



# TOWNSVILLE McDONALD'S CROCODILES

## 2011/12 CORPORATE SPONSORSHIP



IT'S MORE THAN JUST A  
TICKET TO THE GAME...



# IT'S ALL ABOUT YOU!

The Townsville McDonald's Crocodiles prides itself on being one of Australia's most stable and innovative professional sporting clubs.

The Crocodile's have been part of the National Basketball League for the past 19 seasons due to a strong focus and drive to perform thanks to our loyal community support and passionate fans.

We aim to actively engage the community of Townsville and its surrounding areas to support our bid to win the National Basketball League Championship.

Fundamentally critical to becoming a true spectator sport is the delivery of an elite men's national competition that... ***is a respected, high quality, engaging sports entertainment product.***

The NBL and Townsville McDonald's Crocodiles has made considerable progress in the last twelve months towards achieving this aspiration.



# CROCS BUSINESS NETWORK

Establish your brand and develop innovative relationships with others to help maximise business opportunities and potential whilst getting to know the local business community and support base surrounding the Townsville McDonald's Crocodiles.

## REAP THE REWARDS OF ULTIMATE BUSINESS EXPOSURE THROUGH:

- ★ Website listing on the Crocodiles website
- ★ Advertising through the Crocodiles business newsletter
- ★ Access to the local Crocs community database for upcoming promotions
- ★ Invitations to participate in networking functions held throughout the season, breakfasts, cocktail events and more.



# CORPORATE HOSPITALITY PACKAGES

With 14 home games per season (October – March), we boast the ability to give your clients, family and friends entertaining game nights and other memorable Crocs functions and opportunities.

## BENEFITS FOR YOUR BUSINESS AND CLIENTS INCLUDE:

- ★ Fully serviced corporate box in air conditioned comfort
- ★ Standard beverage pack (please note all food catering is additional through TECC)
- ★ Exclusive access to the Golden Arches pre-game function (entertainment and interviews with special guests) including drink vouchers per game
- ★ Two VIP car park passes
- ★ Additional Tickets:
  - ★ **Option 1:** 2 x Stadium Silver Tickets to each home game
  - ★ **Option 2:** 14 x Stadium Silver Tickets to two selected home games
  - ★ **Option 3:** 28 x Stadium Silver Tickets to one selected home game
- ★ Two invitations to the Corporate Season Launch
- ★ Two tickets to the Sports Luncheon
- ★ Two tickets to the MVP Awards Dinner
- ★ Two reservations at one selected pre-game Locker Room Dinner
- ★ One framed 2010/11 Crocodiles Team Photo
- ★ Two Crocodiles corporate polo shirts
- ★ Company signage on your corporate box (signage costs to be met by box holder)
- ★ Company listing on the Crocodiles website
- ★ Crocodiles corporate decal for business window
- ★ 20% discount on Crocodiles merchandise
- ★ Tailored individual payment plans (4-8 months)
- ★ Crocs Business Network Membership
- ★ Member only SMS & emails
- ★ Exclusive voting rights for the Members Best & Fairest Player Award (presented at the MVP Dinner)
- ★ Corporate Functions, open training sessions and access to the team

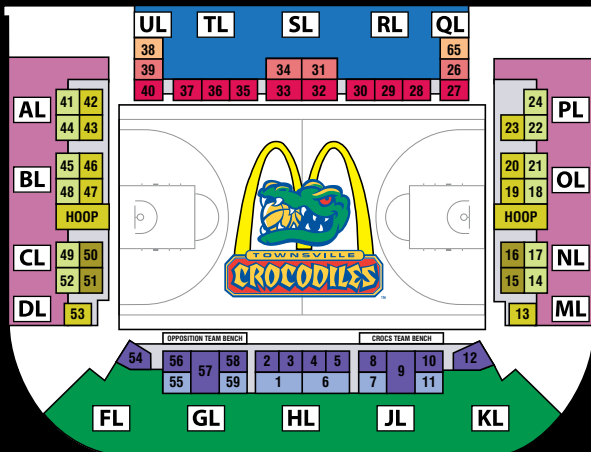


**SHARE A BOX**  
with another  
business and  
**HALVE**  
**THE COST**

# 2011/12 INVESTMENT OPTIONS

CORPORATE PACKAGES	NO. SEATS	INVESTMENT PRICE
<b>MVP PLATINUM</b>	10 SEATS	\$24,060
	9 SEATS	\$24,076
	8 SEATS	\$23,850
	6 SEATS	\$17,510
<b>MVP GOLD</b>	8 SEATS	\$18,298
<b>SLAM DUNK PLATINUM</b>	12 SEATS	\$27,588
	9 SEATS	\$21,000
	8 SEATS	\$20,700
<b>SLAM DUNK GOLD</b>	12 SEATS	\$20,750
	8 SEATS	\$18,298
<b>SLAM DUNK SILVER</b>	8 SEATS	\$13,500
<b>KEYWAY PLATINUM TV</b>	8 SEATS	\$18,695
<b>KEYWAY PLATINUM</b>	8 SEATS	\$15,790
<b>KEYWAY GOLD</b>	8 SEATS	\$13,500

## 'THE SWAMP' STADIUM



MVP PLATINUM
MVP GOLD
SLAM DUNK PLATINUM
SLAM DUNK GOLD
SLAM DUNK SILVER
KEYWAY PLATINUM TV
KEYWAY PLATINUM
KEYWAY GOLD

# CORPORATE ADVERTISING

**EXPOSE YOUR BUSINESS AND BRAND  
TO A MASS AUDIENCE  
ON GAME DAYS AND THROUGHOUT THE WEEK**

## **ARENA SIGNAGE**

- ★ The Crocs average home crowd in 2010/11 was 4050 per game.
- ★ On average 33,815 viewers per match watched our national coverage on ONE HD of Crocs games

**On-court Signage Investment:** from **\$5,000**

**Arena Signage Investment:** from **\$5,000**

- ★ All signage purchases receive a free banner ad on the Crocodiles website during the season (on average the Crocs home page received 14,010 unique visits per month during the season)



# GAME NIGHT SPONSORSHIP

## A GAME NIGHT PROMOTIONS PACKAGE PROVIDES THE FOLLOWING BENEFITS TO YOUR BUSINESS:

### 1. TELEVISION, PRINT & RADIO MEDIA

- ★ Your company logo will be featured in all print and television advertising in the week leading into your company's promotional night.
- ★ Your company will receive radio announcements in the week leading up to the game.
- ★ Your company will be recognised on the Crocodiles website and through our social media – Facebook and Twitter

### 2. GAME NIGHT PROMOTION

- ★ Television commercials played on the Big Screens during sponsored Game Night
- ★ PA Announcements throughout Game Night
- ★ Signage areas in the foyer and playing arena (signage supplied by sponsor)
- ★ Option for Point-Of-Sale stands in foyer area
- ★ Opportunity to place flyers on seats or distribute in foyer
- ★ Promotions, competitions and giveaways throughout the night and during breaks promoting your brand and/or business with assistance from the game night volunteers, staff and the Croc Mascot

### 3. CORPORATE HOSPITALITY & TICKETING

- ★ Four invitations to the Locker Room Pre-Game Dinner
- ★ Four invitations to the Crocodiles Corporate Box for your sponsored game
- ★ A fully serviced 8 seat Corporate Box for your chosen game including beverage and catering pack
- ★ Twenty 'Stadium' Silver Tickets to your sponsored game
- ★ Game Night Sponsor Gift

**Investment: \$5,500**



Purchase any  
**CORPORATE  
HOSPITALITY  
PACKAGE**  
and receive a  
**10% discount**  
on a Game Night  
Sponsorship

# PLAYER'S CLUB SPONSORSHIP

Your chance to directly support one of the clubs established leaders or rising stars, by sponsoring the Crocodiles Players and Coaching Team.

The Players Club initiates increased involvement in the community and opportunities to connect on a personal level with 11 other key business leaders in the Townsville community. You also gain amplified brand exposure at each game night.

## **BENEFITS INCLUDE:**

- ★ Two VIP tickets on the Townsville McDonald's Crocodiles Supporters Trip
- ★ Two invites to the Players Breakfast (meet the players)
- ★ Game Night recognition on the big screen each time your player appears on court or attempts free throws
- ★ Three player appearances at the events of your choice
- ★ Appear on players web profile with logo link
- ★ Money can't buy one on one experiences and exclusive training sessions with players and coaching staff

**Investment: \$7000**



# CROCS NEIGHBOURHOOD SPONSORSHIP

## YOUTH PROGRAMS

Here at the Crocodiles we pride ourselves in encouraging children to participate in team sport whilst living a healthy lifestyle. The following Youth Programs are run throughout the entire year (not just the season) and receive a huge response from local schools. It's a great way for your business/brand to align itself with the younger demographic and receive significant exposure to over 12,000 participants and 37 schools per year.

### SPONSOR OPPORTUNITIES:

- ★ Rookie Club (Junior Crocs Supporters Club)
- ★ Youth Hoops (Primary School Clinic Program)
- ★ School of Hoops (Senior School Clinic Program)
- ★ Basketball Mega Clinic (during School holidays)

## COMMUNITY PROGRAMS

This is an opportunity for your business to assist local charities and the community by way of ticket donations and more. Through your generosity the Crocodiles are able to share the excitement of a live Crocs game with those in the community who would usually not be able to make such events.

### SPONSOR OPPORTUNITIES:

- ★ Court of Dreams Ticket Program
- ★ All Smiles Program (Ronald McDonald House)



# GAME NIGHT ACTIVITIES SPONSORSHIP

## MEMBERS DRAW

With your organisation's support all Crocs Members are provided the opportunity to WIN \$500 or a gift voucher to your business at each game.

- ★ Game Night Advertising on Big Screen
- ★ Five Signage points in foyer of 'The Swamp'
- ★ One minute timeout during the game dedicated to promoting your business with the help of 100% Croc and the court announcers

**Investment: \$9,000**

## 100% CROC MASCOT

Get your brand on the number #1 Mascot in the league.

- ★ Branding Rights – company logo on 100% Croc Mascot's jersey
- ★ One minute timeout during the game dedicated to promoting your brand/business with the help of 100% Croc

**Investment: \$9,500**

## MVP GAME NAMING RIGHTS

- ★ Naming Rights of the Crocodiles Most Valuable Player of the Game (home games only)
- ★ On-court presentation after each home game
- ★ Opportunity to provide voucher or prize to Crocodiles Most Valuable Player (to the value of \$100-\$250)
- ★ One TVC played post game on Big Screens

**Investment: \$2,750**

## BEST OFF THE BENCH NAMING RIGHTS

- ★ Naming Rights of the Crocodiles Player voted Best Off The Bench for each home game (home games only)
- ★ On-court presentation after each home game
- ★ Opportunity to provide voucher or prize to Crocodiles Player voted Best Off The Bench (to the value of \$100-\$250)
- ★ One TVC played post game on Big Screens

**Investment: \$2,750**



# 2011/12 CROCS HOME GAME DRAW

Round	Day	Date	Opposition
2	Fri	14/10/2011	Cairns
3	Sat	22/10/2011	Perth
4	Sat	29/10/2011	Gold Coast
9	Sat	3/12/2011	Wollongong
10	Sun	11/12/2011	Sydney
13	Sat	31/12/2011	Perth
15	Sat	14/01/2012	Sydney
16	Sat	21/01/2012	Wollongong
17	Wed	25/01/2012	Adelaide
18	Sun	5/02/2012	Adelaide
20	Fri	17/02/2012	Cairns
22	Sun	4/03/2012	Melbourne
23	Sat	10/03/2012	Gold Coast
25	Fri	23/03/2012	New Zealand

**Note:** Tip Off times - To Be Confirmed





## CONTACT DETAILS & CORPORATE ENQUIRIES

### TOWNSVILLE McDONALD'S CROCODILES

151 STUART DRIVE, WULGURU Q 4811

PO BOX 40 WULGURU Q 4811

P 07 4778 4222 F 07 4778 4030

E [admin@crocodiles.com.au](mailto:admin@crocodiles.com.au)

[www.crocodiles.com.au](http://www.crocodiles.com.au)

