



7 March 2018

Mr Andrew Reason
Acting Manager – Doone Kennedy Hobart Aquatic Centre
1 Davies Avenue
HOBART TAS 7000

Emailed: reasona@hobartcity.com.au

Dear Andrew,

Re: Hobart Chargers Sponsorship Proposal

I write to you today to formally present an opportunity for the Doone Kennedy Hobart Aquatic Centre (DKHAC) to re-establish a sponsorship agreement with the Hobart Chargers Basketball Association (Hobart Chargers).

The DKHAC and Hobart Chargers have a long association, with an original twenty-year partnership extending from 1997 to 2016.

The Hobart Chargers are one of Tasmania's most successful sporting organisations, with men's and women's teams competing in the South East Australian Basketball League (SEABL). The SEABL provides an opportunity for Tasmanian athletes, coaches and officials to compete in Australia's second tier national basketball competition, whilst also providing outstanding opportunities for Tasmanian businesses to promote their brands.

In Tasmania, basketball is booming. Over the last 12-months, participation rates in basketball have grown by an impressive 36 per cent state-wide. The Hobart Chargers have contributed strongly to this growth through the delivery of community programs to over 11,000 young Tasmanians in 2017; partnering with southern Tasmania's Constituent Association Members; and supporting a range of community initiatives. Through the proposed sponsorship agreement, families and general community members within Hobart City would have increased access to the Hobart Chargers, through a range of activities. Hobart Chargers athletes and coaches are community role models and the accessibility to these ambassadors 12 months of the year sets the Hobart Chargers apart from most other elite sporting programs.

The Hobart Chargers continue to evolve both on and off the court, with aspirations to once again see a Tasmanian team competing in the National Basketball League (NBL). The bold plan for the Hobart Chargers to be 'NBL Ready' by the 2019-20 season is well on track, demonstrated by advanced negotiations with the Tasmanian Government; potential corporate and community partners; and the NBL. To achieve this, the Hobart Chargers have undertaken significant governance reform, led by an experienced board. Over the past two years the Hobart Chargers have achieved record levels of corporate support; record levels of government investment; record levels of community engagement; and record regular season home game attendance.

The growing momentum basketball is experiencing in Tasmania has attracted significant government investment. In 2017, the Tasmanian Government announced \$250,000 for Tasmania's three regionally-based SEABL programs to deliver community basketball activities. Further, the Tasmanian Government has committed \$10 million towards the design and construction of a state-of-the-art indoor sporting facility in southern Tasmania, which will also become the new home of the Hobart Chargers.

The Tasmanian community has embraced the Hobart Chargers over the last two decades and now the Australian basketball community is taking notice. The Hobart Chargers is positioned as a destination club of choice, with male and female athletes having clear pathways into the NBL and the Women's National Basketball League (WNBL), direct from SEABL in Tasmania. In late 2017 the Hobart Chargers board made a decision to invest significantly into the development of local athletes. A comprehensive high performance program has now been implemented, delivering an environment of basketball excellence to match any program Australia-wide.

To continue our journey towards being NBL Ready, the Hobart Chargers are seeking to re-establish a sponsorship agreement with DKHAC to provide our athletes with a world class training environment. The provision of full gym and aqua memberships will allow our teams to deliver a 12-month strength and conditioning program, whilst providing facilities for individual athlete recovery. The Hobart Chargers are seeking an initial two-year sponsorship agreement with DKHAC, with a proposed two-year option to extend.

The Hobart Chargers propose a fresh approach to partnership with DKHAC in 2018 and beyond. The proposed sponsorship agreement will allow DKHAC to leverage off the Hobart Chargers growing community footprint. New sponsorship agreement activities such as a Hobart Chargers community day at DKHAC; Hobart Chargers promotional activities at the iconic Salamanca Markets; and Hobart Chargers athletes and coaches participating in the Hobart Christmas Pageant, all provide a strong platform for cross-promotion and brand awareness for DKHAC. Additionally, DKHAC will have the provision of general admission SEABL tickets and the proposed Chargers Locker Room Experience package to run promotions through its networks.

A full list of proposed sponsorship provisions is listed in the attached Appendix, for DKHAC review.

I welcome further discussion at your convenience and I can be contacted on the details below.

Thank you for the consideration of this proposal.

Yours Sincerely,



David Bartlett
President
Hobart Chargers Basketball Association
M: 0400 039 648
E: david.bartlett@me.com

APPENDIX

PROPOSED SPONSORSHIP ITEMS

The following sponsorship items are proposed annually, throughout the term of the sponsorship agreement.

The Doone Kennedy Hobart Aquatic Centre will commit to:

- provision of 30 x 12-month **Gold – gym and aqua activities*** memberships for Hobart Chargers Basketball Association (Hobart Chargers) South East Australian Basketball League (SEABL) athletes and coaches, per annum for the term of the sponsorship agreement;
- occasional provision of swimming lane for team recovery, subject to availability, with final approval resting with the Manager – Doone Kennedy Hobart Aquatic Centre; and
- promote Hobart Chargers as a sporting partner of DKHAC through social media channels

*excludes the following **Gold – gym and aqua activities** provisions:

- a free one-on-one consultation with our health and fitness staff to ensure your goals are met
- a fitness and exercise program prepared specifically for you
- a one-on-one review of your exercise program every 6 weeks

The Hobart Chargers Basketball Association will commit to:

- provision of DKHAC signage at Hobart Chargers home games during the SEABL season;
- provision of 10 x general admission tickets to each Hobart Chargers SEABL home game;
- minimum two (2) Hobart Chargers media activities delivered at DKHAC;
- deliver two (2) community basketball promotional activities at Salamanca Markets on agreed dates;
- provision of athletes/coaches to participate in the Hobart Christmas Pageant;
- provision of two (2) Chargers Locker Room Experience for DKHAC promotional purposes;
- provision of athletes/coaches to attend a Hobart Chargers community day at DKHAC;
- provision of DKHAC logo to appear on Hobart Chargers community polo shirts;
- promotion of DKHAC on Hobart Chargers website with links to DKHAC website;
- public announcements acknowledging DKHAC as a major sponsor at SEABL home games;
- cross-promotion of DKHAC via Hobart Chargers social media platforms; and
- encourage Hobart Chargers athletes to 'check-in' on social media during DKHAC visits

Hobart Chargers Basketball Association
601 Brooker Highway, Glenorchy, TAS, 7010
ABN 71 435 730 810

E: hobartchargers@bigpond.com | W: www.hobartchargers.com.au