

BT

2026 ALL STAR WEEKEND

A STRATEGIC BRAND PARTNERSHIP

Where the Cooper Flagg Legacy Began & The Next Generation is Launched.



BT BIG TIME HOOPS ALL STAR WEEKEND
WWW.BTHOOPS.COM



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01 THE LEGACY

The Central Destination for Maine Basketball

Big Time Hoops is the state's premier digital network. We curate the culture and conversation of Maine basketball year-round. From the first whistle of the season to the biggest stages in the state, we are the primary source of engagement for athletes, coaches, and families.

- 14,000,000+ Impressions Last Month: Unrivaled digital engagement across the state.
- On-The-Ground Presence: 100% organic, authentic coverage from the County to the Coast.
- Community First: Providing free, professional-grade exposure for Maine's rising talent.

The All-Star Weekend: Maine's Premier Basketball Summit

The Big Time Hoops All-Star Weekend is the only "Free to Play" event of its kind in Maine. It is the state's most comprehensive talent pipeline, uniting over 120 athletes in a single weekend.

- The Full Pipeline: Featuring the Elite 20 (High School), the Rising Stars Game (Freshman/Sophomore), and the Middle School Showcase.
- True Elite Format: The only event in Maine to prioritize underclassmen, ensuring the state's future stars are identified and showcased years before they reach the national stage.
- The Non-Profit Mission: The All-Star Weekend is the engine that powers our year-round community impact. Proceeds are directly reinvested to fund free events for Maine athletes, including our "Next-Up" Showcase Camps and our annual contributions to Summer Slam.



OUR ALUMNI



HOME OF THE COOPER FLAGG LEGACY

Before the global stage and the signature footwear deals, the defining early moments of the New Balance era were captured on our courts. Big Time Hoops is proud to be the exclusive home of Cooper Flagg's grassroots history in Maine.

- The Only Maine All-Star: Big Time Hoops hosted the only high school All-Star game Cooper Flagg ever played in his home state.
- The Dunk Contest Archive: Cooper competed in two Big Time Hoops Dunk Contests—the only two dunk contests he's ever competed in.

THE STANDARD OF EXCELLENCE IN THE 207

Our platform is the common thread among Maine's elite. We identify and showcase the state's premier talent, providing the stage for athletes who have gone on to the highest levels of NCAA Division I and professional basketball.

- 100% Elite Participation: Every Mr. & Miss Maine Basketball finalist and Gatorade Player of the Year over the last 5 years has participated in this event.
- The Next Generation: From JP Estrella (Tennessee) and Dom Campbell (Howard) to Teagan Pelletier (Harvard) and Landon Clark (Princeton), the road to the next level runs through our courts.
- Verified Influence: We don't just cover these athletes; we curate the archives that define their journeys from middle school to the Ivy League and beyond.

02 MASSIVE REACH

14,000,000+ Impressions in the last 30 days.

Our platform isn't just growing; it has reached a state of high-velocity engagement. When a moment happens on our court, it doesn't stay in the gym—it goes viral.

- 5.3M+ Accounts Reached Monthly: A huge presence across Instagram, Facebook, & TikTok.
- The Gen-Z Connection: Over 60% of our audience is the highly coveted 16–34 demographic (Athletes, Students, and Young Consumers).
- Parental Influence: Our Facebook network provides a direct line to the decision-makers (Parents and Coaches) who drive purchasing power in the region.



Real Impact. Real Recognition.

Local businesses are the backbone of our "Free to Play" mission. We ensure that your contribution is recognized by the thousands of families who benefit from these opportunities.

- A Permanent Digital Legacy: Your support is captured in every viral highlight and "Rising Star" discovery. These clips live forever, serving as a permanent reminder of your commitment to Maine's youth.
- Positive Brand Association: By appearing alongside New Balance, your business is positioned as a premier supporter of excellence, health, and athletic opportunity in the 207.

03 THE ALL STAR SUMMIT

More than a game—a professional stage for Maine’s youth. The All-Star Weekend is a high-production showcase dedicated to celebrating the hard work and talent of the state's best athletes. By removing all financial barriers, we ensure that every invited player has the chance to be seen, regardless of their background.

- The Middle School Showcase: Providing the state’s top 7th & 8th graders with their first taste of a professional-grade atmosphere.
- The Rising Stars Game: A premier platform for Freshmen and Sophomores to earn statewide recognition and build their confidence.
- The Elite 20: The weekend’s crown jewel, featuring the top talent in Maine in a high-intensity, televised-style showcase.

120+ Athletes. Zero Cost. Total Impact. Every athlete enters the building as a Big Time Hoops All-Star. Because of our partners, they receive a professional-grade experience—complete with elite gear, high-end digital storytelling, and the recognition they have earned on the court.

- Investment in the Individual: For many of these players, this is the most significant platform they will ever step on during their high school careers.
- Community Pride: We unite players from every corner of the state, bringing families together to celebrate the best of Maine basketball.
- A Legacy of Support: Your sponsorship ensures that jerseys stay free, the lights stay on, and the spotlight is bright for every kid who deserves to be there.



04 THE PARTNERSHIP

Presenting Sponsor | All-Star Weekend - \$4,000

This premier tier provides the highest level of brand integration, positioning your business as the central supporter of Maine's most prestigious basketball weekend. As the Title Partner, your brand is woven into the entire event narrative—from the first announcement to the final trophy presentation.

- Title Naming Rights: Official event title: "The [Business Name] All-Star Weekend."
- Digital Dominance: Primary logo placement on all All-Star digital assets, social graphics, and video overlays reaching 14M+ monthly impressions.
- Print & Venue Branding: Your logo featured on all physical event signage, programs, and media backdrops.
- Community Recognition: Featured as the primary benefactor of our "Free to Play" mission, helping fund our year-round events for Maine's youth.



EVENT NAMING RIGHTS: \$1,500 PER EVENT

Choose the specific showcase that aligns with your community mission. Partners receive exclusive naming rights and digital integration for their chosen event.

- The All-Star Game: The main event featuring Maine's top 20 players.
- All-Star Saturday Night: Home to the Dunk Contest and our most viral content of the year.
- The Rising Stars Game: Highlighting the elite Freshman and Sophomore classes.
- The Middle School Showcase: Celebrating the state's top 7th & 8th graders.

The All-Star Weekend is the engine that allows us to keep our programming free for Maine's athletes. Your sponsorship directly funds this weekend and fuels our year-round mission, including the Next-Up Showcase Camps and our contributions to Summer Slam. Together with New Balance, we are providing a professional stage for the next generation."

The image displays four vertical panels, each representing a different basketball event. Each panel features a man in a black jacket presenting a pair of sneakers to a player. The panels are as follows:

- Panel 1:** Star logo with "2-7 ALL STAR SATURDAY NIGHT". Player: **TYRIE JAMES**, WINDHAM EAGLES. Event: BIG TIME HOOPS SKILLS CHALLENGE. Presented by HAWKIN DYNAMICS.
- Panel 2:** Star logo with "2-7 ALL STAR SATURDAY NIGHT". Player: **MARY ALLEN**, CENTRAL RED DEVILS. Event: BIG TIME HOOPS QUEEN OF THE COURT. Presented by HAWKIN DYNAMICS.
- Panel 3:** Star logo with "2-7 ALL STAR SATURDAY NIGHT". Player: **WYATT BENOIT**, THORNTON ACADEMY TROJANS. Event: BIG TIME HOOPS KING OF THE COURT. Presented by HAWKIN DYNAMICS.
- Panel 4:** Star logo with "2-7 ALL STAR SATURDAY NIGHT". Player: **DING MAIWEN**, EDWARD LITTLE RED EDDIES. Event: BIG TIME HOOPS DUNK CONTEST. Presented by HAWKIN DYNAMICS.

Each panel also includes a "WHITE LOBSTER OFFICIAL SNEAKER PROVIDER" logo at the top and "TEAGAN EWINGS PHOTO" on the right side.

05 CONTACT & CONNECT

Thank you for reviewing the All Star Weekend Partnership Opportunities. We are excited about the chance to align your brand with the passion and growth of Maine basketball.

Tom Bard
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