

# Media Kit



[www.younglifebasketballacademy.com](http://www.younglifebasketballacademy.com)





## We need your support! Become a sponsor!

Young Life Basketball Academy (YLBA) is looking to find sponsors to help provide meaningful and life-changing opportunities for high school youth to chase their academic & athletic dreams beyond high school.

We're looking to level the playing field. The expenses to participate in today's AAU environment limit who can play. We want to give individuals a fighting chance to be seen and compete for potential college scholarships.

An AAU team's average cost per season is roughly \$48K; expenses include a training facility, tournament fees, equipment, uniforms, practice gear, & travel expenses. As a result, the average cost per player for a season is \$4,000. Our program will strive to participate in three seasons: Spring, Summer, & Fall.

Your sponsorship will provide a real opportunity for individuals to participate in a program that will teach them core values to be impactful role models in their communities. Let's give them that chance to make a difference.



## TIER SPONSORSHIP

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A tier sponsor's logo will be featured in the area just above our site footer. The logo will be linked to the sponsor's site and open in a new window to allow users to engage with the sponsor. In addition, we will acknowledge sponsors for their donations on social media (Facebook, Instagram, and Twitter).

|                                     |                                  |          |
|-------------------------------------|----------------------------------|----------|
| <b>TIER<br/>SPONSOR<br/>OPTIONS</b> | Uniform & Practice Gear Sponsor: | \$ 3,500 |
|                                     | Tournament Sponsor:              | \$ 4,000 |
|                                     | Facility Sponsor:                | \$ 5,000 |

### Requirements for Logo Display

- PNG File
- Transparent Background
- All White Logo
- Height: 45px

### Targeted Design Display





## SESSION SPONSORSHIP

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Level 1 thru 3 sponsors will be featured more prominently on our site with a larger logo and image. In addition, we will acknowledge sponsors for their donations on social media (Facebook, Instagram, and Twitter).

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|--|--|
| <b>SESSION<br/>SPONSOR<br/>OPTIONS</b> | Level 1 – Season Sponsor: \$ 12,000          |
|  | Level 2 – Season Sponsor: \$ 36,000          |
|  | Level 3 - Ultimate Season Sponsor: \$ 48,000 |

### Level 1

Sponsorship covers the total cost of participation (facility rent, gear, and tournament fees) for a season.

### Level 2

Sponsorship covers the total cost for travel (hotel and airfare) for six events for a season.

### Level 3

Sponsorship covers the total cost of a full season, which includes participation and travel.



## CONTACT US

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We're looking to grow our program into a nationally recognized leader in excellence. Our program stresses the importance of working together, communicating effectively, and giving your all to achieve success. Wins and losses don't determine success in life. Your character defines who you are by how you compete!

We appreciate and accept all levels of support from individuals and businesses. Our program will acknowledge any form of support via social media to express our gratitude for your commitment to making a difference. The right to display a logo on our site is reserved for contributions of \$2,000 or greater.

Our goal is to build long-term relationships in the community and with sponsors globally to provide impactful and unforgettable experiences for our youth. They are our future, and we need to build a solid foundation for them to stand on.

Thank You!

**Michael D. Coleman**

***Director***

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Follow us @YLBAHoops

