



CITY OF BLOOMINGTON
parks and recreation
parks partner

Youth Sports: Bloomington Youth Basketball

Venues: Twin Lakes Recreation Center and Banneker Community Center



About the program

- Bloomington Youth Basketball, the city's most popular youth basketball league, provides area youth between the ages of 5-15 years with an affordable basketball experience that promotes self-esteem, fair play, sportsmanship, and skill development
- Season includes weekly practices and games and concludes with single-elimination tournament
- League is run by qualified youth sports programmers. Teams are coached by certified volunteer coaches.

Target market

- more than 1,000 players and 3,000 spectators throughout two seasons of play
- parents of young athletes who are exposing their children to healthy, active lifestyles and team competition through sports

Opportunities to connect with target market:

Slam Dunk League Sponsor—\$1,000

- logo on all jerseys both seasons
- logo on all game schedules both seasons
- logo on five court banners for both seasons
- logo on closed-circuit TVs located at TLRC for both seasons
- recognition on league photos both seasons
- onsite interaction with league audience during both seasons
- logo with link on league Web site
- sponsorship plaque
- logo in seasonal program guide

Three-Point Single-Season Sponsor—\$600

- logo on season 1 or season 2 jerseys
- logo on all season 1 or season 2 game schedules
- logo on five court banners for single season
- logo on closed-circuit TVs located at TLRC for single season
- recognition on season 1 or season 2 league photos
- onsite interaction with league audience during sponsored season
- logo on league Web site
- framed sponsorship certificate
- name in seasonal program guide

Sponsorship deadlines:

Slam Dunk and first Three-Point Season—September 11

Second Three-Point Season—January 8