



BRANDING & ACTIVATION OPPORTUNITIES

34 CONSECUTIVE PLAYOFFS

 PERTH WILDCATS NBL CHAMPIONS	 PERTH WILDCATS NBL CHAMPIONS	 WILDCATS NBL CHAMPIONS	 WILDCATS NBL CHAMPIONS	 WILDCATS NBL CHAMPIONS	 WILDCATS NBL CHAMPIONS	 WILDCATS NBL CHAMPIONS	 WILDCATS NBL CHAMPIONS	 WILDCATS NBL CHAMPIONS	 WILDCATS NBL CHAMPIONS
'90	'91	'95	'00	'10	'14	'16	'17	'19	'20

STRONGER AS ONE



A MESSAGE FROM
JACK BENDAT AM CItWA
PERTH WILDCATS CHAIRMAN

Welcome to the Perth Wildcats family.

Off the back of the 2020 NBL Championships the Perth Wildcats will look to continue their great form into the 2020-21 season. We look to continue this form as we chase our 35th consecutive finals appearance and a possible record 11th NBL championships.

We once again surpassed our own membership record with almost 12,000 members and look to continue this trend by recruiting more people to the “Red Army” next season!

Your corporate partnership will ensure a sustainable team, and provide us the resources to continue the meaningful and extensive work we do in the Western Australian community.

The Perth Wildcats aim to deliver experiences that are unique, memorable, rewarding and highly professional. A corporate sports experience that is unrivalled in terms of its high energy, fun, passion and entertainment.

I look forward to your continued support so we can continue to inspire and entertain all West Australians.

Jack M. Bendat



A CULTURE OF SUCCESS

In Australian Basketball and in WA the Perth Wildcats brand is an iconic one, renowned for its success, entertainment and relentless pursuit of excellence and professionalism both on and off the court.

- ✓ 10 National Basketball League (NBL) Championships – more than any other!
- ✓ 5 Championships in last 7 years
- ✓ 2019/20 NBL CHampions
- ✓ World Record 34 years of consecutive finals appearances
- ✓ 2020 & 2018 League's and Club Most Valuable Player – Bryce Cotton
- ✓ 2019 League's Best Defensive player (6 times) and Captain Damian Martin
- ✓ 2020 & 2019 All-NBL First Team - Bryce Cotton and Nick Kay
- ✓ Number one in league for attendance
- ✓ Number one in league for membership
- ✓ Number one in league for TV viewership
- ✓ Number one in league for social media engagement
- ✓ Number one in league for digital viewership
- ✓ Number one in league for community engagement hours
- ✓ 2019 & 2017 RAC Western Australian Sports Team of the Year

34 CONSECUTIVE PLAYOFFS





EVENT STATISTICS

No. of home games in a season	14	
No. of potential home finals	5	
Venue capacity	13,611	
Average attendance	13,040	
No. of season members	11,995	
No. that attend with family	41%	
Average age of attendees	60% of attendees are aged between 25 – 44	
	17% of attendees are aged 17 years and under	
Gender	51% male	49% female





GROWING LEAGUE

- ✓ 2019 was the 5th consecutive season of record attendances and broadcast audience
- ✓ The NBL was the only sporting league to increase average attendance in 2019
- ✓ 10th NBL team from Tasmania confirmed for NBL Season 2021/22

2019 HIGHLIGHTS

	<p>CUMULATIVE ATTENDANCE GREW</p> <p>21%</p> <p>IN 2019/20</p>	<p>AVERAGE ATTENDANCE INCREASED</p> <p>8%</p> <p>IN 2019/20</p>	<p>EVERY NBL TEAM EXPERIENCED</p> <p>GROWTH IN HOME ATTENDANCE</p> <p>ACROSS 2019/20</p>
	<p>NBL SOCIAL ENGAGEMENT AND REACH HAS</p> <p>SUBSTANTIALLY GROWN</p> <p>ACROSS THE BOARD IN 2019/20</p>	<p>NBL RECEIVED</p> <p>2.9B</p> <p>SOCIAL MENTIONS ACROSS THE 2019/20 REGULAR SEASON – A 324% INCREASE FROM 2018/19</p>	<p>MEDIA MENTIONS IN 2019/20 WERE UP</p> <p>116%</p> <p>FROM 2018/19</p>
	<p>THE NBL REACHED A CUMULATIVE LIVE & REPLAY VIEWING OF</p> <p>29.9M</p> <p>FOR THE 2019/20 REGULAR SEASON</p>	<p>2019/20 CUMULATIVE LIVE VIEWS FOR THE GRAND FINAL SERIES WAS UP</p> <p>8%</p> <p>COMPARED TO THE 2018/19 GRAND FINAL MATCHES.</p>	<p>2019/20 CUMULATIVE LIVE VIEWS FOR THE OVERALL FINALS WAS UP</p> <p>95%</p> <p>COMPARED TO THE 2018/19 FINALS</p>



COURTSIDE LED ADVERTISING

Courtside LED advertising provides a dynamic medium to display ones' brand and/or 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 basketball team on TV.

A full rotation of courtside LED advertising at every Perth Wildcats home game provides a minimum of 40 x 15 second rotations. A half rotation will provide a minimum for 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: \$50,000 ex. GST full rotation
\$30,000 ex. GST half rotation





BASKETBALL RING LED UNIT

- ✓ New advertising inventory – only two clubs operating in NBL – Perth has the most prominent signage unit
- ✓ Within TV broadcast arc
- ✓ Striking LED clarity for broadcast & in stadia viewing
- ✓ Max of 10 sponsors only
- ✓ Minimum of 12 minutes of brand exposure in game
- ✓ Minimum of 18 minutes of brand exposure throughout event
- ✓ Exceptional return on investment value

INVESTMENT: \$20,000 ex. GST inc. Finals





MEDIA BACKDROP

A highly potent media asset.

Your company logo will feature on the Perth Wildcats media backdrops (game day & non game day) . It will be used for all home post-game press conferences, television interviews that were conducted at training, major community event engagements and major press conference announcements.





BIG SCREEN BRANDING

The big screen is one of the most visually attractive areas of the stadium during game day, outside of the game itself. This means that the assets surrounding the scoreboard are highly visible and well recognised by all that attend and view the games. The following provide premium brand exposure across many different mediums:

CORNERS OF THE SCOREBOARD

Branding on all four corner inserts for highly prominent and captive audience exposure.

UNDERNEATH THE SCOREBOARD

Branding to the under side of the scoreboard, viewable by attending fans as well as appearing on the TV arch.

TVC'S TO APPEAR ON THE BIG SCREEN

The ability to play TVC's during pre-game and breaks in play throughout the game day.





CORNER SCOREBOARD BRANDING

Corner Scoreboard branding is an exciting game night asset 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.





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 [subject to venue approval]
- ✓ 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

Partner is responsible for cost of production and distribution of game night marketing/promotional material.





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]





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 and lit up during the game, these 2.9m x 2m signs will provide great exposure for any company.

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

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





SOCIAL MEDIA SCOREBOARD

Highly engaging and attention grabbing (animated) posts spanning across all the clubs major social media platforms.

Posting quarter, half & full time scores and stats for all 28 regular season games.

(Estimated at 200 branded posts per season.)





MVP OF THE GAME

- ✓ Fans vote on the MVP of the Game on Social Media
- ✓ Promoted through social media channels & at the game on the big screen
- ✓ Social media post for voting at end of game
- ✓ Re-post advising of winner outcome
- ✓ Integrated branding & naming rights partnership
- ✓ High level of brand engagement and goodwill





TIMEOUT VIDEOS

- ✓ Integrated branding opportunity
- ✓ Player vs Player spoof / challenges – humorous, highly engaging & entertaining
- ✓ Played for 1min on big screen each game
- ✓ Opportunities for product placement & video shoot on your business premise
- ✓ Re-posted through social channels
- ✓ High level of brand engagement and goodwill



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 94,000 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.

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

ENEWS SPONSORSHIP

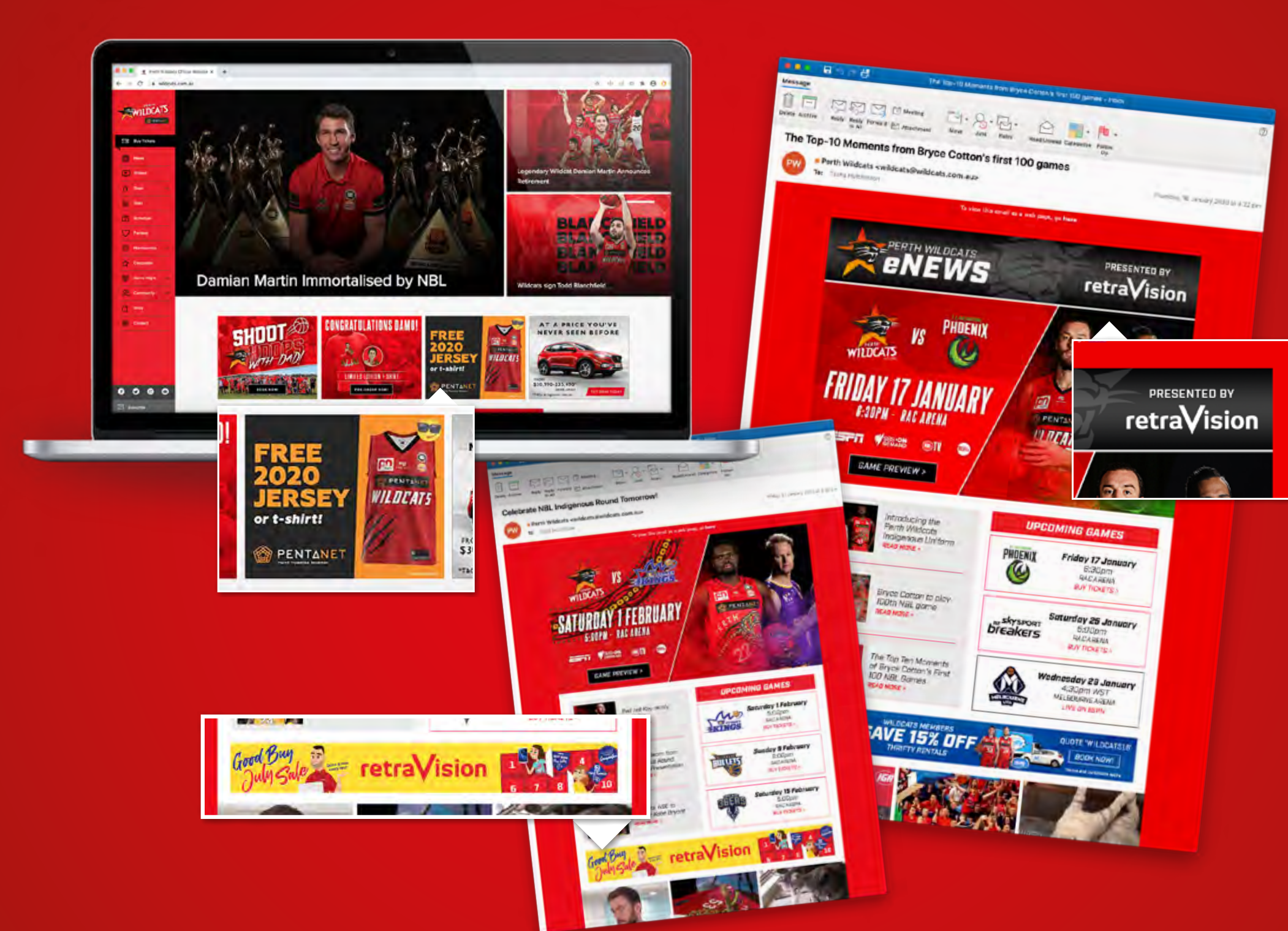
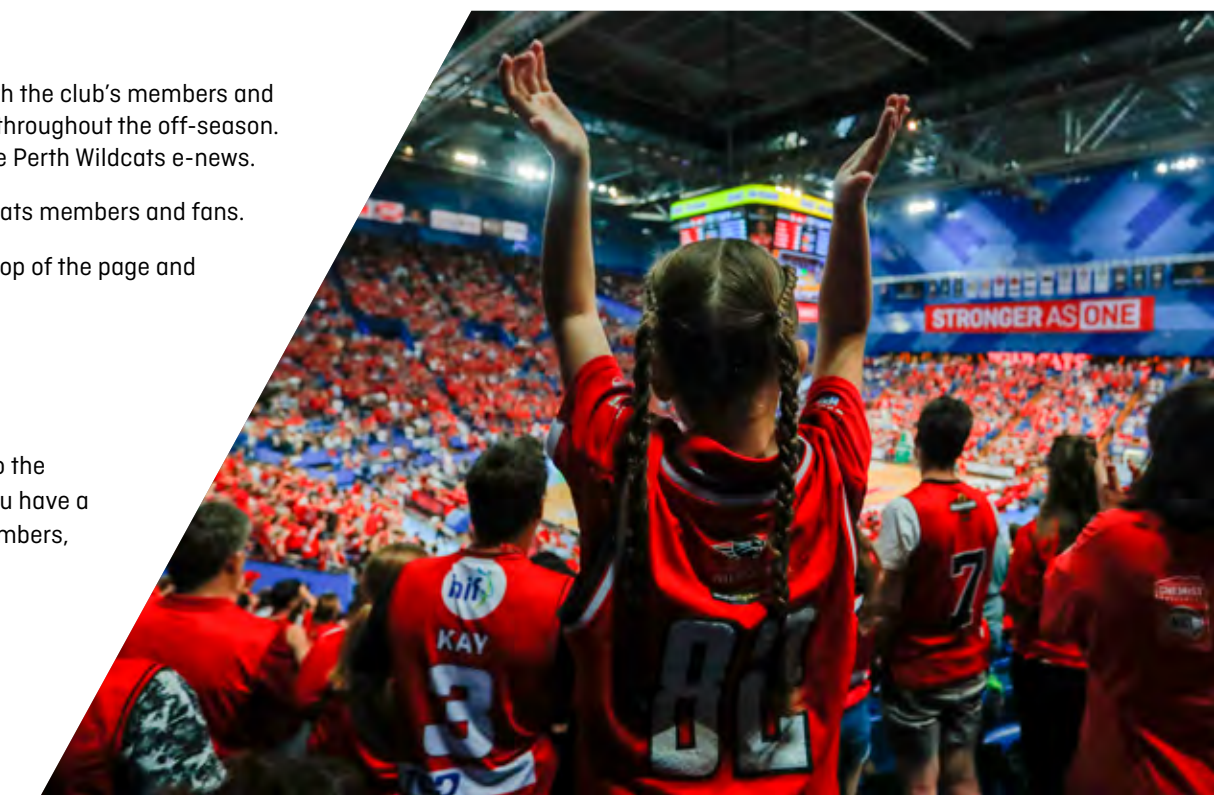
The Perth Wildcats e-news is the primary tool used to communicate with the club's members and fans. The e-news is sent weekly throughout the season and fortnightly throughout the off-season. An opportunity exists for your brand to become the major sponsor of the Perth Wildcats e-news.

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.

ENEWS ADVERTISEMENTS

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.



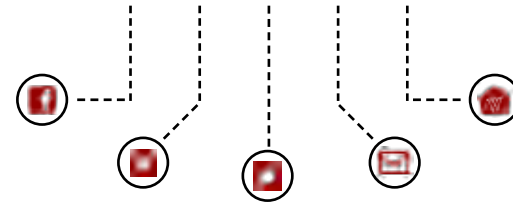
STATISTICS

AS OF 29 MAY 2020

#1
FACEBOOK
LIKES
IN THE NBL
120,632

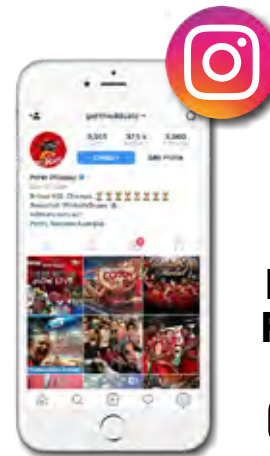


#1
WEBSITE
TRAFFIC
DURING NBL SEASON
94,000+
VISITORS
PER MONTH



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

#1
TWITTER
FOLLOWERS
IN THE NBL
34,092



#1
INSTAGRAM
FOLLOWERS
IN THE NBL
68,400



#1
MOST SUCCESSFUL
NBL TEAM
10 NBL CHAMPIONSHIPS
34 CONSECUTIVE FINALS

80.3%
SPONSORSHIP
RECALL

#1
RATING
TEAM ON TV
(VIEWERSHIP)

#1
IN MEMBERSHIP
IN THE NBL
11,995
SEASON MEMBERS
2019 NBL SEASON

#1
IN
GAME ATTENDANCE
13,040

#1
IN
SOCIAL MEDIA
IN THE NBL

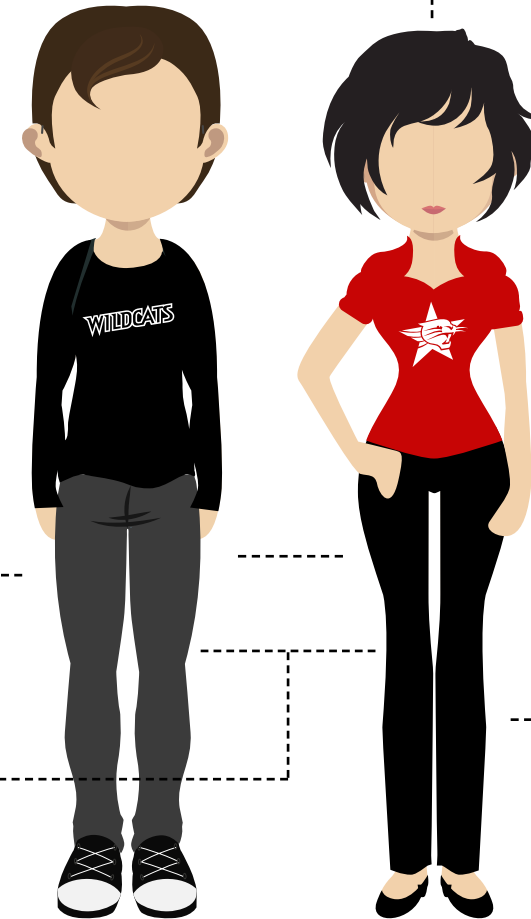
49%
FEMALE
DEMOGRAPHIC

FANS RATED THEIR
GAME EXPERIENCE
8.9/10

51%
MALE
DEMOGRAPHIC

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

39%
ATTEND WITH
THEIR FAMILY





RAC Arena

WILDCATS	01	02	03	04	05	06	07	UNITED
1st Round	0-1	0-1	0-1	0-1	0-1	0-1	0-1	0-1
2nd Round	0-1	0-1	0-1	0-1	0-1	0-1	0-1	0-1
3rd Round	0-1	0-1	0-1	0-1	0-1	0-1	0-1	0-1
4th Round	0-1	0-1	0-1	0-1	0-1	0-1	0-1	0-1
5th Round	0-1	0-1	0-1	0-1	0-1	0-1	0-1	0-1

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WILDCATS

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