

Welcome to the 2024 Hoop Culture Showcase

"Where the vibrant world of youth basketball meets the energy and diversity of urban culture."

Experience an unforgettable celebration of athleticism, community, and the power of the game.



Event Overview

1

Date

November 23-24th

2

Location

The Big House USA in Tavares, FL

3

Attendance

Over 100 teams and 2500-3000 players, coaches, and fans expected



What is the Hoop Culture Showcase

About the Hoop Culture Showcase

The Hoop Culture Showcase is an annual youth travel basketball event that has been held at The Big House USA in Orlando, FL for the past 4 years. The event features nine indoor courts under one roof, allowing teams from across the Southeast region to showcase their talents. Over the years, the Showcase has grown significantly, attracting more teams and spectators each year. In 2023, the event was completely sold out, cementing its status as a must-attend event in the youth basketball community. Winners receive brand new team jerseys!

Hoop Culture Showcase Highlights

Sold Out in 2023!

The 2023 Hoop Culture Showcase was the largest event to date, with all available team slots filling up months in advance. This growth is a testament to the event's reputation and the rising popularity of youth travel basketball in the region.

1

Showcasing Top Talent


The event draws some of the best youth basketball teams in the Southeast, giving them a platform to showcase their skills in front of college scouts and the local community.

2

3

Unforgettable Fan Experience

With a vibrant atmosphere, interactive exhibits, and family-friendly activities, the Hoop Culture Showcase provides an unforgettable experience for all attendees.



Our Audience

1 Engaged Basketball Enthusiasts

Parents with children in grades 3-9, as well as passionate fans of all ages, make up the diverse audience of the Hoop Culture Showcase.

2 Deeply Invested in Youth Development

Attendees are highly engaged with the sport and the event's focus on youth basketball, making them an ideal target for sponsors and partners.

3 Global Basketball Brand Reach

Hoop Culture's extensive social media presence and partnerships with leading organizations allow sponsors to connect with a large, dedicated community of basketball players and fans.

Sponsorship Opportunities

Platinum

Premium branding, maximum exposure, and exclusive engagement opportunities

Gold

Enhanced visibility and significant engagement opportunities

Silver

Solid branding and exposure at a more accessible level

Local,RegionalAnd Nation

Sponsorship Opportunities



Platinum Sponsorship

Investment: \$50,000+

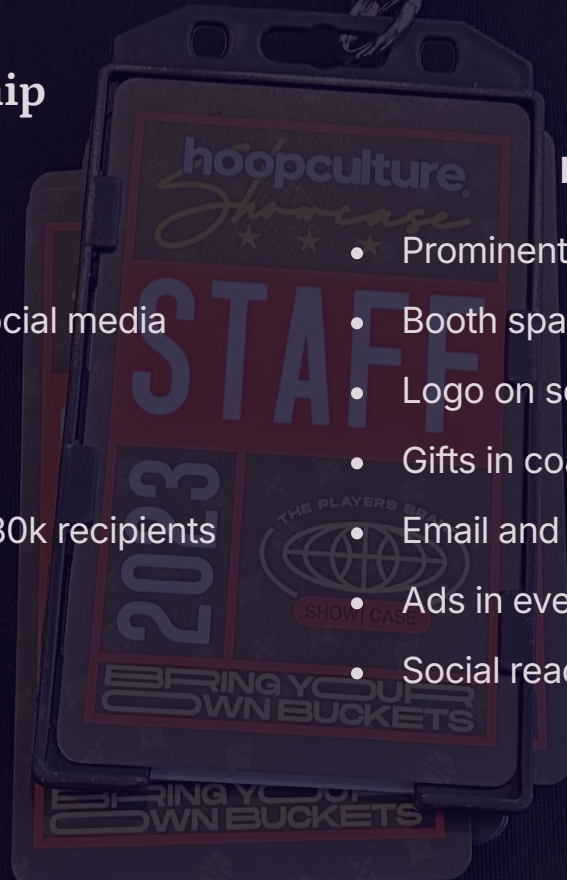
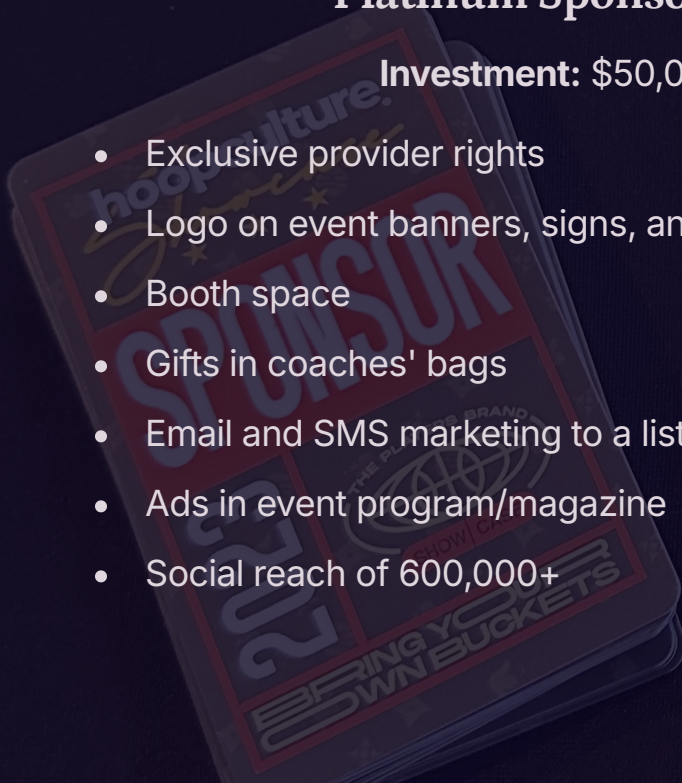
- Exclusive provider rights
- Logo on event banners, signs, and social media
- Booth space
- Gifts in coaches' bags
- Email and SMS marketing to a list of 80k recipients
- Ads in event program/magazine
- Social reach of 600,000+



Gold Sponsorship

Investment: \$20,000 - \$45,000

- Prominent logo display
- Booth space
- Logo on social media posts
- Gifts in coaches' bags
- Email and SMS marketing reach of 40k
- Ads in event program/magazine
- Social reach of 600,000+



Sponsorship Types

Silver

Investment: \$10,000 - \$20,000

- Logo on event materials
- Social media mentions
- Booth space
- Gifts in coaches' bags
- Email and SMS marketing to a list of 25k recipients
- Social reach of 600,000+

Local

Investment: \$500- \$5,000

- Logo on event materials
- Social media mentions
- Comp tickets for event (Limited)
- Gifts in coaches' bags

Why Sponsor the Hoop Culture Showcase?

- Brand exposure
- Community engagement
- Direct marketing opportunities.
- Positive experiences and ROI Special Features



Special Features

Hoop Culture offers exclusives at their Pop-Up Shop at the HC Showcase

Various Vendors: Showcasing the best in sports gear, food, and entertainment.

Hoop Culture Magazine will be available handed out to anyone who walks in the doors all available at all HC Partner stores from Florida to Las Vegas and also available online



Prestigious Partnerships

The Hoop Culture Showcase has forged strong partnerships with the EA Sports, NBA, ESPN Worldwide of Sports, Harlem Globetrotters, Zero Gravity, SV Sports, PSD, Scheels Sportsing goods, Bumpboxx, Myball, Pop-a-Shot. AAU, USSSA, US Amateurs, YBOA. and has been featured on the Apple TV series "Swagger," enhancing the event's credibility and appeal.

Hoop Culture Partners

SCHEELS.



SWAGGER



bumpboxx®



Come Join Us

Contact the sponsorship team to learn more about the unique benefits and investment opportunities.

Email: sponsorship@hoopcultureshowcase.com

Phone: [\(703\) 403-2248](tel:(703)403-2248)