



**2022**

**SPONSORSHIP  
OPPORTUNITIES**

**BALTIMORE'S PREMIER WOMEN'S BASKETBALL LEAGUE**



## Introduction

Thank you, for considering sponsorship of the Bethel League or one of our many community events. It is with great pleasure that I offer your organization a great opportunity to become a valuable partner and sponsor of the upcoming Bethel League season and camps, which will be held June - August 2022.

There are several benefits to sponsor our league's activities:

- Be involved in one of the most popular sports in Baltimore. Some of the top-ranked and best female players in the country have been coming out of the metro area for decades.
- Position your organization with an attractive demographic. 90% of players played in elite basketball programs and attended or graduated from a four-year college. All of our athletes are between the ages of 19 – 35 and spend an average of \$ 1,500 per year on sporting goods/ athletic purchases.

As a valued partner and sponsor, your company will be showcased during the league, community events, and in marketing materials. Please take a few minutes and review the material contained in this sponsorship package. We appreciate you considering our proposal for partnership and sponsorship. Please feel free to call us for more information about the league or events.



# The Bethel League

## League stats

**Location:** Concordia Prep, Baltimore, MD

**Season:** 8 weeks, June - August 2022

**Game Days:** Saturdays

**Game Times:** 4:00 - 8:00 pm

**Teams:** 8 teams hailing from Baltimore, DC/PG County, New Jersey, and Philadelphia

### Some 2021 Notable Participants & Players

Breezi Hutchen (Univ. of Alabama)

Asia Logan (Univ. of Pittsburgh)

Achiri Ade (Texas A&M)

Shaquilla Curtis (American)

Shatyra Hawkes (Xavier University)

Tasia Bristow (Delaware State)

Maggie Morrison (Syracuse Univ)

Shelly Wright (Shaw Univ)

Ciara Webb (Towson Univ)

Robyn Parks (VCU)

Alynn Sankar (Delaware State)

Jasmine Byrd (UNC-Greensboro)

Chelsea Mitchell (Morgan State)

Omara Parker (Morgan State)

Ariana Moorer (UVA)

Meighan Simmons (Univ. of Tennessee/Atlanta Dream)

Amarah Coleman (DePaul /Chicago Sky)

Lyndra Littles (UVA/Connecticut Sun)

*"Baltimore is a basketball city and not just on the men's side. Some of the best female players in the country have come out of the metro area for decades. All-Americans, national champions, gold medalists, Olympians. A women's league is well overdue." - Akilah Bethel*

BALTIMORE



# The Scouting Report

## League overview and history

The Bethel League is the premier women's league in the Baltimore/DC area.

Founder and Commissioner, Akilah Bethel struggled to find a competitive place close to home to keep her skills sharp between her professional seasons overseas. Bethel found that she was not alone in finding a place to play high-level hoops. The idea for the league was born.

When the COVID-19 Pandemic took over the world and leagues were canceled everywhere, college and professional players were scrambling for high-level workouts and games in the Baltimore area. Akilah decided to create the Bethel League.

The Bethel League is composed of professional and former college athletes that still desire to play at a high level. The league also allows young girls to watch high-level games and have female role models in and from their community.

## Akilah Bethel, League Founder & Commissioner



Akilah earned a Bachelor of the Arts in Sports Administration from Louisiana State University (LSU).

As a college basketball player, she competed in the Big East, Big 12, and Southeastern (SEC) Conferences. Her college career began at West Virginia University, competing in the Big East and Big 12 prior to completing her studies at LSU.

After graduating from LSU Akilah has played professional basketball in Puerto Rico, Australia, Japan, and Europe. She has also toured with the world-famous Harlem Globetrotters.

In addition to being a professional basketball, she is also a professional model.

# 2K+

The Bethel League drew over 2,000 attendees throughout the league.

# 2k+

Bethel League games were streamed over 2,000 times since week two of the league.

## TAKE ADVANTAGE OF THE **BETHEL LEAGUE** AUDIENCE

# 2,000+

The Bethel League is active on social media with an engaged and growing audience.

# 90+

The Bethel League has 96 socially active players under the age of 35.





# The ball is in your hands

## Scoring Opportunity

The Bethel League has quickly become the region's number one women's basketball summer league. This event features the region's top players, filled with former Division I and WNBA players! Spread across eight weeks, 2,000+ people fill Concordia Prep for this league which has become a must-see each summer for local and regional basketball fans.

Fans of all ages, genders and backgrounds have come out to enjoy basketball at the Bethel League. From youth players seeing local legends to parents checking out their adult daughters play, the league bridges the gap for basketball fans.



# Time to Score

## Sponsorship Options

Shoot your shot and score by sponsoring the Bethel League. We've made it easy to sponsor the league in a way that's flexible and customized. Use one of our pre-selected packages or select the shots you'd like to take and create a sponsorship package that works for you.

- Upper Level – \$500 select two free throws
- Lower Level – \$1000 select two free throws and one two-pointer
- Courtside – \$1500 select up to four free throws and one two-pointer or two free throws and 2 two-pointers
- Skybox – \$2000 select up to four free throws and up to 2 two-pointers
- Owner's Box – \$7500 select up to four free throws, up to three two-pointers, and four three-pointers.

### Free Throws - \$300 each

1. Promotion on featured social media: Instagram, Facebook, & Twitter (throughout the league)
2. Small banner in the gym during league games
3. Vendor table or display during league games
4. Placement and link on the league website
5. Promotion on featured social media: Instagram, Facebook, & Twitter for youth summer camp

### Two-pointers - \$750 each

1. Mention in press and media materials
2. Company name included on all promotional flyers (print and digital)
3. Exclusive halftime sponsor of the championship game
4. Exclusive sponsor of championship game (company name on championship banner, trophy, and t-shirts)
5. Exclusive sponsor of the league MVP and all-league team awards

### Three-pointers - \$1500 each

1. Exclusive sponsor of YouTube live streams
2. Exclusive sponsor of league game and roster guide (print & digital)
3. Exclusive sponsor of post-game interviews (player of the game awards)
4. Company logo on league uniforms



Want more, interested in an in-kind sponsorship or to be the exclusive sponsor of the Bethel League, contact Alexis Washington or Akilah Bethel at [sponsorships@bethelleague.com](mailto:sponsorships@bethelleague.com).





## More reasons to be a Bethel League sponsor... your brand gets to be a part of these great community events

A large part of the Bethel League is building and maintaining bonds with the local Baltimore basketball community. The Bethel League will connect with the community in multiple ways:

- **The Legacy Academy** will be an immersive learning experience for the next generation of local basketball stars. Future college and current high school stars suit up in exclusive gear and go through grueling workouts run by Akilah Bethel and the area's best player development coaches. The mission of the Legacy Academy event is to improve the women's/girls' game and instill the necessary fundamentals into the next generation of top players in the Baltimore-metro area. In addition to the on-court instruction, participants also hear from college and professional athletes and the coaches on life lessons, mental health, and what it takes to make it at the next level.
- Bethel League players will co-host **youth clinics** each Saturday of the league, working with local trainers, high school coaches, and Bethel League coaches at the Rita Church Community Center at Clifton Park in Baltimore City.
- Throughout the 2022 Bethel League season, there will be a **shoe drive** to collect shoes to be donated to teenage and women's homeless shelters in the Baltimore metro area.
- Local minority-owned businesses from the surrounding neighborhoods will be engaged for on-site concessions and entertainment.

## COMPLETE THE SPONSORSHIP FORM AT [BETHELLEAGUE.COM/SPONSORSHIP](https://bethelleague.com/sponsorship)

