



## Confident Athletes Strong Communities

Excel Basketball is a Calgary-based youth development program developing youth into confident players, leaders and young adults.

Through clinics, outreach programs, and subsidized pathways we deliver high-quality coaching, mentorship, and accessible programming that strengthens and supports underserved and low-income families across Calgary.

Since 2015

[info@excelbasketball.ca](mailto:info@excelbasketball.ca)

### Our Program

- Year-round programming across Calgary, including practices, league play, tournaments, camps and school outreach
- 400+ athletes and families supported each year
- Citywide footprint across Calgary
- 20-25% annual program subsidies—looking to grow

### Our Team

- Canada Basketball certified coaches teaching the right way
- 11+ years serving the basketball community
- Strong leadership presence in Calgary
- Calgary Surge, KidSport, and Jumpstart partnerships
- Alumni players who pay it forward by mentoring the next generation of athletes

### Excel Basketball Expansion

- Rising costs mean more Calgary families need support
- Focus on communities with limited access to sports programs
- Exploring facility partnerships and naming opportunities
- Launching a free fall program



Confident Athletes. Strong Communities.

**All Star  
\$10,000+**

- Branding on team uniforms
- Category exclusivity
- First right of refusal on all future opportunities
- Visibility at tournaments, camps, and outreach events
- Spotlight and website banner

**Slam Dunk  
\$5,000**

- Logo on website
- Social media spotlight
- Excel newsletter highlight
- Logo on camp & event materials
- Option to co-sponsor events or support free clinics

**Three Pointer  
\$2,500**

- Logo on website
- Social media spotlight
- Access to sponsor community events
- Option to brand clinic supplies or athlete packages

**Tip-Off  
\$1,000**

- Logo on website
- Social media spotlight
- Directly impact two kids in the community



**Excel Basketball** is building confident athletes strong leaders, and communities.

Partner with Excel Basketball and connect families to sport.

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