

STARS BASKETBALL CLUB

SPONSORSHIP OPPORTUNITIES



ABOUT STARS

Nashville Youth Sports Club (d.b.a- Stars Basketball Club) is blessed to be the largest basketball club in Tennessee, operating hubs in both Williamson County & North Nashville (Sumner County). We provide year-round basketball opportunities for 1st - 12th grade athletes, boys & girls, through team play, camps, clinics, shooting lab, and tournaments. Our mission is "Planting Seeds for Christ Through Basketball."

STARS REACH

Launched in 2014 as Upward Stars-Nashville, the club has experienced exponential growth on an annual basis. In 2019, the club transitioned to STARS Basketball Club and adopted a new logo and new colors. There were no changes in leadership, coaches, or culture. During 2019, the club expanded to 55 spring/summer teams, and continued to operate hubs in both Williamson County and Sumner County. In 2023, STARS Basketball formed 100+ teams (spring, summer, fall, and winter) - and reached 5,000 athletes through tryouts, teams, camps, clinics, STARS Shooting Lab, & tournaments.

SOCIAL MEDIA REACH



3.3K+



7K+



6K+

STARS PLATFORM

- High school boys and girls teams are represented on Under Armour Rise Circuit
- High school boys and girls teams play in national-level events and all NCAA Live Periods
- Grade-school boys and girls teams are a part of the Under Armour Futures Circuit



*(See Back For All Sponsorship Opportunities)

OPPORTUNITIES TO SUPPORT

LEVELS AND OPPORTUNITIES

SPONSOR OF THE MONTH: \$250

- Logo placement on the STARS website & on the Sponsor Page (3 months – starting month of sponsorship)
- Logo prominently displayed at top of STARS NEWSLETTER, sent to 7,000+ email addresses (bi-weekly circulation)
- Logo splashed twice a month on each of our social media platforms

3V3 TOURNAMENT SPONSOR: \$500-\$1,000

STARS hosts four of the largest 3 on 3 Tournaments in the state (late July, Labor Day Weekend, late October, and New Year's Eve); Average attendance 1,200- 1,500 people per event; avg. 400+ players per event.

- **Option 1:** T-shirts - All tournament participants receive a performance t-shirt w/sponsor's logo on back (\$1,000)
- **Option 2:** Table - Meet & Greet Table to distribute marketing materials at all four events; flyers, coupons, etc. (\$500)

SUMMER CAMP T-SHIRTS: \$1,000

- 13 camps & 600+ campers
- All campers receive a performance t-shirt w/sponsor's logo on back
- Logo splashed on social media with camp photos

HS HOOPS LEAGUE SPONSOR: \$500-\$2,000

STARS conducts a high school prep league in the fall before the start of the school season (6 week league):

- 300+ athletes and 500+ spectators weekly
- **Option 1:** League Title Sponsor (\$2,000) - HS Hoops League presented by "Sponsor Name" - All promotional material to include sponsor name and logo
- **Option 2:** Sponsor Table (\$500) - League runs 6 weeks, normally hosted on Sunday afternoons/evenings

FALL YOUTH LEAGUE SPONSOR: \$500-\$2,000

STARS conducts a youth league in the fall prior to school season (6 week league):

- Average of 500 athletes and 1,000+ spectators weekly
- **Option 1:** League Title Sponsor (\$2,000) - Fall Youth League presented by "Sponsor Name" - All promotional material to include sponsor name and logo
- **Option 2:** Sponsor Table (\$500) - League runs 6 weeks, normally hosted on Saturday afternoons/evenings

UA RISE TEAMS' SPONSOR: \$5,000

We have 3 UA Rise HS Boys' teams and 3 US Rise HS Girls' teams. This sponsorship would allow players to play at a reduced cost. This would help STARS expand our reach to more families and also level the playing field with competing clubs in our market.

- Sponsor would receive their logo on the shooting shirts of all 6 UA Rise teams
- Sponsor would be recognized on social media posts regarding our UA Rise teams

TOA COURT BANNER: \$2,000-\$3,000

Banner placement at TOA Sports Performance Center for advertisement; foot traffic = 100,000+ people annually

- 1 Banner on Court 5 OR Court 6 (\$2,000)
- 1 Banner on BOTH Courts 5 & 6 (\$3,000)



Follow us at @starsbballclub on Twitter / @starsbasketballclub on Instagram

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