

St Stithians College

U16 Basketball Tournament

August 2021



Sponsorship Proposal



Basketball at St Stithians College



Basketball is one of the fast-growing sports in South Africa. The St Stithians teams have enjoyed the following successes over the past few seasons:

Boys' College

- 2019/2020
- Unbeaten in season fixtures in 2019 – 1st team and U15
- Winners of the U19 Tournament 2019 – 1st team
- Placed 5th out of 22 schools from the SADC Region in the U16 tournament
- Team Captain for U15 Wanangwa Nyasulu was selected for the Most Valued Player/All Star Team

Coach Vipes and Coach Fungai are not only head coaches at St Stithians, but also coaches for the Gauteng District teams, and are also part of the Junior NBA Programme where their teams are made up of mostly St Stithians boys/girls and have recorded the following successes:

Winners of the Junior NBA 2016

- Winners of the Junior NBA 2017
- Runners up in the Junior NBA 2018

Girls College

- •Due to overwhelming demand, St Stithians will be launching basketball as a school sport for the Girls College in 2021

A director of basketball for all 5 x schools on the St Stithians Campus will be appointed in 2021/22, such is the importance that St Stithians views its basketball programme.

About the Event



- The Under 16 Basketball tournament is being hosted at St Stithians College for the 4th year
- 22 teams and over 400 participants took part in 2020, including school teams from Botswana, Namibia, Swaziland and Zimbabwe
- The winners of the 2020 Tournament was Morris Isaacson Warriors, a fully sponsored team from Soweto
- An estimated 1 000 visitors attended the 3 day event
- The tournament received extensive media coverage from local community newspapers and internet publications

Link to 2020 Tournament video:

<https://youtu.be/tKZesKXgKtw>



Participating Teams 2020



ST GEORGE'S COLLEGE

•ISSA

•ST CHARLES COLLEGE

•MARU A PULA

•KING EDWARD VII

•MARITZBURG COLLEGE

•ST ALBANS

•PRETORIA BOYS

•ST ANDREWS

•JEPPE BOYS

•MORRIS ISAACSON

•KEARSNEY

•BISHOP BAVIN

•ST JOHN'S COLLEGE

•ST BENEDICTS COLLEGE

•ST DAVID'S MARIST INANDA

•MICHAEL HOUSE

•USUSTHU FOREST

•QUEENS

•WESTVILLE

•WINDHOEK

•CLIFTON

Target Market Opportunities



The event has a captive audience from two sought-after demographic niches:

- A discerning youth market which appreciates brands that are socially responsible
- Parents of participants and other spectators, mostly from the upper LSM 7 to 12 segments

Use this opportunity to create deep, long-lasting connections with tournament attendees to boost your business

Demonstrate care for the community and commitment to the development of youth through sport by sponsoring a development side from the urban townships in Johannesburg



**“84 % Of Parents Recall
Brands Sponsoring Youth
Sports”**

Solutions Research Group based
in Canada

**Over R1.1 Million of
AVE (Advertising Value
Equivalent)**

**Over R3 .5 Million of PR
Coverage of the 2020
event**

Headline Sponsorship Opportunity



- **1-year** Tournament Naming Rights
- **3-years** Tournament Naming Rights

R500,000.00 excl VAT

R1400,000.00 excl VAT

Sponsorship covers officials' fees, meals, merchandise, transport and accommodation if needed

Benefits of Headline Sponsorship:

- Branding at Hospitality areas for players, coaches and referees
- Branding at VIP networking area
- Branding on Merchandise (T-Shirts for all players)
- Co-branding Uniforms for the Development Teams
- One Perimeter Board at the Court
- Posts or Fascia boards behind hoops (maximum 10)
- Goodie bag inserts (for players, coaches and officials)
- Most Valuable Player and All-Star Team Prizes
- Advertising in the tournament magazine, pamphlet, on-line pages and social media



Invitational Team Sponsorship



- Township Schools have been approached to select participating teams to expose the boys to a higher level of skill and competition with players from national and international teams
- Costs of tournament entry to be covered by the sponsor include tournament entry fees, transport and meals, uniforms and shoes
- One invitational team from Morris Isaacson High School participated from 2018 and won the tournament in 2020



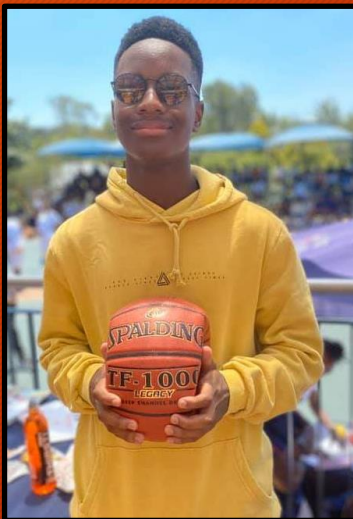
Media Sponsorship Opportunity



- On-line live-stream of matches
- Banner ads online, on television (ticker), in magazine and e-newsletters for a minimum of two months prior to the event
- Posting of all event press releases as they are released
- On-going coverage of event highlights

Benefits:

- Use of the Activation Area (3m x3m) with own branding for engagement with visitors to the tournament



Individual Sponsorship Opportunities



• Hospitality Area for players, coaches and referees	R60 000 excl VAT
• VIP networking area	R60 000 excl VAT
• Merchandise for all players	R150 000 excl VAT
• Host Team & Coaches Uniform	R30 000 excl VAT*
• Invitational Team sponsorship per team covering uniform, transport and meals	R50 000 excl VAT
• One 5m x 3m Banner around the court perimeter	R5 000 excl VAT*
• Branding of posts or fascia behind hoop	R30 000 excl VAT*
• Match Balls (15 Balls required)	R15 000 excl VAT
• Goodie Bags and suggested inserts (minimum of 600 required)	Value in Kind
• Bottled Water and/or Other beverage, T-shirt, Snacks	
• Medals for Participant teams	R30 000 excl VAT
• Most Valuable Player / All Star Team Prizes	R15 000 excl VAT
• Commemorative Magazine	R100 000 excl VAT*

* Excludes production costs





Brand Exposure Opportunities



- Adverts in the Tournament magazine distributed to the Saints community and participating schools
- A5 Full-colour advert in the Saints Smalls (classified on-line publication distributed to the Saints community)
- Mention of all the Sponsors on the following platforms
 - St Stithians Facebook Page
 - St Stithians Twitter Feed
 - St Stithians official communication to parents and students
 - Tournament magazine
 - MC announcements at the Tournament



About St Stithians College



We are an independent, non-profit educational institution located on an expansive green campus in Sandton, Johannesburg. St Stithians is a proudly South African school, embracing diversity and offering a distinctive educational experience. Founded in 1953 as a Methodist Church School, our Christian spirituality is central to our identity. Our College consists of primary and secondary boys' and girls' schools, together with a co-educational junior primary school.

St Stithians College Motto

One and All

Statement of Strategic Intent

Inspiring Excellence. Making a World of Difference

To find out more, visit our website at <http://www.stithian.com/college>

Contact



We hope this proposal has given some insight as to how the St Stithians U16 Basketball tournament can provide value as your company supports the community

We look forward to partnering with you on a successful event

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Photographs courtesy of Olga Carr, Annie Fyfe-Hitchings, St Stithians College