



# Cannons Basketball Club Sponsorship Packages

## 2025-2026

Partner with us to provide a safe,  
inclusive and thriving community for  
our basketball family.

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### Contact

**Phone** 0417 339 375  
**Website** [www.cannonsbasketballnt.co.au](http://www.cannonsbasketballnt.co.au)  
**Email** [basketball.ebc@outlook.com](mailto:basketball.ebc@outlook.com)





# About us

Cannons Basketball Club, based in Darwin, is a family focussed basketball club dedicated to providing a safe, inclusive basketball community for players, coaches, volunteers and families.

In 2025-26 we are focused on growing our community footprint through inspiring our players and coaches to develop their skills, compete at higher levels and achieve their goals.

Our strong focus on player and coaching development in 2025/26 will ensure that we are known as a club that delivers value not only for its membership, but for the broader basketball and Darwin community .

## KEY 2024 CANNONS FACTS:

- 127 registered players (106 junior; 21 senior)

- 16 Teams

- o Boys: U9, u10, u11, u12, u14 x3, u16x 2, u18x2

- o Girls: U11, u12, u14

- o Senior: 1 x men's; 1 x women's

Instagram: 215 followers

Facebook: 641 followers

**Visit our website:**  
**[www.cannonsbasketballnt.com.au](http://www.cannonsbasketballnt.com.au)**  
**for more information.**

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# Why Sponsor?



Partner with the Cannons Basketball Club and become a part of a growing, inclusive community that champions young talent, sportsmanship, and personal growth. As a sponsor, you're not just supporting a team or an individual—you're investing in the next generation of leaders, athletes, and role models right here in Darwin.

## Your Sponsorship will help us provide:

- Affordable access to basketball for young players and families
- High-quality training equipment and resources
- Professional development programs for coaches and volunteers
- Community-focused events and initiatives to promote healthy, active lifestyles, regardless of skill level

## Benefits to You as Sponsor

- **Exclusive Opportunities:** Attend Cannons-hosted events, network with other local leaders, and participate in strategic activities designed to maximize your sponsorship impact.
- **Prime Visibility:** Gain prominent recognition across our digital platforms, events, and promotional materials, all while building meaningful brand loyalty with our extensive community network.
- **Community Engagement:** Partner with us to enhance local engagement through workshops, development programs, and fun-filled community events—all spotlighting your brand's dedication to positive social impact.
- **Business Promotion:** Whether it be hosting Cannons events at your venue, promoting your business to our families and friends or celebrating your own business successes, partnering with us will increase your business throughput.

# Naming Sponsor- POA



SOLD

## Naming Sponsor

Cannons naming sponsor has the rights to name the club for the period during which they sponsor us.

The Essington School is our proud Naming Sponsor until 2026.



## Benefits

Naming rights to the Cannons Basketball Club

Business name inclusion in club Logo

Prominent logo placement on all Cannons promotional materials

Recognition in club newsletters, and digital platforms

VIP invitations to Cannons' events

Opportunity to link to other Cannons sponsors and Darwin basketball community

Opportunity to develop shared strategic youth and coach development activities

SOLD



# Coach Development Sponsor - \$5000 per year

## Coach Development

Developed by well known professional basketball players with knowledge of Darwin and Cannons club, this program will ensure that Cannons builds a reputation for growing the skills of our coaches from student coaching to senior coaching.

The program will include 1:1 mentoring, peer support, formal coaching qualifications, supported attendance at coaching workshops and direct coaching of players.

The program will focus on developing Cannons coaches with program elements available to referees and external clubs on a fee-paying basis.

The Sponsor will therefore have visibility across the broader Darwin basketball community.

YOUR  
LOGO  
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## Benefits:

Logo included in all Cannons Coach Development brochures and marketing

Business name on Cannons coach shirts

Participation in local events hosted by the Cannons, including hosting events as relevant

Opportunity for involvement in development /participation in elements of program, as relevant to your business

Social media shoutouts throughout the season including naming of 2 rounds each season

Company name listed in the club's newsletter and recognized on social media

Quarterly written updates

# Emerging Players Sponsor

## - \$5000 per year



### Emerging Players

This program will allow our senior coaches to identify Cannons players most likely to benefit from small group or 1:1 training.

These players may show promise as possible NT representative players, creating a future pipeline to Cyclones and beyond; or they may be identified as benefiting in basketball, teamwork, leadership or life skills from a short program of more intensive training.

This program will underpin our commitment as a Club to bringing out the best in every player.

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LOGO  
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### Benefits:

Logo included in all Cannons Player Development brochures and marketing

Name on Cannons player warm-up shirts

Participation in/hosting of local events by the Cannons

Opportunity for involvement in development or participation in elements of program as relevant to your business

Social media shoutouts throughout the season including naming of 2 rounds each season

Company name listed in the club's newsletter and recognized on social media

Opportunity to directly hear from players in the development programs

# RISE-Women's and Girls' Program Sponsor

## -\$5000 per year



### RISE program

Our junior girls' basketball and women's coaching program; the RISE program; will be dedicated to supporting girls as they navigate their primary school and teenage years, building skills that extend far beyond the court.

With the help of our sponsors, we will provide resources that make basketball accessible, allowing girls to develop resilience, confidence, and teamwork in a supportive environment.

Through structured training, mentorship, and coaching of our female support and coaching staff, we aim to equip young female athletes with lifelong skills like leadership, perseverance, and self-discipline, empowering them to thrive in all areas of life.

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### Benefits:

Logo included in all Cannons Player Development brochures and marketing

Name on Cannons player warm-up shirts

Participation in local girls' and women's events hosted by the Cannons

Opportunity for involvement in development or participation in elements of RISE program as relevant to business

Social media shoutouts throughout the season including naming of 2 rounds each season

Company name listed in the club's newsletter and recognized on social media

Opportunity to directly hear from players in the RISE program





# Training Essentials Sponsors

## -\$2500 per year

### Training Sponsors

Our Training Essentials Sponsors will ensure that across our Cannons teams we have access to excellent training equipment and facilities, allowing our coaches and players to "become their best".

It will allow us to provide teams with access to a range of facilities depending on size and age of groups to grow their skills ready for Game Day!

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### Benefits:

Recognition as a Cannons Training Sponsor on the Cannons website and newsletters

Logo on training equipment bags

Logo displayed in promotional materials for community workshops

Social media acknowledgment throughout the season including naming rights to 1 week each season

Quarterly written update

Logo on warm up shirts



# Community Sponsors: \$1000 (unlimited)



## Benefits:

Logo included on the Cannons Basketball Club's website sponsor page

Acknowledgment in club newsletters and social media platforms

Invitations to community workshops and networking events, including hosting club events at your venue if relevant

## Other Tailored Sponsorship/ General Donation

We encourage sponsors to discuss tailored packages that align with your business objectives. We also recognise that all families are contributing greatly by registering and ensuring their players can get to training and games.

For the club, all contributions make a difference to what we can achieve across the year. We welcome and are grateful for all sized donations and will happily discuss in kind contributions

## Next Steps:

For further discussions about sponsorship or packages please contact:

Tamsin Cockayne

President

0417 339 375

[basketball.ebc@outlook.com](mailto:basketball.ebc@outlook.com)

or approach any committee member to discuss



## Cannons Basketball Club



**Thank you!**

Your sponsorship supports affordable access to quality training, state-of-the-art equipment, and invaluable coaching programs for kids at every skill level.

Together, we'll inspire our young players to reach their potential both on and off the court.

**#GoCannons!**

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