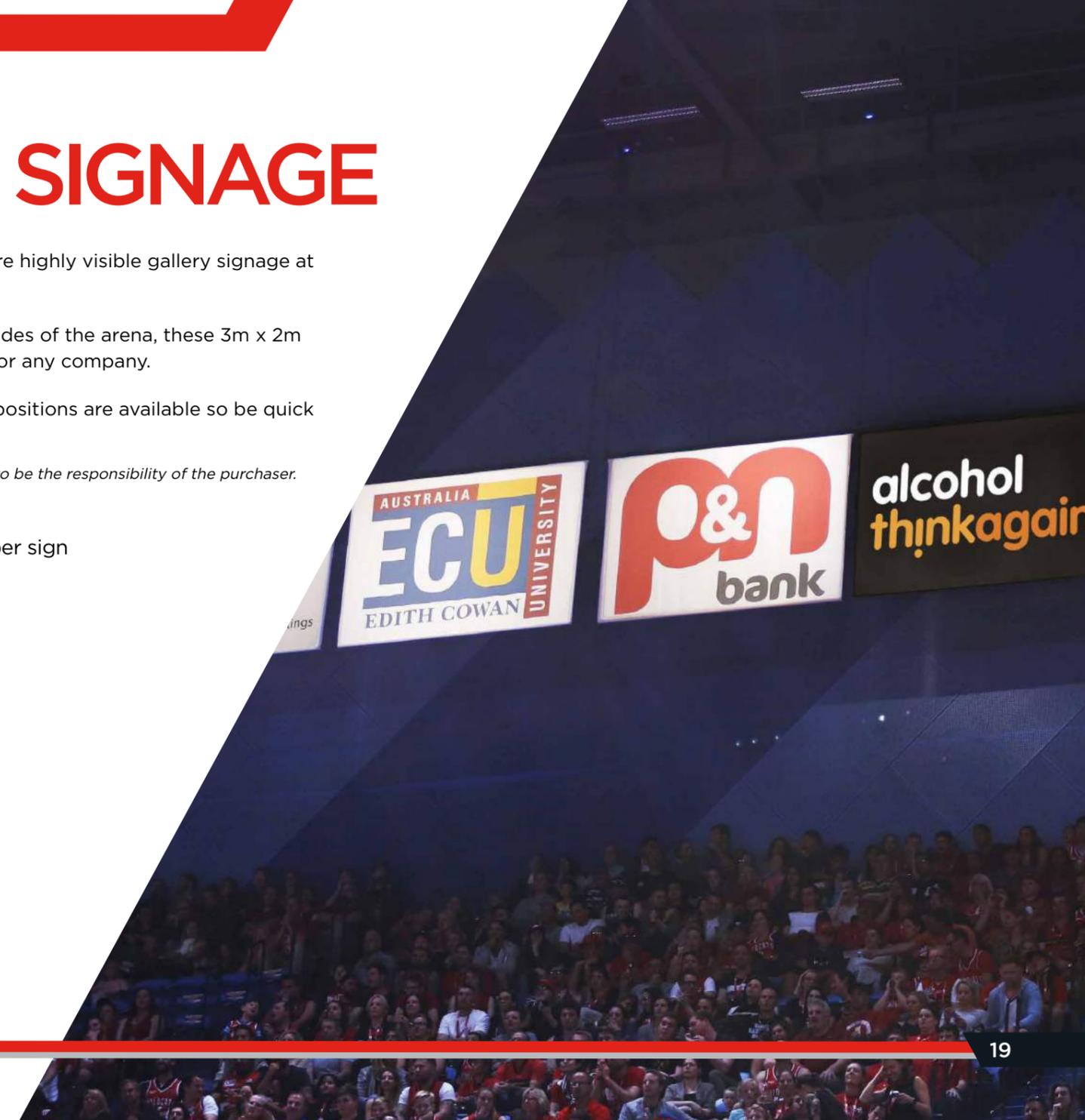
A great opportunity exists to secure highly visible gallery signage at every Perth Wildcats home game.

Positioned on the West and East sides of the arena, these 3m x 2m signs will provide great exposure for any company.

Only a limited amount of signage positions are available so be quick to secure yours today.

Production, installation and removal costs to be the responsibility of the purchaser.

INVESTMENT: \$7,500 ex. GST per sign





LOGO ON MEDIA POLO SLEEVE

Your company logo could feature on the right sleeve of the official team media polo. The team media polo is often worn by the players and coaching staff when they conduct community engagements, travelling interstate and conducting media interviews (outside of training and game). In addition to the team polo, your logo would feature in the same location on all media polos manufactured for retail.

INVESTMENT: \$30,000 ex. GST



DIGITAL ADVERTISING

Advertising with the Perth Wildcats digital landscape allows brands to connect with fans through integrated and targeted advertising campaigns, in association with one of the most prominent brands in Perth and the NBL.

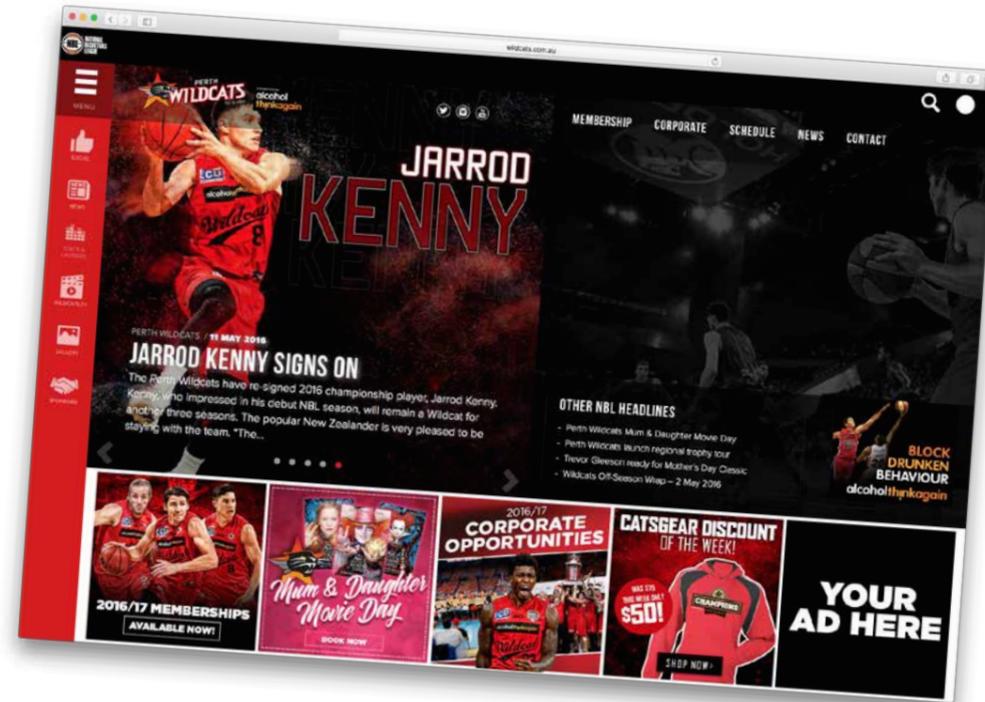
WEBSITE ADVERTISING

The Perth Wildcats' website is the first stop for members and fans to seek important information. With in excess of 45,000 unique visitors per month, this advertising opportunity will provide an excellent avenue for your brand to effectively market its product or service offerings. Your advertisement tile can feature on the website homepage, directly beneath the Perth Wildcats headline news, providing a prime viewing position.

Size: 400px x 400px with a 4px white border on the inside.

Please note: Dates for advertisement to be agreed upon by both parties and subject to availability.

INVESTMENT: \$1,000 ex. GST One week Ad Tile



E-NEWSLETTER SPONSORSHIP

The Perth Wildcats e-news is the primary tool used to communicate with the club's members and fans. The e-news is sent weekly throughout the season and fortnightly throughout the off-season. An opportunity exists for your brand to become the major sponsor of the Perth Wildcats e-news.

Last season, the e-news was viewed by more than 245,000 Perth Wildcats members and fans.

As the major sponsor of the e-news, your logo will be positioned at the top of the page and you will be provided with an advertisement tile once every month.

INVESTMENT: \$15,000 ex. GST

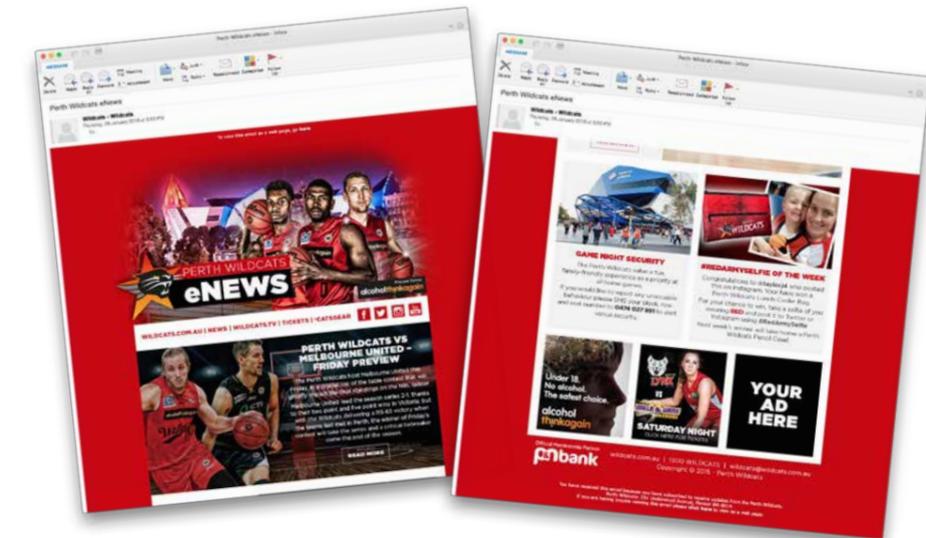


E-NEWS ADVERTISEMENT TILE

As well as major sponsorship of the Perth Wildcats e-news, there is also the opportunity to feature within the e-news for individual promotions. If you have a big sale coming up or would like to make a special offer to Wildcats members, one of our e-news ad tiles is the perfect platform to reach our fans & members.

Size: 222 x 243px

INVESTMENT: \$1,000 ex. GST One Advertisement Tile

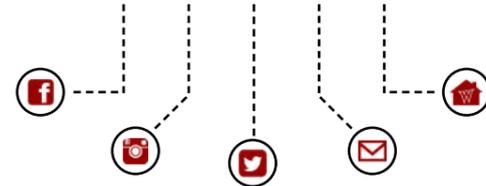


STATISTICS

#1
FACEBOOK
FOLLOWERS
IN THE NBL
104,012



#1
WEBSITE
TRAFFIC
DURING NBL SEASON
34,500+
UNIQUE VISITORS
PER MONTH



AVENUES OF EXPOSURE: FACEBOOK, TWITTER, INSTAGRAM, EDM, WEB.

#1
TWITTER
FOLLOWERS
IN THE NBL
22,300



#1
INSTAGRAM
FOLLOWERS
IN THE NBL
30,700



#1
MOST SUCCESSFUL
NBL TEAM
7 NBL CHAMPIONSHIPS
30 CONSECUTIVE FINALS

80.3%
SPONSORSHIP
RECALL

#1
RATING
TEAM ON TV
(VIEWERSHIP)

#1
IN MEMBERSHIP
IN THE NBL
8,999
SEASON MEMBERS
2015/16 NBL SEASON

#1
IN
GAME ATTENDANCE
11,072
AVG. IN 15/16

#1
IN
SOCIAL MEDIA
IN THE NBL

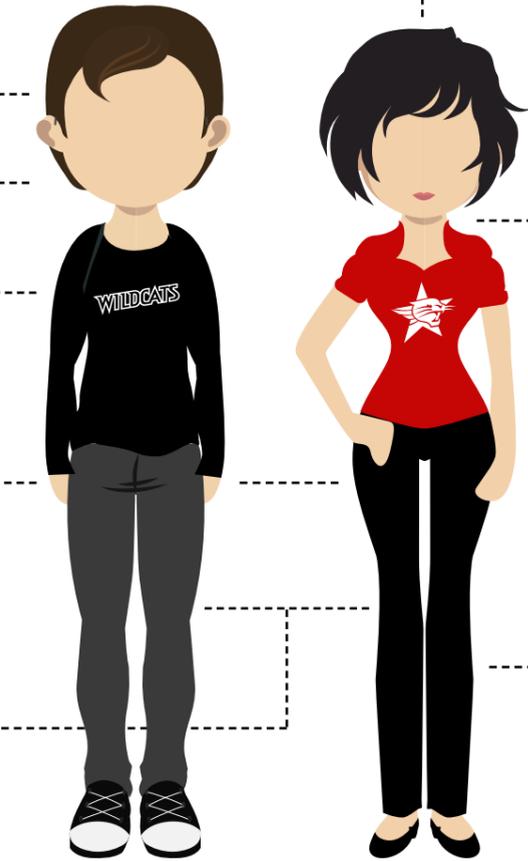
47%
FEMALE
DEMOGRAPHIC

FANS RATED THEIR
GAME EXPERIENCE
8.9/10

44%
OF FANS HAD AN
ANNUAL HOUSEHOLD
INCOME OVER
\$100,000

53%
MALE
DEMOGRAPHIC

39%
ATTEND WITH
THEIR FAMILY





HOME FIXTURES

Saturday	October	8		vs		Thursday	December	1		vs	
Friday	October	14		vs		Friday	December	9		vs	
Friday	October	21		vs		Saturday	January	14		vs	
Saturday	November	5		vs		Friday	January	20		vs	
Sunday	November	13		vs		Saturday	January	28		vs	
Thursday	November	17		vs		Friday	February	3		vs	
Sunday	November	27		vs		Friday	February	10		vs	

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