



GATORS BASKETBALL SPONSERSHIP PACKAGES

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Established in 2008, Gators Basketball Academy is a registered, not-for-profit organization providing excellence in basketball programming and an opportunity for young athletes to play at all skill levels. Our well trained, certified staff, coaches and volunteers work with individual players and teams to develop practical basketball and leadership skills that enable them to further develop and improve as athletes and as members of our community.

From Back-2-Basic Basketball to Elite AAU Teams, Gators Basketball Academy provides a significant opportunity for young people in the Greater Toronto Area and beyond.



OUR VISION

Strengthening children and youth through sports, by teaching them life changing skills through **HARD WORK**, **TEAM UNITY** and **FAIR PLAY**.



Encourage participants to increase physical literacy and levels of physical activity while ensuring a high quality sport experience.




OUR MISSION



**TO GAIN THE
KNOWLEDGE AND SKILLS
OF THE SPORT EACH ATHLETE
PARTICIPATES IN, BY TEACHING THE
BASIC FUNDAMENTALS OF THE GAME**

OUR GOAL



- PROVIDE A SAFE, FRIENDLY AND POSITIVE ENVIRONMENT.
 - PROMOTE AND DEVELOP AMATEUR BASKETBALL WITHIN OUR ORGANIZATION.
 - ENCOURAGE PARTICIPANTS TO PLAY TO THEIR FULL POTENTIAL.
 - PROVIDE QUALIFIED AND MOTIVATIONAL COACHES AND VOLUNTEERS.
- 



OUR PROGRAMS

PLAY IN LEAGUES

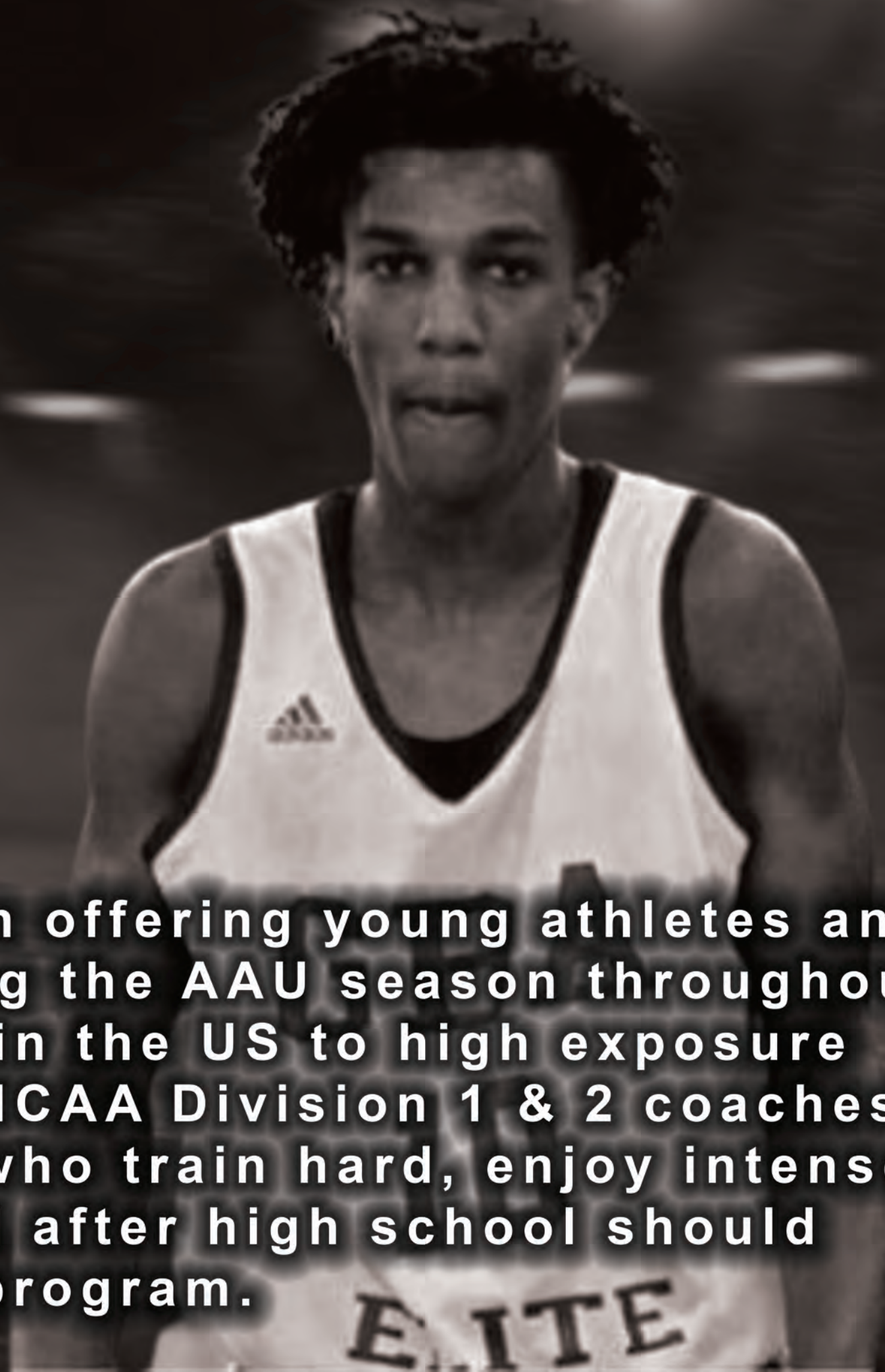
OUR REP TEAMS PLAY IN THE MOST POPULAR
BASKETBALL EXPOSURE LEAGUES





AAU TRAVELING TEAMS

Gators Basketball Academy Elite believes in offering young athletes an opportunity to showcase their abilities during the AAU season throughout North America. Gators Elite travel mainly in the US to high exposure tournaments and camps to play in front of NCAA Division 1 & 2 coaches and Canadian Universities as well. Players who train hard, enjoy intense competition and aspire to play basketball after high school should participate in our AAU program.



The question is not whether

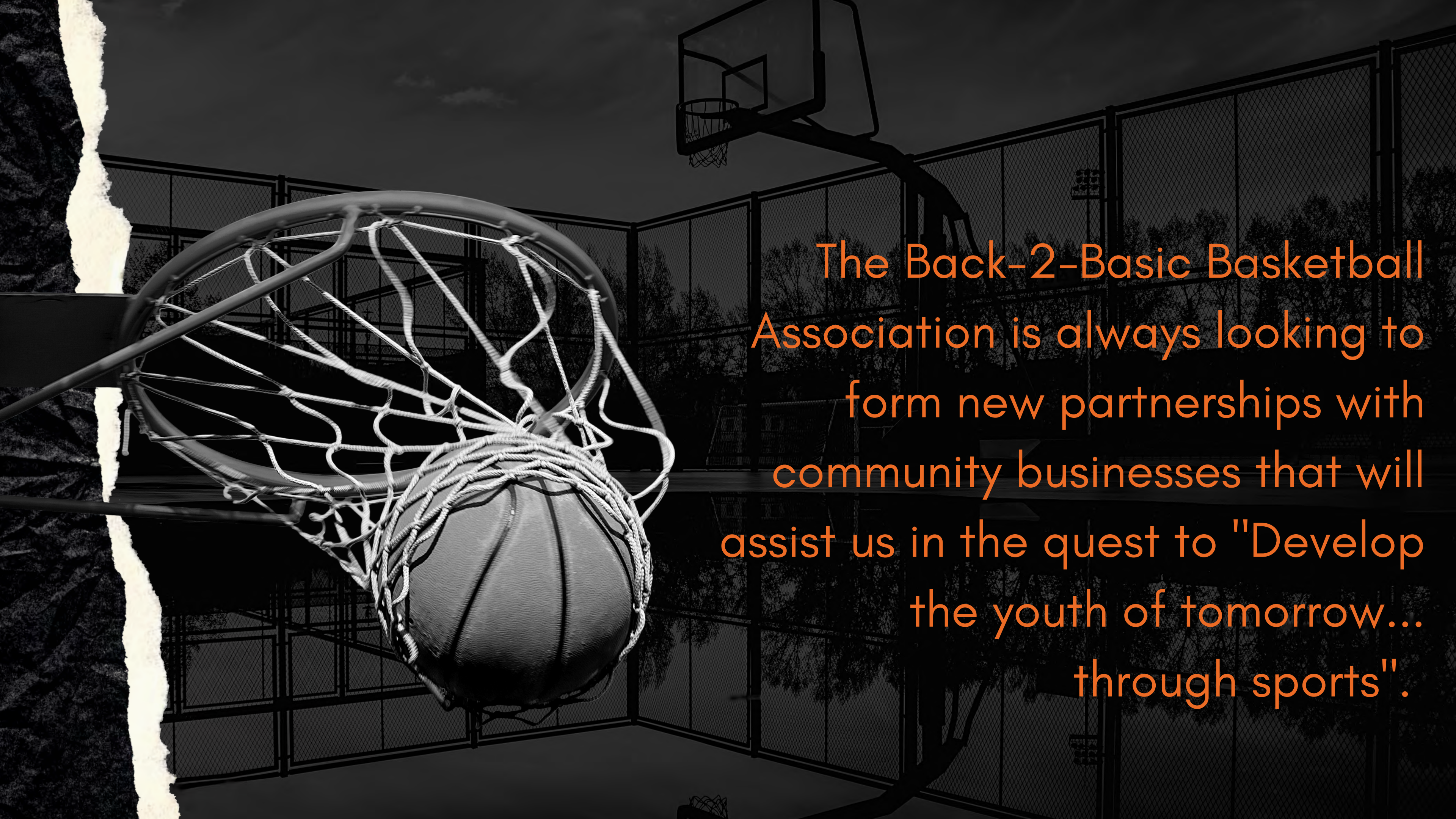
”

we can afford to

invest in every child;

it is whether

“ we can afford not to.



The Back-2-Basic Basketball Association is always looking to form new partnerships with community businesses that will assist us in the quest to "Develop the youth of tomorrow... through sports".

Sponsorship Benefits

(Limit Based on Package)

SPONSORED CONTENT

Your business will get exclusive access to sponsored content.

BRAND AWARENESS

Your business will get exposure in the community.

MAILING LIST

Your business will be included in digital distribution to a database of up to 1000+ people.

COMMUNITY REACH

Your business will have an opportunity to distribute approved sponsor products / materials to all teams and at events.

Player Sponsorships Opportunities

\$100-\$1,000	\$1,000-\$1,500	\$2,000
<p>"Will cover a portion of a players fees."</p> <p>Tax Receipt</p> <p>Logo/Name on Our Sponsor Page of Website</p>	<p>"Will cover a players uniform/warmups/bag."</p> <p>Tax Receipt</p> <p>Logo/Name on Our Sponsor Page of Website</p>	<p>"Will cover full cost of a players season Fees."</p> <p>Tax Receipt</p> <p>Logo/Name on Our Sponsor Page of Website</p>
\$2,500-\$5,000	<p>Name/Logo in a Monthly Newsletter</p> <p>Photo of Player</p>	<p>Name/Logo in a Monthly Newsletter</p> <p>Photo of Player</p> <p>Advertisement in a Monthly Newsletter</p>
<p>"Will cover full cost of a players season, & player Tournament/Travel Costs."</p> <p>Tax Receipt</p> <p>Logo/Name on Our Sponsor Page of Website</p> <p>Name/Logo in a Monthly Newsletter</p> <p>Advertisement in a Monthly Newsletter</p> <p>Player Progress Report</p> <p>Plaque with player photo</p> <p>Player Highlight Mixtape Sponsored by your Company</p>		



Tax Receipt will be provided.

Team Sponsorships Opportunities

\$500-\$1,000	\$1,500-\$3,000	\$3,000-\$5,000
<p>"Will cover the cost of 1-2 Tournament Fees."</p> <p>Tax Receipt</p> <p>Logo/Name on Our Sponsor Page of Website</p>	<p>"Will cover the cost of Tournament and/or Portion of Player Fees."</p> <p>Tax Receipt</p> <p>Logo/Name on Our Sponsor Page of Website</p> <p>Name/Logo in 2 Monthly Newsletters</p> <p>Team Photo</p>	<p>"Will cover the cost of Tournament and/or Portion of Player Fees."</p> <p>Tax Receipt</p> <p>Logo/Name on Our Sponsor Page of Website</p> <p>Name/Logo in 3 Monthly Newsletters</p> <p>Advertisement in 3 Monthly Newsletters</p> <p>Plaque with Team Photo</p>



Tax Receipt will be provided.

Team Sponsorships Opportunities Con't

\$5,000-\$10,000		\$15,000-\$20,000
<p>"Will cover the cost of Tournament and/or Portion of Player Fees and/or Travel Costs."</p> <p>Tax Receipt</p> <p>Logo/Name on Our Sponser Page of Website</p> <p>Name/Logo in 6 Monthly Newsletters</p> <p>Advertisement in 6 Monthly Newsletters</p> <p>Team Progress Report</p> <p>Plaque with Team photo</p> <p>Team Highlight Mixtape Sponsored by your Company</p>		<p>"Will cover the cost of Tournament and/or Portion of Player Fees and/or Travel Costs."</p> <p>Tax Receipt</p> <p>Logo/Name on Our Sponser Page of Website</p> <p>Name/Logo in 12 Monthly Newsletters</p> <p>Advertisement in 12 Monthly Newsletters</p> <p>Team Progress Report</p> <p>Plaque with Team photo</p> <p>Team Highlight Mixtape Sponsored by your Company</p> <p>Logo on Warm-Up and/or Jersey</p>



Tax Receipt will be provided.

Corporate Sponsorship Opportunities

Silver Level \$10,000	Gold Level \$15,000	Platinum Level \$20,000
Logo on Website	Logo on Website	Logo on Website
Logo on Digital Flyer / Newsletter	Logo on Digital Flyer / Newsletter	Logo on Digital Flyer / Newsletter
Logo on Banner	Logo on Banner	Logo on Banner
Logo on T-shirts	Logo on T-shirts	Logo on T-shirts
	Logo on Warmup Shirt (Rep)	Logo on Warmup Shirt (Rep)
	Logo on Backpack (Rep)	Logo on Backpack (Rep)
		Logo on Game Jersey (AAU)



Tax Receipt will be provided.

A graphic featuring silhouettes of approximately 15 people of various ages and builds, holding hands in a large circle. The silhouettes are dark blue against a solid blue background. The text 'Community Donations' is overlaid in the center in a large, bold, orange font.

Community Donations

Small business and personal donations are accepted
from \$100 to \$5,000.

Community Sponsorship Opportunities

\$100 - \$1,000	\$1,000 - \$3,500	\$3,500 - \$5,000
Name in Monthly Newsletter	Name in Monthly Newsletter	Name in Monthly Newsletter
	Newsletter Promotion	Newsletter Promotion
	Name on Website	Name & Logo on Website
		Name & Logo on Social Media



Tax Receipt will be provided.

**Giving is not just about
making a donation.**

”

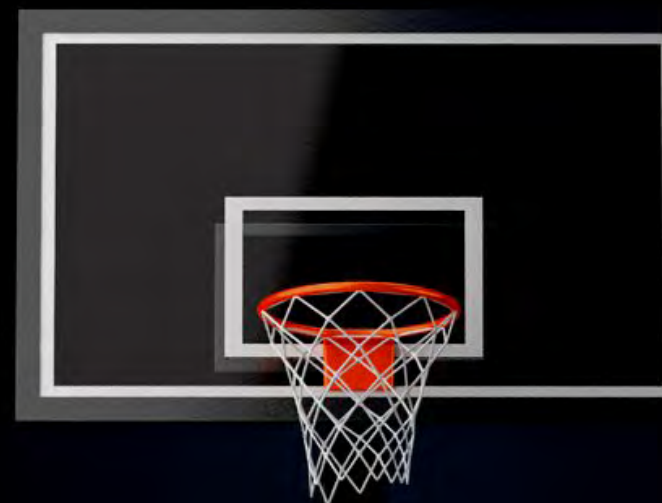
**It is about making a
difference.**

“

SUPPORT OUR ATHLETES

Steps

- 01** Please review the enclosed budget proposal and sponsorship packages.
- 02** Fill out and submit the Sponsorship Form.
- 03** Please make all cheques payable to Back 2 Basic Basketball.



Thank you for committing to our program
as a sponsor.

Please be assured by becoming a sponsor,
you are providing our children and youth with
high quality structured programs and
years of invaluable experiences.
Thank you for your consideration.



Why Basketball?

WELL-KNOWN

Basketball is the second most popular sport in the world. It has more than a billion fans watching and playing all over the world.

COST MATTERS

According to a 2018 Ipsos poll of 1000 Canadian parents, the cost of one child to play a season of basketball was \$371, cheaper than most sports.

ABILITY

The ability to play basketball is not bound by court availability. There are outdoor and indoor courts. Parks and playgrounds. The ability to play basketball is year-round.

REPRESENTATION

The sport of basketball seems to transgress cultural or religious barriers. Basketball represents people of colour.

Success of Ontario Athletes



77%

U16/U17 CMNT Athletes
from Ontario (2015-19)



73%

U18/U19 JMNT Athletes
from Ontario (2015-19)



NBA DRAFT

10 of 20 Canadians selected in the 1st Round from Ontario

Natalie Achonwa
Kia Nurse
Dreghal Carlton
Rays Alexander

Corey Joseph
Tyler Ennis
Trey Lyles
Jamal Murray

Andrew Wiggins
RJ Barrett
Anthony Bennett
Shai Gilgeous-Alexander
Tristan Thompson

107

International Players



68%

108 of 159
Canadian Men in NCAA
from Ontario

41

Countries



80 > 103

103 of the 641
International Women in NCAA
from Canada
(up from 80 in 2015)

17

Canadians

● International Athletes ● Canadians

GATORS ALUMNI



AJ Lawson

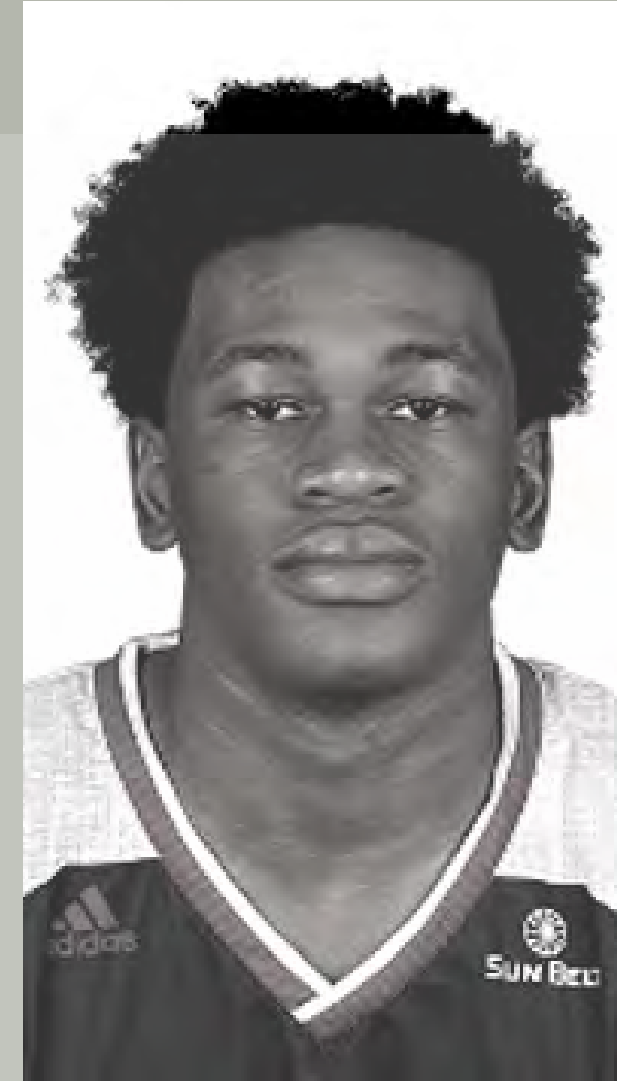
Atlanta Hawks

Present



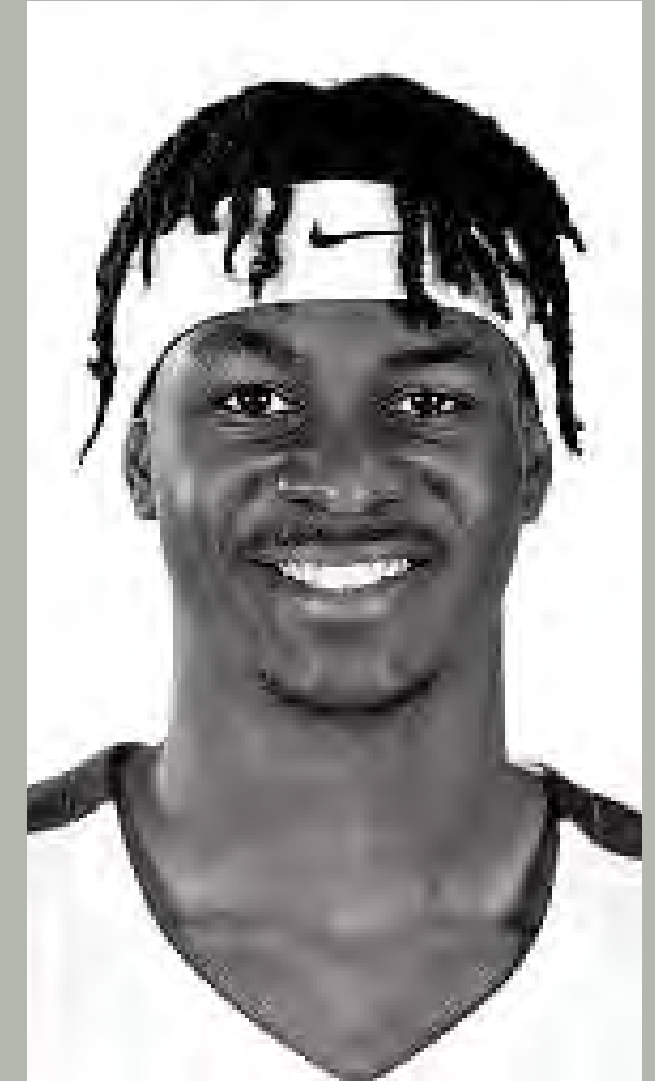
**Tyrell
Gumbs-
Frater**

Coast Carolina
2018



**David
Walker**

Southern Alabama
Present



**Emanuel
Miller**

Texas A&M
Present

GATORS ALUMNI



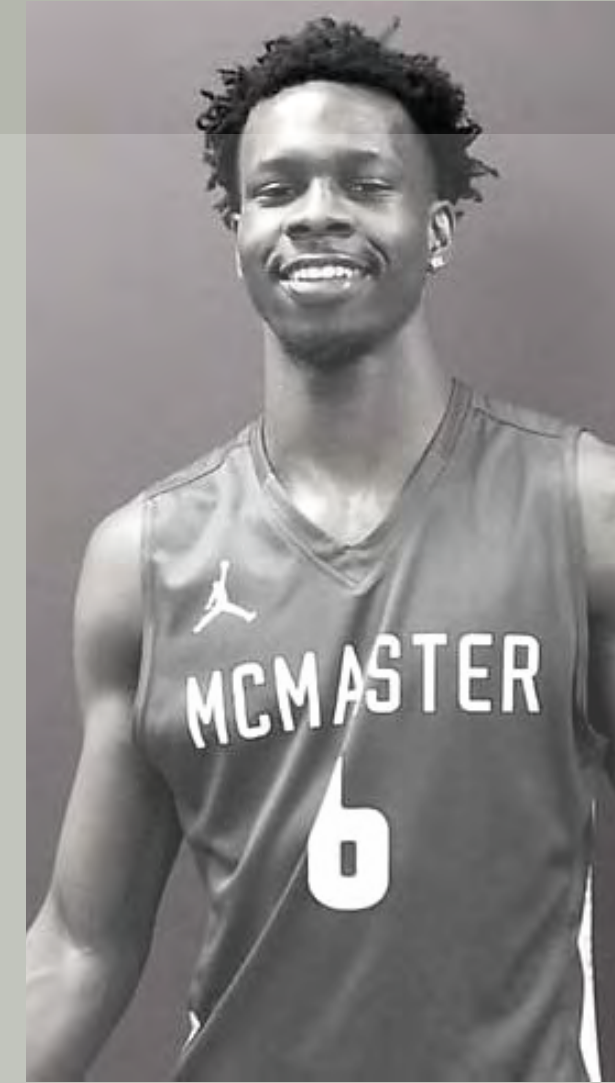
**Michael
Nuga**

Kent State



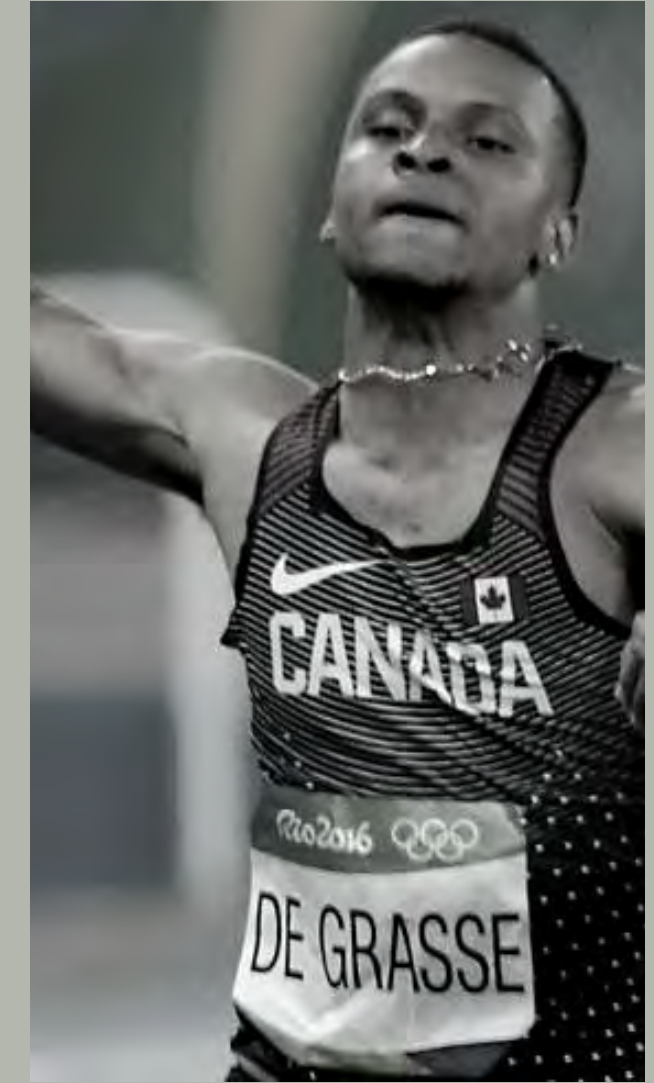
**Ahmad
Athman**

Fraser Valley
University
Canada
Present



**Tristin
Lindo**

McMaster University
Canada
Present



**Andre De
Grasse**

Olympian
Present

BENEFITS OF WORKING WITH OUR ORGANIZATION

Our organization has been around since 2008 and continues to have great success working with our young athletes. We are currently one of the largest programs in Canada with over 25 competitive teams, ranging from grades 3 to 12. All of our Elite teams between grades 3 to 12 are ranked within the top teams in Ontario.

We take great pride in pushing our youth athletes to their full potential which is why we have had such great success. We have participated in many camps, showcases and tournaments where our teams were ranked highly within their ranking systems.

SOCIAL MEDIA



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academy.com**



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@gatorsfamily



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**Gators
Basketball
Academy**

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Ken Szeto (Director of REP/Development/Youth League/Select ID) | (647) 283-1873

Junior Davy (Director of Development/Youth League/Select ID) | (647) 886-9561