

NUSTEP BALLERS TEAM SPONSORSHIP

For the 2016/17 REP/AAU Basketball Season



Dear Potential Sponsor,

NuStep Basketball Academy is a Toronto-based organization that provides youth and adult basketball programs in the downtown community. In partnership with the Durham City Basketball Association we introduced two new Toronto expansion teams, the NuStep Ballers, for the 2015/16 season and participated in high-level competitive REP basketball in the Grade 6 (U12) and Grade 9 (U15) boys divisions. We are now an official division of NuStep Athletic Association, a not-for-profit corporation, and will be adding two more teams this season in the Grade 8 (U14) and Grade 11 (U17) boys divisions.

We are reaching out to businesses, organizations and individuals that may be interested in a sponsorship opportunity with our organization. Specifically we are seeking funds to help with uniforms; league registration, game and tournament fees; and travel and accommodation expenses for our four teams that will have a total of 40-60 players combined ranging in age from 11-17.

NuStep Founder and Head Coach, Omar Nicholls, is a Basketball Instructor at the Central YMCA in Toronto and a Head Basketball Coach for the Toronto French School. In the 2013/14 Ontario Basketball Association (OBA) season, he was Head Coach for the Durham City Bulldogs' U10 Novice Central team, which was undefeated with a 29-0 record and brought home the gold medal in Division 1 from the Ontario Cup finals. The team's accomplishments caught the attention of the Toronto Star and in April 2014 they were featured in an impressive news article. They were also invited by the Ajax and Whitby City Councils to receive recognition awards from the city mayors.

There has been much interest and excitement in the basketball community surrounding the introduction of the NuStep teams and we hope to put our players in positions for even more success this season. Our Grade 7 team will be joining the new Signature League where games will be recorded and broadcast by North Pole Hoops.

There are many opportunities for our sponsors to gain exposure for their businesses throughout the competitive REP season (which runs from October to May) and the AAU season (which runs from April to August.) During the REP season the teams will mainly travel to basketball tournaments and events in the GTA, Durham, York and Peel regions but may also travel as far east as Kingston as far North as Parry Sound and as far west as Niagara. During the 2015/16 AAU season, the teams travelled to tournaments in Akron, Ohio; New York, NY; and Chicago, IL.

Please take a moment to review our sponsorship opportunities and application form attached. Contact Elisha Romain at eromain@nustep.ca, 416-977-8633 or visit www.nustep.ca for more information.



NuStep Athletic Association
P.O. Box 20021 Market PO
Toronto, ON M5E 0B1
416-977-8633 | info@nustep.ca
www.nustep.ca

SPONSORSHIP OPPORTUNITIES - 2016/17 NuStep Ballers REP/AAU Season

A number of our players come from low-income families and require extra support. Your donation will provide them with the opportunity to develop and excel in the sport they love, while showcasing their skills locally and internationally. We have a range of sponsorship opportunities with the potential for your business to reach a large demographic of active families with young children. Platinum Sponsors will cover the full fees in any one of the priority areas listed below for one or both teams. Once the priority areas are covered, all other funds will go towards the cost of non-league tournaments and individual games. Tournaments typically cost between \$400-\$700 and individual games between \$45-\$55.

All sponsors will receive a certificate of appreciation, team photo, schedules and updates

PLATINUM SPONSORSHIP (\$1000+)

- Plaque of Appreciation
- Logo and/or name on team uniform and other apparel;
- Logo and name listing on our website/social media sites;
- Logo and name listing on our publications/promotional material; and
- Recognition at team events

GOLD SPONSORSHIP (\$500+)

- Name on team apparel;
- Logo and name listing on our website/social media sites;
- Logo and name listing on our publications/promotional material; and
- Recognition at team events

SILVER SPONSORSHIP (\$250+)

- Name listing on our website/social media sites;
- Name listing on our publications/promotional material; and
- Recognition at team events

BRONZE SPONSORSHIP (\$50+)

- Recognition at team events
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PRIORITY AREA #1 - Team Apparel: We are in need of a team uniform and apparel for the season.

Cost for team uniform: \$4,000 total or \$1,000 per team

Order deadline: October 2016

PRIORITY AREA #2 - League Registration: The Ontario Basketball League (OBL), Signature League, and Canadian Youth Basketball League (CYBL) offer top-notch competition for teams to compete throughout the season. Registered teams are guaranteed a certain number of games during the season.

Cost for league registration: \$8,600 total or \$2,100 (OBL & Signature League) and \$2,200 (CYBL)

Registration deadlines: November 2016 (OBL & Signature League) and February 2017 (CYBL)

PRIORITY AREA #3 - OBA Registration: The Ontario Basketball Association (OBA) is the foremost recognized governing body for youth basketball in Ontario. Registered teams can play in OBA sanctioned games throughout the season and qualify to play in the Ontario Cup finals.

Cost for OBA registration: \$1,000 total or \$500 per team (Grades 7 & 8 only)

Registration deadline: December 2016

PRIORITY AREA #4 - Summer 2017: The team would like to continue playing throughout the summer of 2017 and showcase their skills at tournaments and games throughout Canada and the United States.

Cost for summer tournaments/travel expenses: \$10,000 or \$2,500 per team

Deadline: March 2017

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APPLICATION FORM

Name of sponsoring organization: _____

Address: _____ City: _____ Postal code: _____

Contact person: _____ Phone: _____ Email: _____

Amount of sponsorship: \$_____ Sponsoring: Grade 7 Grade 8 Grade 10
(check all that apply) Grade 11 Where most needed

Applying to sponsor: Team uniform League registration OBA registration
(check all that apply) Summer 2017 Tournaments/Games Where most needed

If you wish to sponsor a team but do not want your logo, name and/or website link to appear on the team uniform or other promotional material or mentioned at team events please indicate here:
Please explain: _____

*If applicable, please submit name as it is to appear on uniform and/or promotional material; website link; and/or logo to info@nustep.ca (camera-ready artwork, preferably in EPS, AI or jpeg format.)

Signature: _____ Date: _____

Completed application form and cheque made payable to 'NuStep Athletic Association' can be mailed to the address listed below or form and e-transfer can be sent to info@nustep.ca

Mailing Address:
NuStep Athletic Association
P.O. Box 20021 Market PO
Toronto, ON M5E 0B1

Thank you for your support!



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