

BC Apollo Basketball

Corporate Reach Out for Sponsorship
Partnerships

Season 2024 / 2025



Basketball is a Great Sport...

- Fastest growing sport in The Netherlands!
- Team sport showcasing individual talent
- Fast-paced & spectacular to watch
- Diverse and inclusive sport
- Great for physical and mental well being
- Helps to connect with peers and be part of a community & learn social behaviour and responsibilities
- A sport where “Everybody can score...”

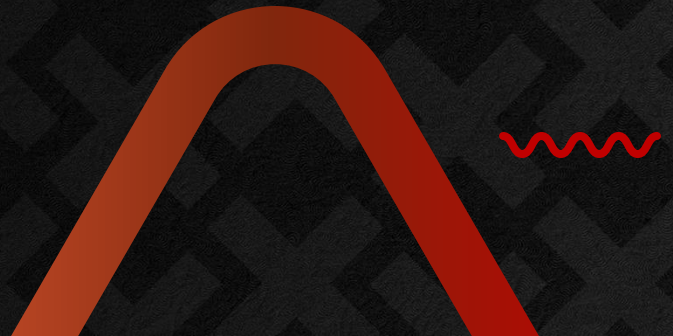




01

About Apollo

History, Mission, Culture & Players...



This is the house of
Apollo...



Our Club

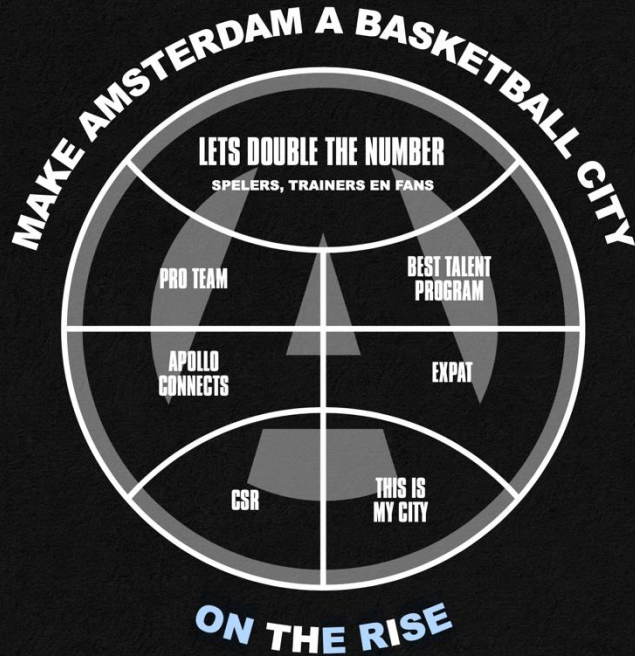
As early as 1948, starting with the Mosquitos, "Apollo" was founded in 2011 Basketball Club Apollo Amsterdam (BCA) and is a member of the Dutch Basketball Federation (NBB) and has over 500 members. The club has a self-sustainable organization with a Board and a (semi-professional) coaching staff.



Our Evolution



The Good Goal of Apollo...



Making Amsterdam a basketball community where everybody can play, watch and contribute to the sport of basketball...

... while offering kids energy, friendship, mental and physical well being and a place to nurture their self esteem.



Mission Statement:

*"Our mission is to build a **vibrant basketball community** in the greater Amsterdam area, fostering a **culture of positivity, growth and love for the game**. We aim to create a **diverse and inclusive environment** where everyone can grow both as individuals and as players. Our organization **values hard work, teamwork, physical & mental fitness, discipline and respect**. We are dedicated to continuous improvement, taking pride in our community and social responsibilities. Together, we strive for success, leaving no one behind and always looking forward with positivity and unity."*



Apollo Culture



Accountable

We accept losses if we've done our best, learning and growing from them. We achieve our goals by leveraging each other's strengths, respecting and nurturing individual development. We own our behaviour, respect ourselves, others, and our environment, embodying humility and friendliness, committed to continuous growth.



Tenaciousness

We do not wait but seize the opportunity! We dare to do what we are good at. We are not afraid to fail and therefore don't apologize for trying. We are confident in ourselves and without fear.



Optimistic

We not only have a positive playing style but also a positive approach. We give compliments in the group, and we provide feedback individually. We take people seriously.



Creative

We have the creative ability to do things differently, not to cling to the status quo. We enjoy it. We do it, among other things, by looking outside our own world. In this way we see openings, we learn new things and we stay ahead of the competition.



Player Facts & Figures

- 2nd biggest club in the Netherlands, with 38 teams, ~500 members and 200+ kids on a waiting list
- 38+ different nationalities
- 30+ national youth championships in past 10 years
- Delivered 18 players to Dutch national teams in last 10 years
- 2 BC Apollo players played in the 2020 Men's 3x3 Olympics
- U10, U12, U14, U16, U18, U19, U21, U22 (Men), Men & Women Promo



From BC Apollo to the NBA...



Jesse Edwards

Signed two-way NBA contract with the Minnesota Timberwolves for the 2024/2025 season



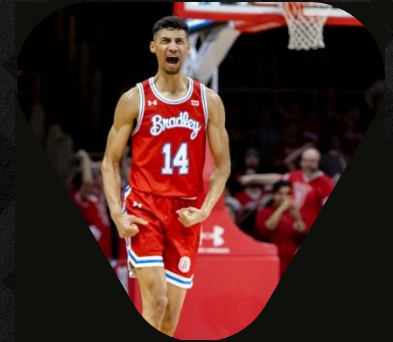
Tristan Enaruna

Signed an Exhibit 10 contract with the Boston Celtics for the 2024/2025 season



Quinten Post

#52 in 2024 NBA draft, drafted by The Golden State Warriors



Malevy Leons

Signed an Exhibit 10 contract with the Oklahoma City Thunder for the 2024/2025 season





3x3 Olympic Gold!

Paris 2024



Dimeo Van der Horst

Former player of BC Apollo





02

Sponsorships

Current Situation, Needs, Target and Opportunities...



Apollo's Immediate Needs

- Investments into more semi-professional trainers & coaches to develop the kids during the season (shortage in The Netherlands)
- Investments needed for the retention of "Talents" in terms of players and coaches who are leaving for other clubs with better marketing, branding, funding and playing/coaching opportunities
- Investments needed to further fund the BC Apollo player, coach and youth development programs



Sponsorship Pillars & Objectives

Coaching

01

Attraction and retention of (more) professional coaches & trainers for all levels

Development

02

Youth development incl. club objectives/ programs for greater diversity and inclusion in the sport and our community and enablement of the Apollo "Talent Factory" academy (attract and retain)

Professionalism

03

New website & web shop, improved marketing and club branding and unity in coaching and player gear (incl. warming-up shirts, team bags, drink bottles, balls etc. – all BC Apollo branded)

Sponsorship Funding Goals



Short-term

- Coaching & training investments
- BC Apollo gear for coaches
- New club gear for the kids
- Youth talent development programs
- Communication platform (i.e. new website (integrating social media such as Instagram & LinkedIn), web shop and BC Apollo newsletters)




Long-term

- BC Apollo "Talent Factory" academy
- BC Apollo hall brand awareness (i.e. hall banners, promotions etc.)
- Diversity & inclusion and psychological safety programs
- Return of women to the Premier division





“College” Sponsorship Packages... 1/3



“Start-up Factory” – Additional time for morning trainings between 60-90 mins (before school) at BC Apollo

7K_{pa}

“Strength & Conditioning” – 1 x per week, for 30 mins per session, strength and conditioning for the kids and “train the trainer” program for coaches.

5K_{pa}


“Club Advertising” – Company sponsorship on the BC Apollo hall billboards or on the floor of the courts during weekend games

<5K_{pa}





“College” Sponsorship Packages... 2/3



“Basketball Bags & Water Bottles” – *New team bags and BC Apollo branded water bottles
(*Sponsorship naming is excluded in price)

4K

“Basketball Gear” – *New shorts, jerseys and warming-up gear for all the boys and girls (circa 500)
(*Sponsorship naming is excluded in price)

12K


“Coaching Apparel” – Including t-shirt, pants/trainers and jackets/hoodies for all coaches/assistant coaches, BC Apollo branded
(*Sponsorship naming is excluded in price)

7K





“College” Sponsorship Packages... 3/3



“New BC Apollo Website” – New BC Apollo website that is more sports focused, user-friendly and integrates webshop & social media (i.e. Instagram, TikTok, LinkedIn etc.) & other platforms

5K

“Coaching and Training” – Hire and retention of semi-professional basketball coaches to continue to lead the development of the youth

8K


“BC Apollo Talent Pool” – Investments in bringing more talented players from abroad (i.e. US or EU to BC Apollo)

6K





“WNBA/NBA” Sponsorship Packages



“US College Ball” – Establish a scouting program for BC Apollo talent to play college basketball in the US (i.e. Talent recognition by US and NL scouts, player development program, college basketball counselling/consultancy & AAU tournament in the US in July)

50K_{pa}

“Women’s Eredivisie for 2025/2026” – Put Amsterdam’s women’s basketball in the Women’s DBL, including professional coaching staff, 2 US players by Y1 – mid season, full gear and other facilities

50K_{pa}

“Amsterdam Breedtesport” – Creation of an accessible and all inclusive basketball education for broader Amsterdam (i.e. Professional coaching, twice weekly “wachlijst” training in central location, U12 Amsterdam league and BC Apollo branded warm-up gear)

50K_{pa}



Sponsorship Options (In addition...)



Social Impact Options

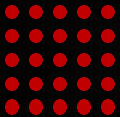
By developing people and the city (region) through the sport of basketball:

- Youth clinics and school programs
- Head-trainers for the clubs to help and “train the trainers” for quality and quantity
- Refugees’ integration through the game of basketball
- Programs for the 50+ year old's
- Expats tournaments and leagues
- U10/12 competition Amsterdam region
- 3x3 tournaments for all ages (including hosting at Apollo hall)

Branding/Engagement Options

By developing people and the city (region) through the sport of basketball:

- Online (currently mainly social channels)
 - BC Apollo Instagram – 3000 followers and growing!
 - Overtime. EU Instagram – 6.3 million followers
 - Individual pages of players on Instagram – 10.000+ followers
- Offline
 - Shirt sponsoring
 - Website logo recognition
 - Billboards
- Customer hospitality
 - During games of our talent teams
 - Basketball clinics & tournaments
- Employee engagement
 - During games of our talent teams
 - Basketball clinics & tournaments
- Business club networking
 - Events during games (e.g., Talent teams)
 - Basketball clinics



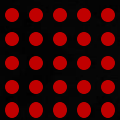
Our Commitment to Sponsors includes

Philosophy:

At BC Apollo Amsterdam basketball, we view our corporate sponsors as vital partners in our mission to inspire and develop our youth athletes. We believe that long-term, mutually beneficial relationships with our sponsors are key to achieving our goals (and hopefully yours).

- **Mutual Growth:** We aim to grow together, leveraging our platform to enhance your brand visibility, while securing resources for our youth programs
- **Community Engagement:** We provide opportunities for sponsors to engage with the community, highlighting your support for youth development and sportsmanship
- **Sustainable Partnership:** Our focus is on building enduring relationships based on trust, transparency and shared values, ensuring lasting impact and success

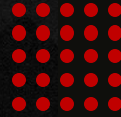
By partnering with BC Apollo Amsterdam basketball, you invest in the future of our youth and reinforce your brand's dedication to the community, to diversity & inclusion and to health and well being. Let's achieve greatness together and let's do it for the kids!



Call to Action

Basketball is the fastest growing sport in The Netherlands and the growth of BC Apollo needs to come from investments and sponsorship. Will you help us grow the quality of basketball by becoming a sponsor? With your help, we can:

- Give young talent at BC Apollo the opportunity to grow and offer them the prospect of becoming the basketball stars of tomorrow - We helped four kids reach the NBA!
- Help kids play better basketball and
- Help us make BC Apollo Amsterdam a better community club

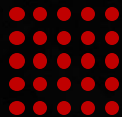


And Finally...

"You are responsible for how people remember you. So, leave everything on the court. Leave the game (or the club) better than you found it. And when it comes time for you to leave, leave a legend."

—Kobe Bryant





Thank You!!

Do you have any questions?

sponsorship@apollobasketball.nl

<https://www.apollobasketball.nl>

