

S.E. MELBOURNE
PHOENIX

THE HEARTLAND
OF BASKETBALL

NBL 22
**CORPORATE
HOSPITALITY**

SOUTH EAST MELBOURNE PHOENIX



CEO'S MESSAGE

Welcome to the **HEARTLAND** of basketball.

NBL22 presents a unique and exciting opportunity for us to continue to build on the successes of our first two seasons, including a finals appearance in year two, and expand our Phoenix family. One that we'd love you to be a part of.

Feel the atmosphere of the Fire Pit and enjoy the corporate experience in the NBL22 season as we look to go one step further and bring home the title. We are committed to delivering the best game day possible and are excited to grow on an unbelievable first two seasons in the NBL.

Corporate experiences with the Phoenix are the perfect way to entertain clients and enjoy a world-class event. With the best seats in the house and access to premium catering and beverages, you are so close to the action you almost feel as if you are part of the game.

With a unique and incredibly exciting game night experience, a growing membership base, elevated entertainment and some of the best basketball players in the world, NBL22 will be the most exciting season yet and is the perfect time to join the Phoenix Corporate Family.

Our team is here to help you create an impressive and unforgettable experience that meets your goals and exceeds your expectations, every time.



Tommy Greer
CEO
South East Melbourne Phoenix





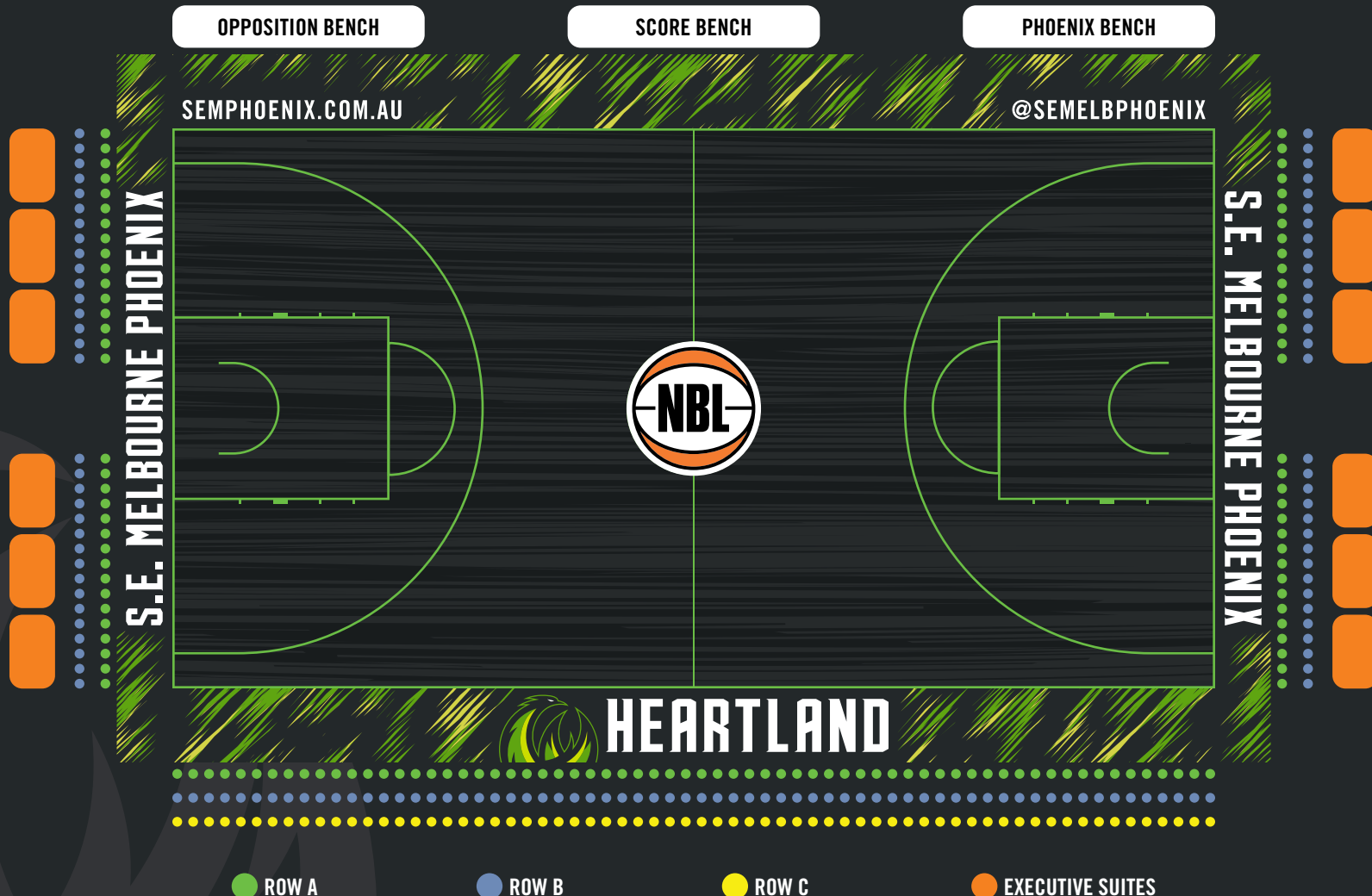
CONTENTS

STADIUM MAP	5
PHOENIX NEST	7
HOLLYWOOD SEATING	9
COURTSIDE SEATING	11
EXECUTIVE SUITES	13
BRANDING AND PARTNERSHIPS	15
PREMIER PACKAGES	16
PLAYER SPONSORSHIPS	21
PNX NETWORK	22
CONTACT US	23



STADIUM MAP

JOHN CAIN ARENA



**Seating configuration is subject to change due to COVID restrictions*



PHOENIX NEST

The Phoenix Nest is the place to be at John Cain Arena right before the tip-off.

Accessed through an exclusive VIP entrance, the function provides the perfect warm-up to the game, as well as a place to debrief after the game is over.

Whether you are entertaining clients, spending time with the family or just ready to support the Phoenix, the pre-game function will provide an amazing casual dining experience. Hear from some of our players and coaches as well as our special invited guests whilst enjoying some premium food and beverages.

INCLUSIONS

- VIP entrance into the Phoenix Nest
- Pre-game function, inclusive of live entertainment, premium food and beverages and guest speakers
- Access to courtside bars and snacks during the game
- Post-game function at selected Phoenix home games



HOLLYWOOD SEATING

INCLUDES PHOENIX NEST

Witness the jaw-dropping athleticism and skill of some of the greatest basketballers in the world, just metres from the action. Walk on the hardwood of the Fire Pit, where Phoenix continue their rise.

With seating literally on the floor, you will enjoy premium beer, wine and soft drink throughout the game as well as the opportunity to rub shoulders with celebrities and sporting stars.

INCLUSIONS

- VIP access to the Phoenix Nest
(see page 7 for details)
- Premium Courtside seating
- Access to courtside bars and snacks during the game
- One (1) personalised South East Melbourne Phoenix Jersey*
- Phoenix Membership Pack*
- Right of first refusal to your seat/s for the following season*
- 15% off game day merchandise

PACKAGE OPTIONS

HOLLYWOOD ROW A - SEASON RESERVED SEAT + PHOENIX NEST**	\$4,399pp inc. GST
HOLLYWOOD ROW A - SINGLE GAME SEAT + PHOENIX NEST	\$399pp inc. GST
HOLLYWOOD ROW B - SEASON RESERVED SEAT + PHOENIX NEST**	\$3,799pp inc. GST
HOLLYWOOD ROW B - SINGLE GAME SEAT + PHOENIX NEST	\$349pp inc. GST
HOLLYWOOD ROW C - SEASON RESERVED SEAT + PHOENIX NEST**	\$3,499pp inc. GST
HOLLYWOOD ROW C - SINGLE GAME SEAT + PHOENIX NEST	\$299pp inc. GST

*Available to season ticket holders only. **Includes 14 regular season home games at John Cain Arena.



COURTSIDE SEATING

SEAT ONLY PACKAGES

Witness the jaw-dropping athleticism and skill of some of the greatest basketballers in the world, just metres from the action. Walk on the hardwood of the Fire Pit, where Phoenix continue their rise.

INCLUSIONS

- Premium Courtside seating
- Access to courtside cash bar during the game
- Phoenix Membership Pack*
- 15% off game day merchandise

PACKAGE OPTIONS

COURTSIDE ROW A - SEASON RESERVED SEAT ONLY**	\$1,750pp inc. GST	SOLD OUT
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COURTSIDE ROW A - SINGLE GAME SEAT ONLY	\$199pp inc. GST	SOLD OUT
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COURTSIDE ROW B - SEASON RESERVED SEAT ONLY**	\$1,500pp inc. GST	
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COURTSIDE ROW B - SINGLE GAME SEAT ONLY	\$149pp inc. GST	
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COURTSIDE ROW C - SEASON RESERVED SEAT ONLY**	\$1,250pp inc. GST	
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COURTSIDE ROW C - SINGLE GAME SEAT ONLY	\$129pp inc. GST	
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*Available to season ticket holders only.

**Includes 14 regular season home games at John Cain Arena.



EXECUTIVE SUITES

INCLUDES PHOENIX NEST

Take your corporate hospitality to the next level with our Executive Suites.

Located metres from the court, this deluxe offering includes cinema-style seating for you and your guests. An executive suite provides you and your guests with a premium catering service as part of a memorable game-day experience.

INCLUSIONS

- VIP access to the Phoenix Nest
(see page 7 for details)
- Premium executive suite
(cinema-style seating)
- Dedicated signage behind your executive suite*
- One (1) personalised South East Melbourne Phoenix Jersey*
- Phoenix Membership Pack*
- Right of first refusal to your executive suite for the following season*
- 15% off game day merchandise

PACKAGE OPTIONS

EXECUTIVE SUITE - SEASON**

\$29,999 inc. GST

EXECUTIVE SUITE - SINGLE GAME

\$2,399 inc. GST

**Available to season ticket holders only.*

***Includes 14 regular season home games at John Cain Arena.*





S.E. MELBOURNE PHOENIX BRANDING AND PARTNERSHIPS

When you are building the foundations of a new club the first question you ask yourself is, what do we stand for?

From the beginning, our commitment was to be a club that represented South East Melbourne, to be a club that not only gathered support from the community, but gave support to the community, our **HEARTLAND**.

Our values: **Selfless, Respect, Honest, Progressive** and **Passionate** underpin every decision we make as an organisation whether that be for our players, staff, supporters or members.

We pride ourselves on building meaningful and trusted relationships with our partners through the connection of brands with the sport of basketball and our community.

Our commercial team works diligently to create new and innovative ways for businesses to achieve serious commercial value when establishing a partnership with the Phoenix.

- Branding opportunities
- Advertising / Signage including LED & TVC
- Fan engagement
- Brand integration
- B2B opportunities

Please contact our club for all partnership enquiries.



PREMIER PACKAGES

Become an official partner of the South East Melbourne Phoenix by mixing branding with corporate hospitality.

These packages are perfect for businesses wishing to engage their brand on game day with Phoenix members and fans.

You'll enjoy premium seating at all South East Melbourne Phoenix games and a host of other benefits from our packages.





PREMIER ONE PACKAGE

INCLUSIONS

- Recognition as an official partner of the South East Melbourne Phoenix
- Use of SEM Phoenix IP
- Recognition on all digital and social media platforms
- Brand recognition on the club's official website
- One personalised South East Melbourne Phoenix jersey
- One team signed South East Melbourne Phoenix basketball
- Four (4) corporate seasonal reserved seats including Phoenix Nest
- 10 tickets to two PNX networking events
- 10 tickets to two non match day events

PRICE

\$27,500 inc. GST





PREMIER TWO PACKAGE

INCLUSIONS

- Recognition as an official partner of the South East Melbourne Phoenix
- Use of SEM Phoenix IP
- Recognition on all digital and social media platforms
- Brand recognition on the club's official website
- One personalised South East Melbourne Phoenix jersey
- One team signed South East Melbourne Phoenix basketball
- 5% share of South East Melbourne Phoenix owned LED
- 30 seconds TV commercial at all regular season games
- One (1) solus EDM throughout the NBL22 season
- One (1) EDM tile throughout the NBL22 season
- One (1) Facebook post throughout the NBL22 season
- One (1) Instagram story throughout the NBL22 season
- One (1) LinkedIn post throughout the NBL22 season
- One (1) website takeover tile throughout the NBL22 season
- Eight (8) corporate seasonal reserved seats including Phoenix Nest
- 10 tickets to two PNx networking events
- 10 tickets to two non match day events

PRICE

\$55,000 inc. GST





PLAYER SPONSORSHIP

LIMITED: ONE AVAILABLE PER PLAYER

A unique opportunity to support a South East Melbourne Phoenix player in the NBL 22 season. This package allows you and a guest exclusive interaction with the club and players. You'll enjoy premium courtside seats and a host of other benefits.

INCLUSIONS

- Two (2) 2021/22 Courtside Row B reserved floor seats at all regular season home games
- Two (2) invitations to an exclusive Player Sponsor Dinner including a seat next to your sponsored player
- An NBL22 Phoenix Jersey and photo signed by your sponsored player
- Your name/logo to appear alongside your Player on the big screen during player call-on
- Your name/logo to appear on the Player Sponsorship page of the Phoenix website
- Two (2) tickets to an allocated exclusive club event throughout the season (*Event TBC*)
- One (1) video message from your sponsored player during the season
- Right of first refusal for sponsorship of your player for the following season

PRICE

\$4,500 inc. GST



PNX NETWORK

PROUDLY SUPPORTED BY ASHFORDS

PNX Network Events are a series of networking events that combine basketball with business in a relaxed environment.

PNX Network cultivates relationships and most importantly facilitates real opportunities for your business, offering you and your organisation unprecedented access to the Phoenix network.

Our purpose is to provide creative value and premium experiences via our networking program, with our people committed to creating connections with integrity.

Our first non-game day PNX Network event, 'Building a Brand', was held at Zinc, Federation Square in May, 2021 and was a stunning success.

Join us as we provide further networking opportunities on and off the court.



CONTACT US



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S.E. MELBOURNE PHOENIX



THANKS TO OUR MAJOR SPONSORS



SOLOS



DEEP
HEAT

