

# TBT

## TEAM SPONSOR ASSETS

A key part of success for many TBT teams, including our most recent champions, has been gaining the support of a local sponsor. A team sponsor can help offset expenses such as travel and lodging while also potentially providing players with stipends and creating a stronger team.

Sponsoring a team competing in The Basketball Tournament is also a great way to show your organization's support for your local team and/or area while connecting with fans and new customers during an excitement-filled summer event. Here's a quick overview of what's included:

### BRACKET TAG

Team Sponsor will have the opportunity to design their team's Bracket Tag, which is typically shown in production several times per game and featured prominently when the team wins. This asset grows in value as a team advances! **HEAVY COVERAGE ON ESPN.**



### TEAM A-FRAME

Team Sponsor will get its logo on a camera-visible team A-frame sign which will be placed next to the bench during the sponsored team's games. This is frequently shown in game coverage, **INCLUDING ON TV / ESPN.**



### SHOOTING SHIRTS

Sponsor logos will be applied as a patch to each team's official TBT shooting shirts. Players and coaches wear them in warmups, on the bench during games, and often in post-game pictures and press conferences. **COVERAGE ON DIGITAL / SOCIAL MEDIA AND ESPN.**



### TEAM PAGE ON THETOURNAMENT.COM

All teams are highlighted on the official TBT website, including a team overview, profiles for all players, and featuring the logo of the team's supporting sponsor. Team pages are **THE MOST HEAVILY VISITED PAGES ON THE TBT SITE.**

