



# **Triple Threat Basketball Program**

## **Sponsorship Package**

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## Introduction

Thank you, for considering sponsorship of the Triple Threat Club Basketball program or one of our many community events.

There are several benefits to sponsor our team's activities:

**Be involved in one of the fastest growing sports in Canada.** The number of young men and women who have involved themselves in basketball has increase volumes over the last 5 years. The general excitement for the sport received a boost in popularity when the Canadian Men's National team finished 7<sup>th</sup> at the 2000 Olympic Games in Sydney, Australia with a record of 5 wins and only 2 loses (2<sup>nd</sup> best record in the tournament).

**Position your organization with an attractive demographic.** 90% of players involved in elite basketball programs will attend or graduate from a four-year college. All of our athletes are between the ages of 14 – 18 and spend an average of \$ 1,500 per year on sporting goods/ athletic purchases.

### **There are several ways to support the club:**

- Sponsor the club
- Donate money to become an official team sponsor
- Offer our team members a discount on merchandise or services
- Donate products/services to the team to be raffled at our tournaments.

### **Sponsor a tournament:**

- Donate money to become an event sponsor
- Donate products or services for a tournament
- Provide volunteer support at tournaments

### **Other ways?**

We welcome your suggestions and thoughts on sponsorship and would love to discuss any creative ideas you have.

Please take a few minutes and review the material contained in this sponsorship package.

You will find the following items:

- Triple Threat Team Fact Sheets
- Team Sponsorship Opportunities
- Tournament Sponsorship Opportunities
- Our website, newsletter, membership cards
- Sample Event Brochure
- Sponsorship Program Agreement Form
- Contact Information

Thank you,  
Winston Brown  
[winstonbrown@shaw.ca](mailto:winstonbrown@shaw.ca)

## Triple Threat Team Fact Sheet

<b>Name</b>	Triple Threat Club Basketball Team		
<b>Website</b>	<a href="http://www.triplethreatbasketball.ca">www.triplethreatbasketball.ca</a>		
<b>Date Formed</b>	September 2003		
<b>Location</b>	The Lower Mainland of British Columbia (Vancouver, Richmond, Burnaby, North Vancouver) with a population of over 2,000,000.		
<b>Membership</b>	The club membership will be approximately 72 players (36 male and 36 female) on our teams as well as between 300 - 500 kids involved in our camps and clinics.		
<b>Mission</b>	<p>The purpose of the Triple Threat Basketball Club is to provide our players with a program that is based around opportunity and development.</p> <p>The Triple Threat developmental goals are to better and develop –</p> <ol style="list-style-type: none"> <li>1. Each player's physical and mental skills and abilities</li> <li>2. Each individual's character skills.</li> </ol> <p>We expect each player to learn how to compete, be disciplined/dedicated and understand the importance of team basketball. We encourage our players to respect the game and in return the game will respect them.</p> <p>We give our players opportunity in a couple of facets:</p> <ol style="list-style-type: none"> <li>1. Opportunity to have knowledgeable and dedicated coaches.</li> <li>2. Opportunity to play at the highest competitive levels.</li> </ol> <p>By offering these opportunities we believe each player will greatly improve their overall talents and enter post secondary basketball as a polished and fundamentally sound player.</p>		
<b>Major Club Activities</b>	<ul style="list-style-type: none"> <li>• Queens of the Court 3 on 3 Tournament</li> <li>• Fall Brawl 3 on 3 Tournament</li> <li>• Spring Fever Basketball League</li> <li>• Summer Heat Invitational Tournament</li> <li>• Triple Threat Basketball Supercamp</li> </ul>		
<b>For More Information</b>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">           Winston Brown, Head Coach            (604) 831-2753  <a href="mailto:winstonbrown@shaw.ca">winstonbrown@shaw.ca</a> </td> <td style="width: 50%; border: none;">           Paul Chiarenza, Head Coach            (604) 765-4034  <a href="mailto:paulchiarenza@shaw.ca">paulchiarenza@shaw.ca</a> </td> </tr> </table>	Winston Brown, Head Coach (604) 831-2753 <a href="mailto:winstonbrown@shaw.ca">winstonbrown@shaw.ca</a>	Paul Chiarenza, Head Coach (604) 765-4034 <a href="mailto:paulchiarenza@shaw.ca">paulchiarenza@shaw.ca</a>
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## Team Sponsorship Opportunities

### Sponsorship Will Receive

- Sponsor's Name/Company name printed on club T-shirts
- Sponsor's Name/Company name printed on club uniforms
- A banner add on our website with a link to your website
- Sponsor's logo/name included in print newsletter
- Sponsor's website address printed in emails
- Distribution list of club's members subject to the club's privacy policy

### Sponsorship Levels

These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

<b>Gold \$1000/Annual</b>	<b>Silver \$500/annual</b>	<b>Bronze \$100/annual</b>
* Prominent logo recognition on the Triple Threat website.	* Silver level logo recognition on Triple Threat Team website	* Bronze level logo recognition on Triple Threat Team website.
* Prominent logo recognition on all Club clothing.	* Logo on all Club clothing	* Logo on all Club clothing
* Prominent logo recognition in all print material.	* Logo recognition in all print material	* Logo recognition in all print material.
* Company banner at all official club events	* Logo on Club banner displayed at the official Club events.	* Logo on Club banner displayed at official Club events.

### Merchandise

We also accept product donations. Our team maintains a strong presence at tournaments throughout the province. We can also setup product booths at our 3 tournaments and raffle off donated merchandise. This provides a win-win, the team receives funds and your product receives exposure to 100 - 250 elite athletes as well as 200 - 500 spectators each day.

### Team Discounts

If your organization cannot provide a monetary or product donation we also are interested in team member discounts. We encourage our team members and friends to support our sponsors!

### Did we miss something?

We are open to creative ideas. If you have a sponsorship idea for the club please contact us.

## Event Sponsorship Opportunities

### Our Events

Triple Threat organizes many community events to (1) encourage participation in basketball and (2) to fund the activities of the club.

Our events can only take place with the strong participation and support of our sponsors.

When	Event	Description
April – May	Spring Fever League	An elite spring league involving 16 - 24 of the top teams from the Lower Mainland and the Fraser Valley. This league is a great bridge between the school season and the summer Provincial team season.
May	Queens Of The Court 3 on 3 Tournament	A full court 3 on 3 tournament that combines the compact play of 3 on 3 basketball with the exciting transition play of regular 5 on 5 basketball. This event often attracts players from the island and the interior because it is a one day event.
June	BC Club Championships	A club tournament that would involve 16 – 24 of the top club teams from across the province. This event would be co-hosted with Basketball BC.
July (early)	Mini Dribblers Basketball Camp	A fundamental basketball camp aimed at children 9 - 12. The camp covers all the basketball basics: Shooting, passing, dribbling, and defense.
July (mid)	Triple Threat Elite U15 Camp	An elite camp aimed at children 13 - 15. This camp is designed to challenge young athletes, help them set goals, and give them drills and advice on how to reach these goals.
July (late)	Summer Heat Club Basketball Tournament	A club basketball tournament that would include 16 - 24 teams from BC, Alberta and the US.
Aug – October	Fall Ball League	A fundamental fall league involving 8 – 12 U15 teams from the Lower Mainland and the Fraser Valley. This league will be aimed at developing the fundamentals of younger players heading into their basketball season
September	Fall Brawl	See “Queens of the Court”

### Sponsors will receive:

- Sponsor’s Name/Company name printed on event t-shirts
- A banner ad on event web page with a link to the sponsor’s website
- Company banner displayed courtside (supplied by sponsor)
- Sponsor’s name/logo printed on event brochure
- Possible naming rights to events (i.e. The “Acme Company Club Championships”)

### Did we miss something?

We are open to creative ideas. If you have a sponsorship idea for a club event or would like us to help in planning an event for your organization please contact us.