



PARTNERSHIP PROPOSAL

2024 SEASON



GROWTH OF BASKETBALL IN NEW ZEALAND

Basketball in Aotearoa has experienced strong growth during the last decade with more people playing, watching and becoming fans. Basketball now has a strong foundation to build a sustainable future and foster more quality opportunities for our tamariki and rangatahi.

45% INCREASE IN 10 YEARS

With the high participation trend increase, Basketball has now become the top sport in NZ.

1 IN 8 NZER'S PLAY BASKETBALL

From 2015 to 2019, basketball participation for those ages 16 - 64 increased by 146.6% – one in eight NZers aged 16 - 64 years old played basketball in some form in 2019.

1 IN 4 NZER'S WATCH BASKETBALL

1 in 4 New Zealanders over the age of 5 (over 1 million unique viewers) tune in to watch the Sals NBL & Tauhihi Basketball Aotearoa leagues in 2022.

INCREASING STRENGTH OF DIVERSITY

For example, record participation at NZ Maori Basketball Tournament in January 2021 – **a massive 284 teams!** **One of only two NZ sports in the top five most popular activities across all genders and ethnicities** including Maori, Pasifika, Chinese and Indian populations.

#1 RECREATIONAL ACTIVITY

Basketball is the #1 recreational activity in New Zealand for girls and boys aged 5 - 18 years.

220%

INCREASE IN KIWI HOOPS PARTICIPATION

Participation in our Kiwi Hoops Programmes (for kids aged 5 - 13 years) has increased 220% in 5 year.

2015	7,185
2016	11,075
2017	14,423
2018	19,190
2019	23,042

100+

OVER 100 KIWI KIDS ON U.S SCHOLARSHIPS

There are over 100 kiwi kids playing basketball on scholarship in the United States across NCAA Divisions I, II, III and Junior Colleges. Kiwis playing NCAA Division I Basketball has shown huge growth in the last ten years.

2010/11 Season	6 Players in Division I
2019/20 Season	40 Players in Division I



OUR VISION AND WIDER PURPOSE

Through our Rams Affiliated Programmes (Rams In-Schools, Mentoring, Mainland Eagles Academy) our vision and wider purpose is based on the below four pillars.

1. COMMUNITY

Support basketball in being more accessible through our community programmes with a focus on young people from higher deprivation areas. We utilise the Rams brand & resources to inspire and connect with young people & remove barriers to participation. We are fortunate to be able to collaborate with a variety of organisations to reach young people in schools, young people in care & young people with disabilities.

2. PARTICIPATION / INSPIRATION

Be a catalyst for increase in basketball participation due to inspiration of live basketball in Canterbury & throughout the Mainland region (ie Rams home games, International games, Breakers games). Encouraging new and returning basketballers to get involved regardless of their skill level.

3. PATHWAYS

Utilise basketball as a medium to open up education, leadership & life experiences resulting in the development of young people & coaches who are well rounded, educated & community service focused who contribute to society in a positive manner.

4. CAPABILITY

Contribute towards increasing capability throughout the basketball community by utilising the Rams coaches to provide leadership and development opportunities that benefit junior players & coaches throughout the region.



ABOUT THE RAMS



20 REGULAR SEASON GAMES POTENTIALLY 3 PLAYOFF GAMES PER YEAR THROUGHOUT NEW ZEALAND

There will be 10 Rams Home games in 2024, with the move to Parakiore Recreation and Sport Centre (Metro) in 2025. The games are an electric atmosphere with community connection with the fans meeting the players on-court after each and every game.

ALL GAMES TELEVIEWED ON SKY SPORT, ESPN, FIBA YOUTUBE WITH SELECT GAMES ON FREE TO AIR PRIME TV

A total number of at least 20 Rams broadcast nationally and internationally Sky Sport between March to August

CONTINUITY OF OUR CORE PLAYER GROUP FROM 2023 SALS NBL CHAMPIONSHIP TEAM

With the return of Judd Flavell coaching the Rams for 3rd straight season alongside the resigning of core Rams players Walter Brown, Max Darling, Taylor Britt & Kaia Isaac the team is poised to make a run at the 2024 Sals NBL Championship.

STRONG LINKS IN COMMUNITY PROGRAMS

Rams & Pouākai players deliver into schools through out the Canterbury region year long as well as partnering with other community groups such as Ronald McDonald House, Halberg Foundation, Youthtown and Young People in Care the Rams care and connect with the community. The Rams support the delivery of the Mainland Eagles Academy which supports player and coach development throughout the wider South Island.

TEAMWEAR AVAILABLE NZ-WIDE

Rams gear is supplied by New Balance and available for purchase throughout New Zealand.

SOCIAL MEDIA PRESENCE

- 10,000+ Facebook Followers
- 5,000+ Instagram Followers
- 3,000+ Twitter Following
- 8,000+ EDM Database



HISTORY OF THE RAMS

5 TIME NZNBL CHAMPIONS

The Canterbury Rams have won the NZNBL Championship a total of 5 times; 1986, 1989, 1990, 1992, 2023

FOUNDATION MEMBER OF THE NZNBL

The Canterbury Rams were a foundation member of the original NZNBL created back in 1982 and is well-known as an iconic Canterbury sports team.

HISTORY OF INTERNATIONAL REPS

Lates 80's & early 90's strong local core who were also Tall Blacks, players like Dutchie Rademakers, Gilbert Gordon, Andy Bennett, Graham Timms, John Hill, Ian Webb, Glen Denham & Ralph Latimore. There is now a new generation of internationals coming through that have been part of the Mainland Eagles Academy including Taylor Britt & Walter Brown representing the Tall Blacks at the 2023 FIBA World Cup with Walter Brown (20 years) being the 2nd youngest New Zealander to play at this event.

OVERCOMING ADVERSITY

Franchise was forced out of the NZNBL on the eve of the 2011 season due to the Christchurch earthquake. Rams were revived by Andrew & Nicky Harrison for the 2014 season with a focus on developing a model which benefit junior players & coaches

PATHWAY FOR OUR LOCAL PLAYERS

The 2023 NZNBL Championship team were led by local players Walter Brown, Max Darling, Taylor Britt, Tom Webley & Quinn Clinton who had all been members of the Mainland Eagles Academy over the past 10 years. The Rams provides a platform for our local players to become year round professional with current Rams Max Darling & Kaia Isaac (NZ Breakers) and Walter Brown (Tasmania Jack Jumpers) on Australian NBL squads.



THE NZNBL CONTINUES TO REACH NEW HEIGHTS

The 2023 coverage of the NBL was the biggest in NBL history. And it was unpredictable with competitive balance enthralling fans and viewers. Across 95 games more than 200 hours of action was seen in New Zealand and throughout the world. The rise in viewership globally equaled the hype!

IN 2023

13.8 MILLION+ GLOBAL AUDIENCE FOR THE SALS NBL
527% GROWTH YEAR ON YEAR
11.7% OF THE LEAGUES VIEWERSHIP FOR THE CANTERBURY RAMS
38% GROWTH IN SKY SPORT AVERAGE AUDIENCE YEAR ON YEAR
4.6 MILLION VIDEO VIEWS INCREASED FROM 1.2 MILLION IN 2022
7.7 MILLION REACH INCREASED FROM 5 MILLION IN 2022
515K ENGAGEMENT INCREASED FROM 60K IN 2022
3 OF 5 MOST WATCHED GAME IN THE 2023 SEASON

- #1 Giants vs Rams (Round 10)
- #3 Jets vs Rams (Round 14)
- #5 Tuatara vs Rams (Grand Final)

IN 2022

2 MILLION+ UNIQUE VIEWERS TUNING IN FOR NZNBL MATCHES DURING 2022.

PLATFORM	UNIQUE VIEWERS	MINUTES VIEWED*	
Sky Box / Prime	830,300	50,608,552	(+232%)
Sky Sport Now	59,867	5,935,018	(+282%)
SkyGo	139,412	4,175,640	(+201%)
FIBA YouTube	1,084,335	8,387,640	(new)
ESPN	89,050	2,233,892	

* Percentage indicates Year on Year % increase compared to season 2021



ANNUAL CALENDAR

KEY:

Breakers
International
Rams
Pouākai
3x3 Cup



3x3 Cup
(Rams & Pouākai)
October



BNZ Breakers
(Christchurch aims to host 1-2
BNZ Breaker Games per Season)
October, November, December,
January, February & March



Tall Blacks / Tall Ferns
(Christchurch aims to host 1-2 Tall
Blacks & Tall Ferns Games per Year)
November, February, July, August



Canterbury Rams
(Sals NBL Season)
April, May, June & July



Mainland Pouākai
(Taiuhi Basketball Aotearoa)
July, August & September

PARTNERSHIP PACKAGES

For our 2024 NZNBL season, we have a range of partnership packages to suit your partnership and marketing goals for 2024. Courtside hospitality, quality TV Arc Branding in premium locations, uniform branding, social media advertising and more! You'll find more information about these opportunities on the following pages.



GOLD PARTNER

- Uniform Branding (Back of home & away singlet)
- Sky Sport Starting 5 Broadcast Branding (5 partners including naming rights & Gold Partners)
- TV Arc Courtside Signage for all home games
- Court Decal (TV Arc Visibility)
- Courtside Hospitality (8 people) for all home games
- Opportunity for Rams Community Partner Branding
- Branding on all marketing collateral including website, social media, website, digital billboards & team poster including x1 Game Presenting Digital Assets on socials & digital billboards.



SILVER PARTNER

- Branding on the back of an individual players warmup top (television visibility during timeouts)
- Courtside Corflute Signage at all home games
- Courtside Hospitality Table (8 people) for all home games
- Digital branding including website & social media including x1 Game Presenting Digital Assets on socials & digital billboards.



SKY SPORT STARTING 5 BRANDING



*Example of Starting 5 Branding via the television broadcast for Naming Rights & Gold Partners

RAMS COMMUNITY PARTNER BRANDING & NAMING RIGHTS

Join a family of partners supporting our Community Programs!



RAMS HOOPS IN SCHOOLS NAMING PARTNER

- Get behind and support the Canterbury Rams to install 16 hoops in higher deprivation areas throughout the year
- Opportunity for branding on apparel
- Direct marketing opportunity to families via the school newsletters
- Branding opportunities on backboards & equipment
- Media opportunity to partner with the Rams to leave sustainable equipment for schools & communities



RAMS IN SCHOOLS NAMING PARTNER

- Support the Canterbury Rams with coaching at over 30 schools throughout the school year
- Opportunity for branding in the Rams on the Run newsletter which is part of both the Rams & School newsletter updates
- Opportunity for branding on apparel
- Direct marketing opportunity to families via the school newsletters



RAMS MENTORING NAMING PARTNER

- Opportunity to support work being done with the most vulnerable youth from high deprivation community, Young People in Care setting and through the Basketball Youth Employability Programme delivered with the Rams, Pouākai & Youthtown utilising basketball as the medium to teach young people employability skills
- Logo branding and positioning, with opportunity for branding on apparel
- Social media and website branding



YOUNG PEOPLE WITH DISABILITIES PROGRAM

- Relationships with various organisations who work with people with disabilities such as Recreate NZ, Youthtown and Halberg Foundation
- Providing more opportunities for these young people to play basketball
- Sessions delivered by Canterbury Rams and Mainland Pouākai players

RAMS CAMPS NAMING RIGHTS

- Including branding opportunity on Camp T-shirts



GAME FOR CHARITY - SOCIAL OUTCOMES

- Raised over \$10k for Child Cancer Foundation
- The Rams team spent time with young people battling cancer throughout the season
- Dedicated uniforms were designed for the Child Cancer Foundation Fundraising game
- Uniforms were signed and auctioned off after the game to raise funds for Child Cancer Foundation
- Young people & families affected by cancer enjoyed watching the game and joined the team after the game

[READ CHARITY ARTICLE HERE](#)



MAINLAND EAGLES SUPPORTING PARTNER

Mainland Eagles has supported over 50 young people from throughout the South Island in receiving US College scholarships in opening opportunities for their education, basketball & life experiences.

What's Included:

- Logo branding and positioning
- Social media and website branding
- Branding on-site at Eagles camps



*Examples of how your brand could be recognised across a range of gear, ranging across equipment bags, team polos, shorts and more.



*Examples of how your brand could be recognised across Mainland Eagles social media assets



BBNZ / MAINLAND EAGLES SOUTH ISLAND RESIDENTIAL COACHES WORKSHOP

The South Island Residential Coaches Workshop is delivered in partnership with Basketball New Zealand providing coaches from the South Island community the opportunity to access learning opportunities in a player development setting with some of the leading coaches from around New Zealand. Two successful workshops have now been run, with the most recent workshop in December 2022 seeing 30 coaches from around the South Island attend.

Run in collaboration with the Mainland Eagles Summer Camp, it provides coaches a unique opportunity to observe, learn and reflect on real life training sessions and games.

Through having the Rams coaching staff supporting Coach Development throughout the South Island we able to grow the pool of coaches supporting our players.



MATCHDAY PRESENTING PARTNER

Canterbury Rams are excited to announce our recent partnership with Weston Design, New Zealand's leading sports design agency.

Our graphics will be some of the best within the NZ sports industry, so become the perfect way to stand out from other teams and lead the way and have all eyes on our content. In order to maximise exposure for our sponsors, we are offering the opportunity to become our Matchday Presenting Partner – to generate direct exposure for your business from our local Rams and Pouākai supporters.

YOUR SOCIAL MEDIA EXPOSURE INCLUDES:

- 2 x Matchday Promo Graphic
- 1 x Sponsor Promo Graphic (Giveaway Opportunity)
- 2 x Starting 5 Graphic
- 8 x Live Score Graphics (1 per Quarter)

YOUR ADDITIONAL EXPOSURE INCLUDES:

- All Rams and digital billboards around Christchurch City for the week
- Game Day Presenting Partner LED TV Arc Signage (for Home Games)

Your logo will be featured prominently on all seven professionally designed graphics, across all four of our social media touchpoints (Facebook, Instagram, IG Story and Twitter). The Sponsor Promo graphic is a great opportunity to offer a small giveaway for significant engagement from our Rams audience; likes, comments, shares.

This will give your business the opportunity to feature a minimum of 28 times across our social media in one week, plus all of the additional shares from our players and supporters on their social channels.

*Example graphics from the 2021 NZNBL season, presented by multiple sponsors throughout the season.



1. MATCHDAY PROMO



2. SPONSOR PROMO GRAPHIC



3. STARTING 5 GRAPHICS



4. LIVE SCORE GRAPHICS x 4



5. DIGITAL BILLBOARDS
MATCHDAY GRAPHICS WILL BE FEATURED ON
6 x DIGITAL BILLBOARDS AROUND CHRISTCHURCH



6. LED TV ARC SIGNAGE - HOME GAMES
SIGNAGE IN PREMIUM LOCATIONS FOR BOTH
TELEVISION AND IN-STADIUM VIEWERS

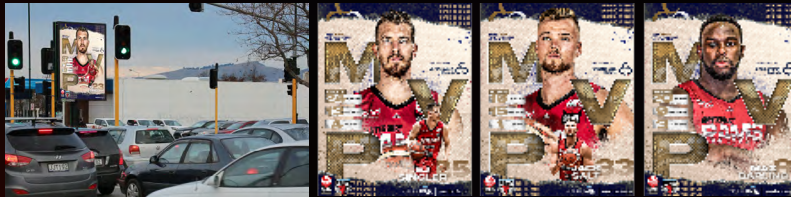
MVP PRESENTING PARTNER

BACK THE BEST!

Become the presenting partner of our Canterbury Rams home and away game MVPs. You will have your very own unique, stand-out social media graphics posted on all our social media platforms each and every week; promoting the MVP, key stats, and your brand!

YOUR EXPOSURE INCLUDES:

- Promotion of your brand on our Rams HQ app (for fan's voting)
- Exposure across Christchurch City on our digital billboards
- Minimum 18 x Social Media Graphics posted across all channels
- Co-Branded Graphics to feature your brands logos and colours
- Created by Weston Design, New Zealand's leading sports design agency



*Example graphics from the 2021 NZNBL season, presented by Christchurch Casino.

RAMS AND POUĀKAI SCHOLARSHIPS

SUPPORT JUNIOR BOYS & GIRLS PLAYERS FROM THROUGHOUT CANTERBURY & THE MAINLAND REGION IN MAKING BASKETBALL MORE ACCESSIBLE, ALL FUNDS GO TOWARDS SUPPORTING PLAYERS AND FAMILIES TO ACCESS BASKETBALL

The following donation levels are available

- \$500
- \$1000
- \$2,500
- \$5,000

Over the past 8 years with the support of Rams sponsors & supporters the Canterbury Regional Basketball Foundation has been able to contribute over \$250,000 towards players & families to support their basketball costs and removing barriers to participation.

MEDIA COVERAGE

RAMS IN THE COMMUNITY

CLICK IMAGE TO WATCH:



Te Puna Wai Youth Residence



Atmosphere



Pouakai & Rams Double Header at Christchurch Arena



Rams Home Games

RAMS NEWS COVERAGE

CLICK IMAGE TO READ:



New Zealand's soaring National Basketball League proving ratings hit for partners
stuff.co.nz



Canterbury Rams to wear retro singlets to support Child Cancer Foundation
stuff.co.nz



Canterbury Rams round up youth
sportnz.org.nz



Why did it take the Canterbury Rams 31 years to win an NBL title?
stuff.co.nz



Kiwi Tai Wynyard overcomes mental illness, rollercoaster career to sign landmark China deal
newshub.co.nz



THE PREMIUM VIEWING EXPERIENCE

You'll be so close to the action you can feel, hear and enjoy every dunk, every three-pointer and feel the energy as you're immersed in the atmosphere of our loud, action-packed home games – and we're on track for another sell-out season!

A premium and intimate viewing experience with your very own courtside table for up to 8 people, with top quality food & beverage service delivered to your table throughout the entire match.

A great opportunity to host clients, have a staff night out or to bring along your friends and family for the ultimate Rams VIP experience.



Courtside Hospitality Tables are included as part of our
Naming Rights, Gold & Silver Packages

RAMS SPONSOR LOGO PLACEMENT – SINGLETS

LEAGUE SPONSOR LOGO
80MM WIDE

SPONSOR/LOGO
80X80MM

**TEAM SPONSOR &
TEAMNAME SPACE**
300W X 200H

PLAYING NUMBER
FONT = IMPACT BOLD
100MM HIGH

***ALL NUMBERS/LOGOS
MUST BE VISIBLE WHEN
SINGLET IS TUCKED IN**



PLAYER NAME
FONT = IMPACT BOLD
60MM HIGH

SPONSOR/LOGO SPACE
270W X 130H

PLAYING NUMBER
FONT = IMPACT BOLD
200MM HIGH

SPONSOR/LOGO SPACE
*INDIVIDUAL PLAYER
SPONSOR CAN BE HERE
270W X 130H

// **UNIFORM BRANDING**

RAMS SPONSOR LOGO PLACEMENT – SHORTS

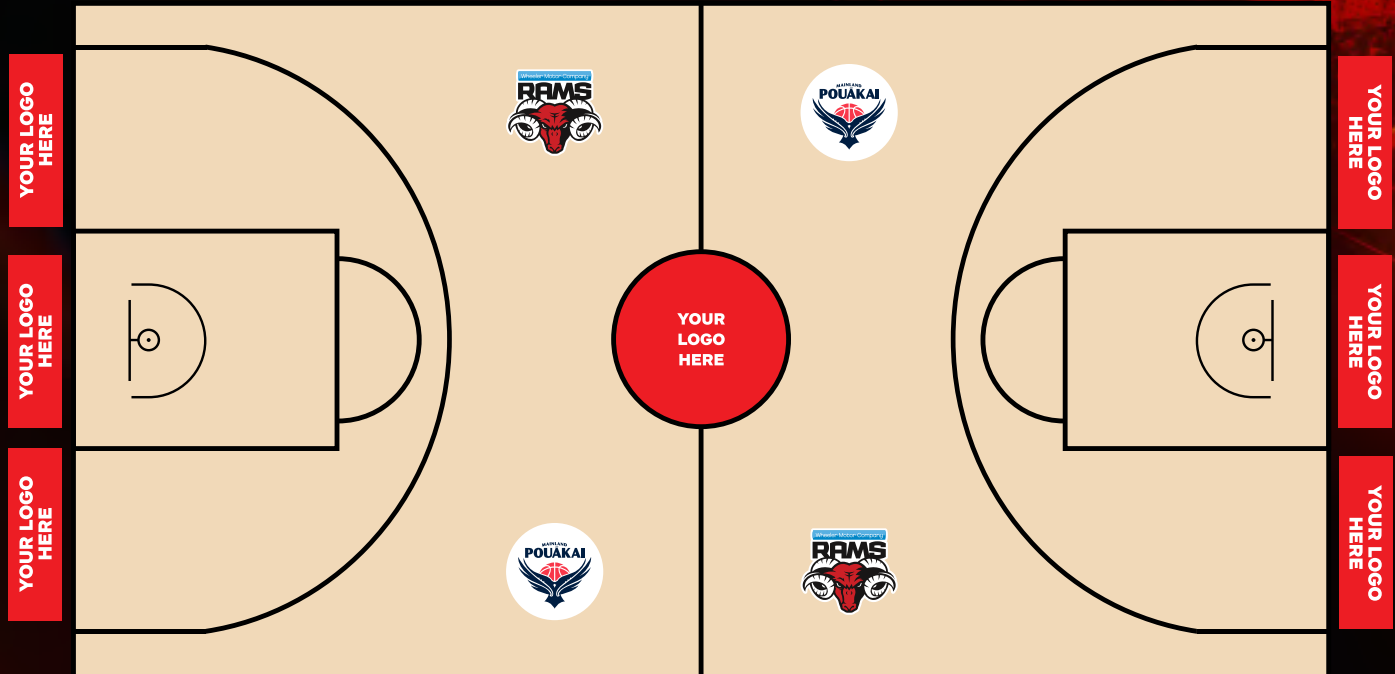
**SPONSOR/LOGO
SPACE
120W X 120H**

**LEAGUE SPONSOR
LOGO
120MM WIDE**



**SPONSOR/LOGO SPACE
120W X 120H**

ON-COURT BRANDING OPPORTUNITIES



BACKGROUND

The Canterbury Regional Basketball Foundation (CRBF) are the entity that own the Canterbury Rams. The CRBF along with Basketball Development Nelson Trust (BDNT) own the Mainland Pouākai which operates as the Taihi Basketball Aotearoa franchise for the upper south region.

The CRBF and the Harrison family have a strong association with basketball and have had heavy involvement in all aspects of the sport. Multiple family members have played for rep and national under age teams, we've coached and managed school and rep teams, run school and club programmes and have had members head coach at the US college level.

We are committed to both the development of women's and men's basketball in the region which has included development at the grass roots level including the Mainland Eagles Academy, In-Schools & Mentoring programmes. We had the opportunity to attain the NBL franchise men's license 8 years ago and now with the opportunity of the Taihi franchise women's license to contribute to the women's game in the region. We are looking forward to utilise these resources and brands to grow the game throughout the region.



Caleb Harrison | CRBF GM & Former US College Head Coach



Faith Harrison pictured with Andrew Harrison. Faith was a recipient of the Orix Canterbury Sports Lifetime Achievement Award.

CRBF TRUSTEE PROFILES

ANDREW HARRISON

Chair of Canterbury Regional Basketball Foundation

- Managing Director of Koau Capital Partners Ltd who provide investment and asset management services to over 20 Iwi and Maori Land Trusts with over \$1.5b of assets under Koau management
- Strong corporate executive management track record including as CFO and CEO at Ngai Tahu Group levels and Global Proposals Manager for Haliburton (Asia, Mexico & London)
- Strong commercial governance track record in entities with equity over \$100m including Iwi commercial governance and large private enterprises
Along with his wife Nicky, established and underwrote the foundation of Canterbury Regional Basketball Foundation and Canterbury Rams
- Current National Basketball League Board Member and former Basketball New Zealand Board Member
- Strong leadership, strategic, governance, investment management and transaction execution skills and experience
- Sports fanatic with heavy involvement in coaching and managing children sport

RICHARD COLEMAN

Trustee of Canterbury Regional Basketball Foundation

- Director I Koau Capital Partners Ltd concentrated on leading Koau's primary sector investments.
- Previously CEO of Ngai Tahu Seafood where he turned around an underperforming sector into Ngai Tahu's best performing
- Strong operational management, turnaround, compliance and financial skills and experience
- Sports fanatic with heavy involvement in coaching and managing under age sport

ISRAEL COOPER

Trustee Canterbury Regional Basketball Foundation

- Director & Founder of Home Development Group a national house builder and one of largest delivers of housing for Kainga Ora
- Co-founded a number of start tech companies and was previously a finance & corporate strategy Specialist at PricewaterhouseCoopers
- Strong entrepreneurial, leadership and marketing skills and experience