



 Arowwai Industries

# BRIAN OWUSU ACADEMY

S P O N S O R S H I P / P A R T N E R S H I P P A C K A G E



# BASKETBALL

There has been a lot more excitement around the sport of basketball since the Toronto Raptors' NBA finals win in 2019, the first time a Canadian team ever won the coveted prize.

Around 454,000 young people aged between 3 to 17 play basketball in Canada and an influx of US immigrants have brought their love of the game with them.





# BENEFITS OF YOUTH BASKETBALL

Basketball provides children with an outlet, ability to burn energy, character development opportunities, strengthens muscles and bones, a social circle, how to work within a team and positive role models to look up to in coaches and managers.

The sport can not only help encourage children to be more physically active but also helps teach them valuable skills and life lessons that they can carry with them through to adulthood.







# INSPIRE THE YOUTH

BOA wants to ensure that no kid is ever left out because their family couldn't afford the cost of team participation or training. With the help of our wonderful sponsors/partners, our program will continue to impact the lives of so many kids and their families.

We are so honoured and excited to work with your organization to grow the BOA program in new and exciting ways. We hope you will choose to be a part of our journey to change the lives of youth through the sport of basketball.





# **SUPPORT OUR YOUTH PROGRAM**

We invite you to review our sponsorship/partnership information below to share in making a difference in tomorrow's leaders through a corporate marketing sponsorship. Our partners are critical to the success of our programs as they subsidize the cost for our youth participants.





# WHO ARE WE?

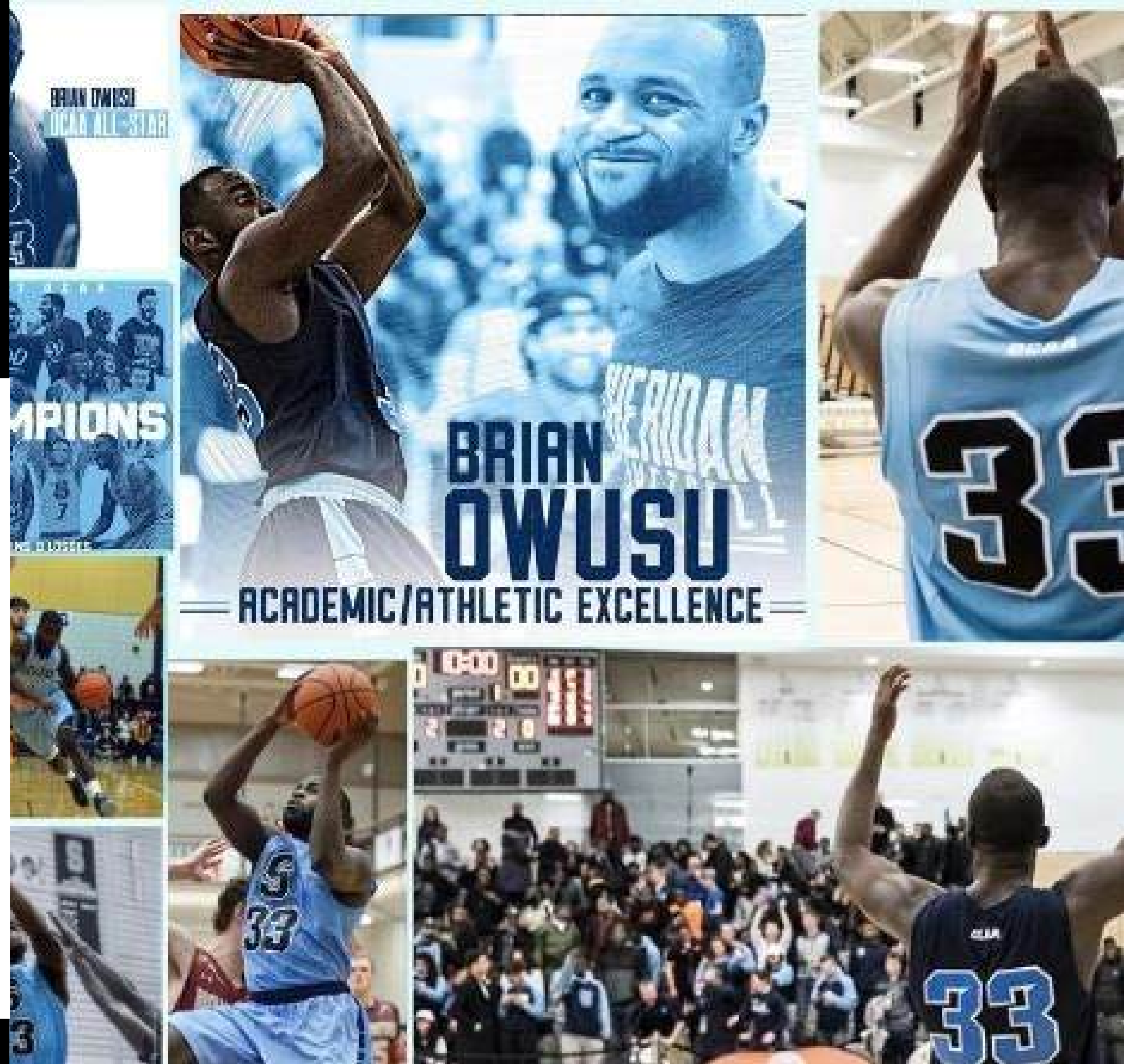
Brian Owusu Academy (BOA) is a Canadian based non-profit organization that provides leadership and mentoring through the sport of basketball. BOA has established itself as an elite training program for youth of all ages who strive to reach their highest potential on and off the basketball court.

BOA is renowned for its high level of quality coaching, knowledge of the game, intensity, preparation, and discipline. We believe that basketball is an extension of life so we strive to provide the necessary tools for the youths to develop and succeed.



# FOUNDER HEAD COACH LEAD TRAINER

The Founder and Technical Director, Brian Owusu, has extensive experience in the on and off court development of elite athletes through 20+ years of playing and coaching at a high level. His experience growing up in the basketball community has shaped the philosophy of the BOA, which includes a strong emphasis on academic and athletic accomplishment, driven by his own personal experiences and achievements.









# PROGRAM ACHIEVEMENTS

Since our inception in 2018, we have made a tremendous impact in the youth basketball arena both in Canada and abroad with over 20 championships won at different age levels.



## BOA MADE HISTORY

Coach Chris  
speaks



## 2022 SEASON OF BOA

**BOA made history this year by winning all the major leagues this year and as well going undefeated this whole season.**

✓ **CYBL  
championships**

✓ **Super league  
championships**

✓ **Hoop city  
championships**





01

## ALLSTARS

BOA has proudly developed multiple All-Star athletes across various Canadian leagues, reflecting the quality, impact, and proven success of our program.

02

## NATIONAL TEAM

We have proudly developed many athletes who have been selected for the Canadian Youth Basketball National Team program, showcasing our commitment to elite training and player development.

03

## PLAYER RANKING

Over 20 BOA athletes have been ranked among the top 10 players in their age groups across various ranking platforms.



# WAYS TO SUPPORT OUR YOUTH ATHLETES

## Sponsor the Team

Support the future of basketball by sponsoring Brian Owusu Academy's competitive teams and help empower the next generation of athletes.

## Sponsor our summer Tournaments

Support our teams as they compete in summer tournaments across Canada and the USA. Your sponsorship helps provide opportunities for low-income families to participate and succeed.







# SPONSORSHIP LEVELS

## Gold \$10,000/Season

- \* Prominent logo recognition on the BOA website.
- \* Prominent logo placement on team warmup shirts.
- \* Prominent brand recognition on our social media pages.
- \* Company banner at all events including tournaments in the USA.

## Silver \$6000/Season

- \* Prominent logo placement on the BOA website.
- \* logo recognition on team warmup jersey.
- \* Brand recognition on our Social Media pages.
- \* Company banner at team local events

## Bronze \$4000/Season

- \* logo recognition on the BOA website.
- \* Brand recognition on our social media pages.
- \* Brand mentions at team events.



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

**CONTACT US**

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A large group of diverse young people and adults are gathered on a basketball court, celebrating. In the background, a trophy is being held up. The scene is overlaid with a semi-transparent dark grey rectangle. The text "THANK YOU" is written in large, bold, red capital letters across the center of the image. Below it, the text "INSPIRING THE FUTURE LEADERS OF TOMORROW" is written in smaller, white capital letters. A solid red vertical bar is located on the right side of the image.

# THANK YOU

INSPIRING THE FUTURE LEADERS OF TOMORROW