



**BASKETBALL WORLD TORONTO**

# **CASE FOR SUPPORT**





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## OUR CASE FOR SUPPORT

Sport can be a very influential and positive experience in life for everyone. The experiences we have during playing any form of sport usually involves making new friends, connecting with amazing coaches, leaders, mentors and role models which many of us do not even realize until later in life. Basketball has been a part of my life ever since I was a young student at school. Watching Michael Jordan play home games on a small television and recording them on a Betamax machine so I can re-watch them later was something I did for many years.

As I played sports throughout school, I played soccer, ran cross-country but basketball became the sport that drew me in as not only a player, but a fan and eventually student of the game. As a son of an entrepreneur, I knew my passions were going to align between business and basketball. Then one cold and windy day, while searching for a place to play basketball some good pick-up basketball with some friends we walked into a gym. The gym was packed from bleacher to bleacher, from wall to wall with people wanting to get "Next" on the court. It dawned on me, that what Toronto and Ontario and even Canada needed was quality basketball programming to help every basketball player have an organized way to practice, compete and more importantly enjoy basketball.

It was then that my mind started to grind forward on how to build high quality basketball programs and eventually a basketball facility that could house all of those programs under one roof. Laying down the framework and structure for both a facility and programs, it was evident that programs were needed immediately. After building Basketball World Toronto for the past 15+ years, it remains my dream and goal to provide the best basketball programs in the best basketball facility in Toronto. The goal remains a dream which my team and I strive to achieve every single day.





## OUR HISTORY

Basketball World Toronto was founded as a non-profit profit organization, in 2006, by Michael Reio to address the gap in and lack of professional basketball programming available in Toronto. The first year Michael offered a small men's league program but soon discovered there were many men and women in the city who were looking for an opportunity to play in, and with, a professionally run basketball program. He began expanding the men's league, developed a women's program, which is still the only year-round all-female league in Toronto, and launched a corporate league and regular pick-up program.

In 2007, Basketball World Toronto developed a Youth Academy made up of youth programs including house leagues, teams, skill sessions, camps and clinics that encompassed basketball skills and leadership development to create a positive basketball culture in our city. Our youth coaches, volunteers and mentors have been specifically chosen for their ability to act as positive role models inside and outside the gymnasium. Our coaches possess deep basketball backgrounds, coaching and CPR Certification and strong values all combined with a love of the game and passion for working with youth.

## ORGANIZATION OVERVIEW

**MISSION :** Develop the best grassroots basketball programs and players in Toronto.

**VISION :** Develop a positive grassroots basketball culture by combining excellent programming and leadership development for all participants.

**VALUES :** A commitment to a **R.E.A.L** experience for all of our participants.

### Our **R.E.A.L.** Values

- **R** = Respectful, professional, passionate people.
- **E** = Everyday pursuit of excellence.
- **A** = Advocate for basketball in the community.
- **L** = Leaders in the sport of basketball.





## OUR PROGRAMS

### YOUTH

BWT's Youth Programs include house leagues, camps, clinics, rep and one-on-one training. We are committed to high quality instruction and guidance for all of our participants. Our programs use basketball as a vehicle to build self-esteem and confidence, develop leadership and teamwork while improving basketball skills, having fun and learning lifelong tools for healthy living. Since 2007 our programs have grown to over 1250 youth annually.

**"Basketball World Toronto's highly structured leagues and camps, great coach-to-player ratio and leadership training really set it apart from previous camps I have seen"**

*– Allen - BWT Youth Participant Parent*

### WOMEN'S

Our women's league offers a healthy, competitive environment where any woman looking to improve her skills and have fun is welcomed and embraced. Our high-quality professional programming includes certified referees, scorekeepers team jerseys, advanced statistics and an end of season championship tournament. We're **THE** only year around women's basketball program in Toronto.

**"I've been involved with BWT's Women's League for many seasons and was so impressed with the level of commitment and organization of the league, I had to get my sons involved with their youth programs. The Women's League allows me to stay competitive in a sport I love"- Sonia – BWT's Women's League Captain & Participant**

### MEN'S

Our men's programs expand each year to accommodate the increasing demand. Our participants love the professionalism of our programming which includes certified referees, scorekeepers, team jerseys and the most advanced statistics for recreational sports leagues in Toronto. We track each player's points, rebounds, assists, steals, blocks, 3-point percentage and an end of season championship tournament.

**"Over the years I have seen BWT evolve into a juggernaut (stats, videos, website) Thank you for providing the best league in the city!"- Chris - Men's League Participant.**

### CORPORATE

Our corporate leagues give co-workers the chance to be teammates, working together in an entirely different setting. It's a perfect example of basketball as a vehicle for building teamwork, improving communications and workplace efficiency. Our standard professional programming allows participants to compare stats with their co-workers, encouraging healthy competition among members and teams.

**"I would like to extend my appreciation to your organization for a wonderful season. My team this year had a great time and we really appreciate how well this league is run and how your entire staff makes them feel welcome." Hitesh - Men's Corporate League Participant**



## SPONSORSHIP OPPORTUNITIES

You could be a youth or adult program sponsor providing program awards or offering your product sampling opportunities for our participants, food/drinks for our hard-working volunteers and mentors. Alternatively, you can be forever in our players' hearts and minds by donation a highly coveted Gift In-Kind item for them to receive.

**Youth Academy Opportunities:** BWT's Youth Academy runs House League for boys and girls, Skill Training Sessions (in-Person & Virtually), March Break and Summer Camps annually as coaching and skill clinics. Our participants receive a:

- Basketball World Toronto jersey, evaluations and a participation medallion.
- Prizes for each member of the League Championship Teams.
- Awards for the MVP, MIP, Hustle or Sportsmanship awards for leagues and camps.
- Use of quality equipment including premium basketballs, training equipment and materials.

Sponsorship opportunities includes branding on jerseys, awards suits and travel bags.

**"A youth program can change a kid's life! We believe every child can benefit from this kind of opportunity!"**

**BWT "Rebels" Rep Team Opportunities:** Our BWT Rebels teams compete in the Ontario Basketball League and Championships. ***Sponsorship opportunities includes*** team branding on jerseys, team celebrations, additional team events, warm-up suits and travel bags.

**Our Men's and Women's Programs Opportunities:** Our programs offer 12 weeks per season and 3 seasons per year. ***Sponsorship opportunities include*** team branding on jerseys, trophies/special prizes for champions and finalist team winners, MVP awards and/or food/drinks for our hard-working players, volunteers, staff and referees.

**Sponsorship Benefits:** With 3,000 active players per year in our youth and adult programs plus a database of 15,000+ community members your brand and product will be promoted to a community of over 15,000+ avid basketball fans yearly through multiple channels and various times through the year. We recognize our generous sponsors via info tables and presentations at our live events, your logo on website sponsor or partner wall, communications in our quarterly e-newsletter or custom-made agreements that fit your needs.

### Court is in Session!

Email us at [info@bwt.ca](mailto:info@bwt.ca) or contact us at [647.444.4298](tel:647.444.4298) or check out our website at [www.bwt.ca](http://www.bwt.ca) to see how you can support developing the best basketball program in Toronto.