



Sponsorship Opportunities

Youth Development Program

The Collingwood Community Youth Development Program



The Youth Development Program is designed to engage boys and girls between the ages of 10 to 22 in a team and club environment where they participate in physical activity, education support, life skills development and contribute to and give back to the community.

Leveraging being a member of a team and playing basketball, participants will be required to demonstrate commitment to the sport, their education and life skills and contribute to the community's growth.



The program brings together boys and girls from a diverse local catchment of cultural and socio-economic backgrounds to play, learn and participate together and supports the understanding, education and integration of people from all backgrounds and heritages from a young age.

Program details

We have built a three Pillar Approach:



Basketball

A structured program that develops their fundamental skills, teamwork, and commitment to provide the opportunity to be the best they can be



Academic and Life Skills

Equipping participants with the skills and tools needed for successful lives and careers



Community

Participating in activities to build a sense of community and volunteering for the benefit of others

These pillars create a virtuous circle where sport improves life skills and civic values, spreads the message within the community, and increases the number of participants.

Why is our Program important?

The City of Yarra Local Government Area is home to the largest population of public housing residents in Victoria with some 8,000 people, comprising just under 10% of Yarra's total population.

Victoria as a State is home to the largest concentration of Sudanese migrants with the 2016 census showing 8,416 Sudanese born migrants living in the state, the majority of which reside in Melbourne and a large proportion within our community.

Crime and anti-social behaviour is a particular issue within our community with Sudanese youth accounting for 1% of the state's alleged criminal offenders, whilst only making up 0.1% of Victoria's population.

Further, the most recent information from Justice Victoria, excluding inmates from Australia and New Zealand who make up 78.1%, shows that Sudanese account for 8% of

the remaining population, the second-highest group behind Vietnam.

8% of Yarra residents are below 650 on the Advantage/Disadvantage Index compared to an average of 0% for Victoria and 1% for Australia

In the Victorian Government's Youth Justice Strategic Plan, 2020-2030, published in May 2020, Crime within the Sudanese community was explicitly addressed and noted that "young people from culturally and linguistically diverse groups are over-represented in Youth Justice, particularly those from Sudanese, Maori and Pacific Islander backgrounds."

These boys and girls are some of the most vulnerable kids in the entire country and for this reason we see our role, as a local hub for sport in our Community, to invest in programs for positive change for their future lives and prospects.

Sponsorship Packages

We have a number of sponsorship packages available, which will not only support our community, but will offer extensive brand awareness for your business.

Support activities	Platinum	Gold	Silver	Bronze	Details
Youth Development Program Branding	Yes	-	-	-	Official Documents, Minisite, Program Documents, Socials
Competition Sponsorship	Yes	-	-	-	Rep Boys, Rep Girls, Sunday Night, Monday Night
Recognition/Attendance at Media & Government Events	Yes	-	-	-	
4xBanner Placement at all home Games	Yes	-	-	-	Home Bench, Away Bench, Both Baskets
Singlet	Yes	Yes	-	-	Big V Men, Youth Men,
Pre Match Announcements	Yes	Yes	-	-	
Digital Advertising	Yes	Yes	Yes	-	
3xBanner Placement at all home Games	-	Yes	-	-	Home Bench, Away Bench, One Basket
2xBanner Placement at all home Games	-	-	Yes	-	Home Bench, Away Bench
1xBanner Placement at all home Games	-	-	-	Yes	Home Bench
Advertisement in our Program Documents and Big V Game Day Program	Half Page	Quarter Page	Logo		
Sponsors and staff opportunity to play social competition with Youth League team members/Coaches	Yes	Yes	Yes	Yes	Playing with College prospects, Ex NCAA players and Big V MVP
Speaking and Function Attendance at your events by Program Director and/or Team Players	4 p.a.	3 p.a.	2 p.a.	1 p.a.	
Promotion via our Website and Social Media (including players)	Weekly	Fortnightly	Monthly	Monthly	
Use of our Logo and Program details for your promotion	Yes	Yes	Yes	Yes	i.e. Proud Supporter of At Risk Youth Development
Sponsor Evening at a home Game (including attending pre match address and post match player function)	Yes	Yes	Yes	Yes	
Opportunity for children of staff, family and friends to attend clinics with high profile players (when they occur)	Yes	Yes	Yes	Yes	
Cost p.a. (\$)	20,000	15,000	10,000	5,000	
Availability	4	4	5	5	

Meet our Program Director

Manny Hendrix Jnr is our Director, the creator and the driving force of our program.

Manny has a passion for the program and the boys and girls who participate that is driven by his own experiences growing up, the opportunity that Basketball and education gave him and the unique place the Club has in the local community housing zone.

Growing up in the United States, Manny was exposed to all walks of life.

Being the son of an NFL player, he grew up in a middle to upper-class home life, but most of his friends grew up in single-parent households with government funding.

Sports brought them together but also introduced Manny to bad habits and poor influences, and in year 9, Manny was expelled from school for behaviour issues and not focusing on his studies.

Looking back now, this was driven by Manny wanting to “hang out with the cool kids”, all of whom were poorly behaved and getting bad grades.

Manny was fortunate enough to have parents who held him accountable for his actions, and while the cool kids and friends he was trying to emulate continued to stray down the wrong path, he had a choice, and with the support of structure and routine from his parents and community, he chose sports and school.

Some of his friends weren't so fortunate, with some murdered through gang violence, others served jailtime for armed robbery. Others fell into a cycle of drug abuse, but Manny's support system of structure, routine, and constantly being busy and engaged kept him on the right path.

It's easy for players to fall between the cracks and go down the wrong path. Manny shares his real-life experiences and stories with the boys and girls he mentors to guide them and help them understand that Basketball, school and the program we are building can be a vehicle that can get you a good education, enhance your career opportunities and even travel the world playing Basketball.

Manny has inspired the creation of this program from the ground up and is involved in running, growing and expanding it daily.

He not only oversees and teaches the basketball curriculum, but he talks with and mentors the kids, engages with our Partners, Government and parents and works within the community to expand the reach and number of kids we can influence to make better choices and change their lives.



Manny Hendrix Jnr

Program Director

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