

BT **PARTNERSHIP OPPORTUNITIES**

2025-2026 Basketball Season

MAINES PLATFORM FOR HIGH SCHOOL, COLLEGE & PROFESSIONAL BASKETBALL COVERAGE



27 BT BIG TIME HOOPS MAINE
WWW.BTHOOPS.COM



- 01 OUR MISSION & IMPACT
- 02 OUR AUDIENCE
- 03 BY THE NUMBERS
- 04 SPONSORSHIP OPPORTUNITIES
& PACKAGES
- 05 CONTACT & CONNECT

TABLE OF CONTENTS

BT

01 OUR MISSION & IMPACT

BIG TIME HOOPS is the premier year-round source for all things basketball in the state. We are a community-first organization dedicated to showcasing Maine's talent and becoming the central destination where passionate fans connect with the game.

What truly sets us apart is our deep, on-the-ground commitment. We use our platform to create invaluable, free opportunities for players across the state.

100% of our operations rely on partnerships and sponsorships to provide our year-round coverage and fund our events. Your support directly translates into:

- **Big Time Hoops All-Star Weekend:** Now in its 5th year, this is the only all-star game in Maine to unite players of all grades and school sizes. Moving to the Cross Insurance Center this year.
- **Summer Slam (w/ TRU Sports):** The state's only free marquee summer showcase, which has grown to over 100 participants annually.
- **Select Camp Series (w/ Results Basketball):** A free, invite-only camp for 140 of the state's top players, providing direct exposure to over 10 attending colleges.

Our work shrinks the size of the state, ensuring talent from every corner of Maine is seen and celebrated.



02 OUR AUDIENCE

METRIC	SNAPSHOT	VALUE PROPOSITION
Primary Age	18–34 (Target Demographic)	High-value, college-entry consumer. The ideal demographic for any business seeking to engage young adults. This includes universities for students, military branches for recruits, and financial institutions for first-time customers.
Gender Split	60% Male, 40% Female	Strong reach into the family and community network (parents, coaches).
Location	95% in Maine	Unparalleled local reach for regional businesses and community-focused campaigns.



DIFFERENTIATED SOCIAL MEDIA DEMOGRAPHICS

PLATFORM	TOTAL FOLLOWERS	PRIMARY AGE	GENDER SPLIT
Facebook	14,200	35–54 (52%)	52% Male, 48% Female
Instagram	43,100	18–24 (38.8%), 25–35 (24.1%)	62% Male, 38% Female ⁴

03 BY THE NUMBERS

Metric	Last 30 Days	Last 365 Days
Website Visitors	21,888	106,845
Monthly Page Views	30,498	198,974
Total Social Followers	61,300	+9,000
Social Media Impressions	1,724,800	28,000,000+ (8,000,000 in July & August alone)
Podcast Avg. Downloads	400 per episode	7,859 total downloads



Stronger Digital Reach

Our Instagram following surpasses the state's largest traditional media outlets (Bangor Daily News, Sun Journal, Varsity Maine) and the accounts for UMaine's highest-profile teams (Hockey, Football, and Basketball). This confirms a deeper and more direct connection with the crucial 18–34 demographic.

CONTINUED

Platform Breakdown	Followers / Subscribers
Instagram	43,100
Facebook	14,200
X (formerly Twitter)	3,800
YouTube	1,500

04 SPONSORSHIP OPPORTUNITIES & PACKAGES

Our partnership packages are designed to offer brands a flexible way to engage our highly valuable, local audience across our various platforms. We offer a tiered structure—**MVP, All-Star, and Rookie**—to suit any marketing objective and budget. By partnering with Big Time Hoops, you are not only gaining high-impact exposure but also directly funding free community events for Maine's youth.



The MVP Package: All-Season Partnership

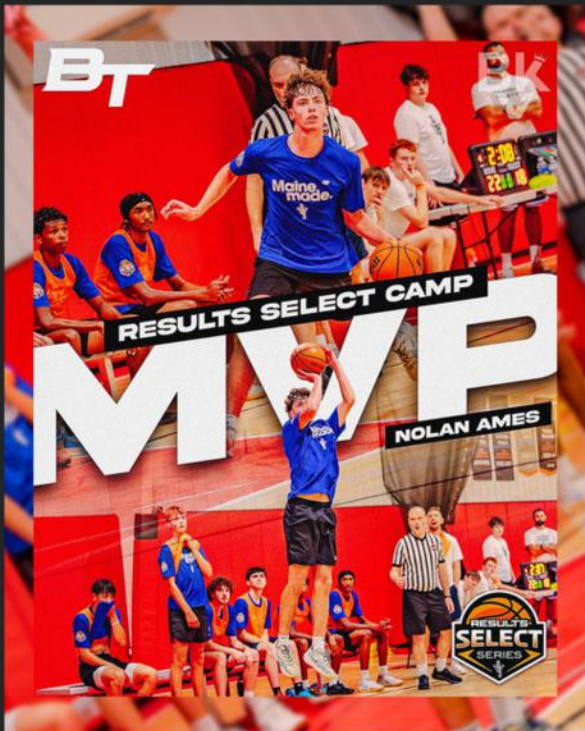
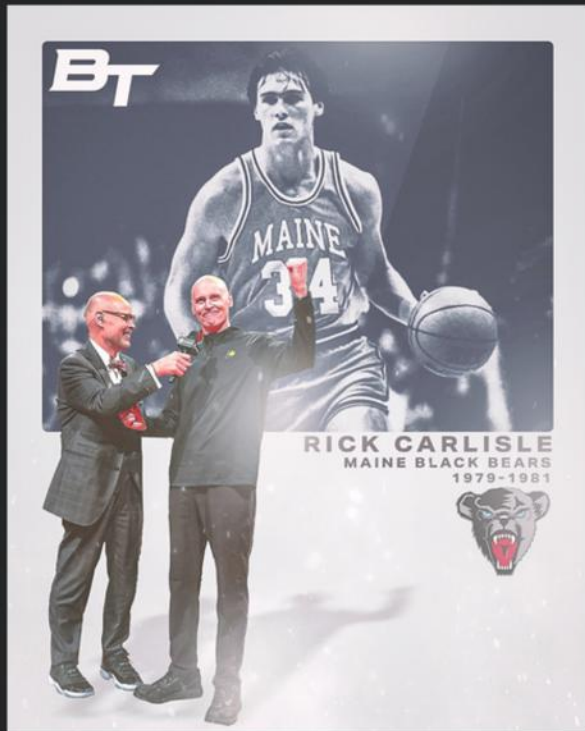
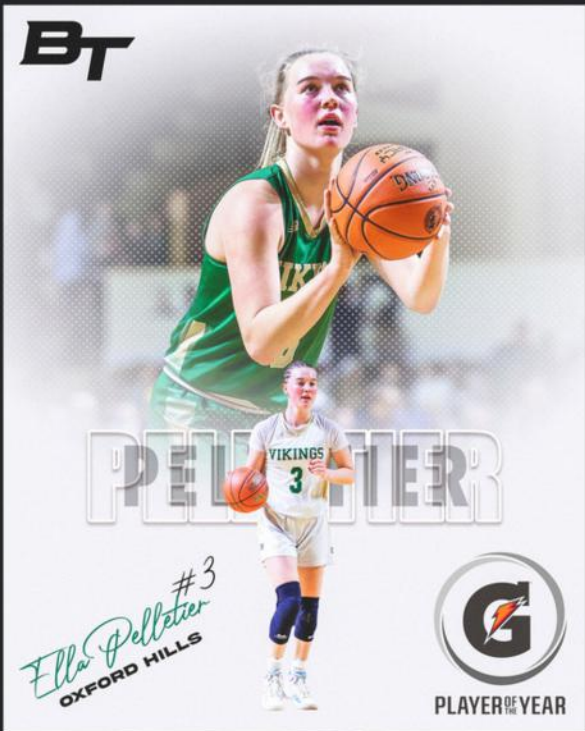
This tier provides the highest level of brand integration and exposure, positioning your brand as a central supporter of Maine basketball. MVP Packages offer full-season, high-volume visibility across our most popular content.



Option	Investment	Key Deliverables	Value Highlight
1. Big Time Recaps	\$6,000	Logo on 240–400+ distinct content pieces (previews, scores, YouTube highlights) for 60–100 games.	Our Most Visible Package - Guarantees maximum eyeballs and brand association with daily highlights.
2. Big Time Scoreboard	\$4,000	Logo on 4–5 graphics per daily scoreboard post (360–600+ graphics over the season).	Consistent, high-frequency Daily Brand Presence for instant recognition throughout the season.
3. Big Time College Hoops	\$4,000	Exclusive sponsorship of all content (4–5 posts per game + YouTube) for 2 college games every weekend.	Targeted reach to a College-Centric Audience of students, alumni, and local fans.

The All-Star Package: High-Value, Focused Presence

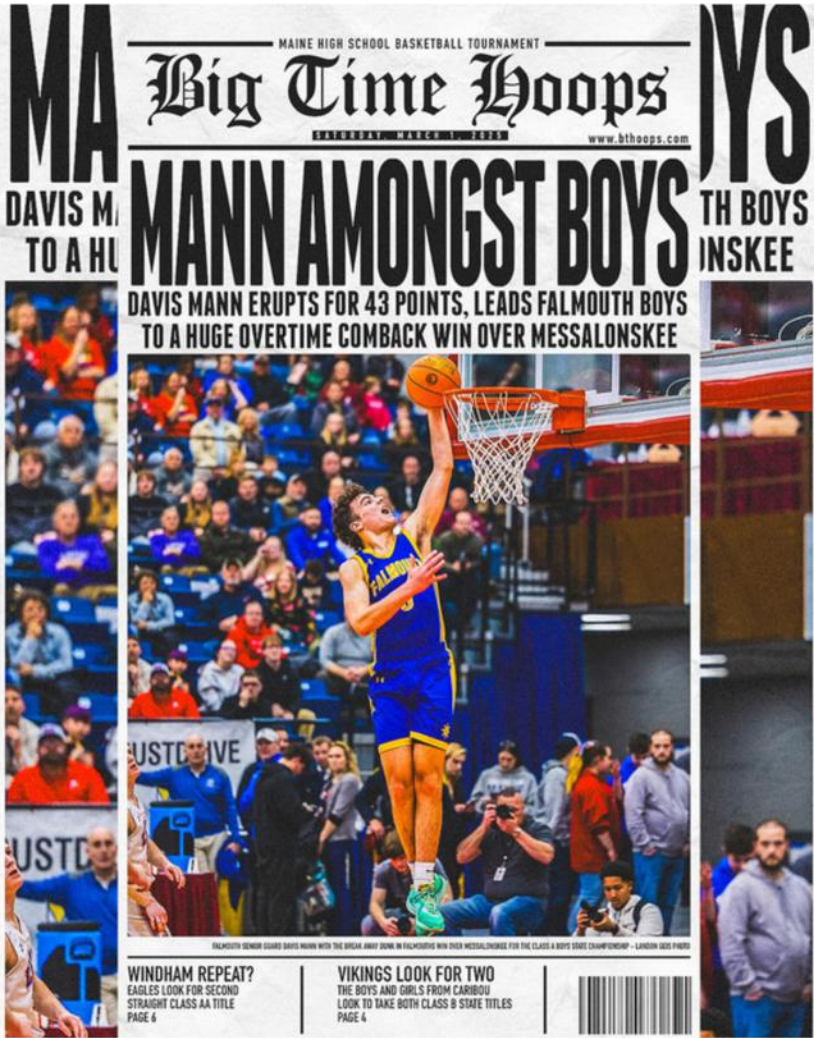
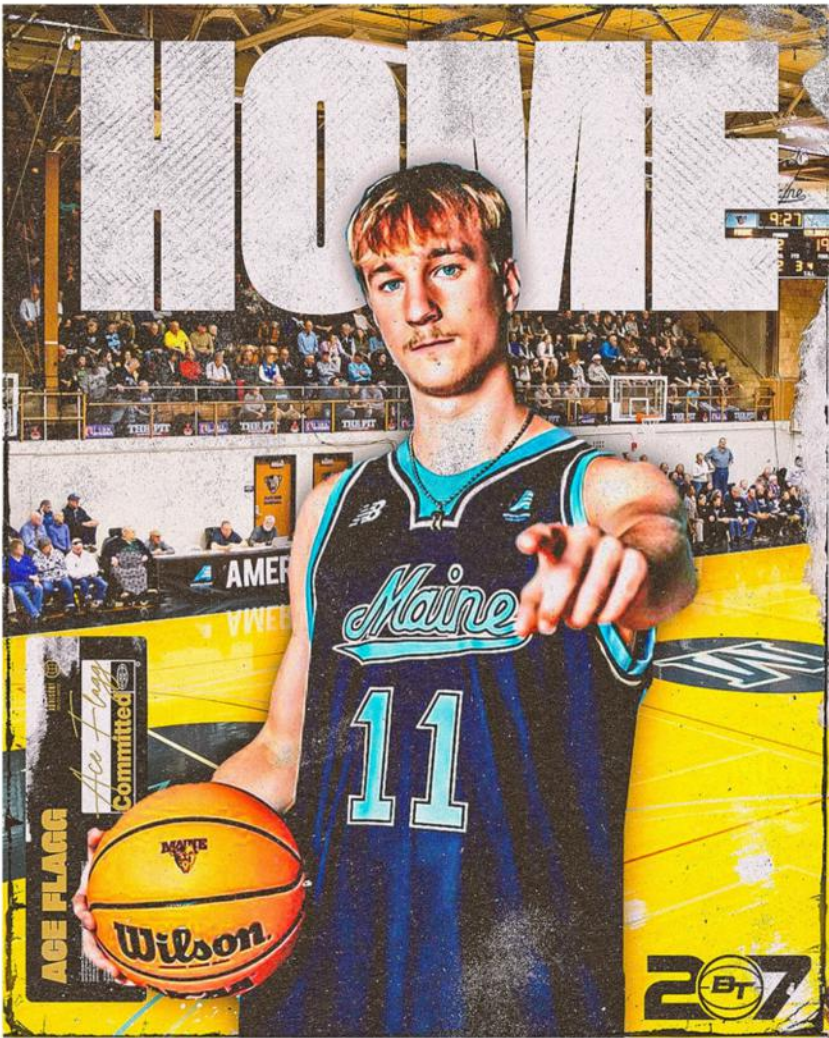
This tier provides maximum visibility within a highly specific, high-buzz piece of content. All All-Star Options are \$3,000 per 4-month season (except for the Tournament Week Sponsor).



Option	Investment	Key Deliverables	Value Highlight
1. Big Time Power Rankings	\$3,000	Exclusive sponsorship of weekly boys' & girls' rankings graphics PLUS a dedicated weekly website article.	Association with authoritative, high-buzz content that is shared weekly by coaches and players.
2. Big Time Players Spotlight	\$3,000	Exclusive sponsorship of a twice-a-month written website feature, including a photo spread and social media promotion.	Association with top talent and high-quality feature journalism.
3. Tournament Week Sponsor	\$3,000 (per week)	Exclusive logo placement on all schedule posts, score posts, and video recaps during the busiest traffic week of the year.	Unmatched volume of impressions during the state's biggest event and our busiest week.
4. Big Time Hoops Awards	\$3,000	Exclusive sponsorship of all weekly "Players of the Week" graphics and the highly-anticipated End-of-Season All-State Teams.	Association with athletic excellence and positive recognition.

The Rookie Package: A High-Impact Entry Point

This tier offers highly accessible options for businesses looking to target a specific audience with a limited investment.



Option	Investment	Key Deliverables	Value Highlight
1.Podcast Ad Reads	\$500	A host-read 30-second ad included in every episode (10–12 episodes) for the entire season.	Intimate, affordable ad exposure to a loyal listener base.
2.Website Banner Sponsorship	\$500	High-visibility custom banner ad appearing 2–3 times per week (32–48 placements) over the season.	Consistent visual presence and the ability to frequently update custom ad creative.

05 CONTACT & CONNECT

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

Tom Bard
Founder & Managing Director

207-231-1073
info@bthoops.com

www.bthoops.com

