



SPONSORSHIP INFORMATION PACK

WHAT IS THE WORLD CLUB BASKETBALL TOURNAMENT?

The World Club Basketball Tournament (WCBT), is the UK's only international basketball tournament.

The objective of WCBT is to provide players based in the UK of all abilities, the unique opportunity to compete against other international teams, on UK courts.

In 2019, following the success of the 5 annual UK tournaments, WCBT events were also hosted in Las Vegas & Washington USA,

WCBT is open to senior male players senior male players and from teams across the world. To date we have hosted players who have competed at all levels of the sport, including the NBA, NCAA, Euro League, FIBA internationals, and the British Basketball League

WCBT is a showcase of premier homegrown and international talent & comprises of 8/10 international teams, competing in a round robin format over one weekend.

WCBT 2022 will be hosted on September 3rd & 4th, with teams from Japan, USA, Canada, Dominica Republic & England scheduled to take part.



WHO ARE WE ?

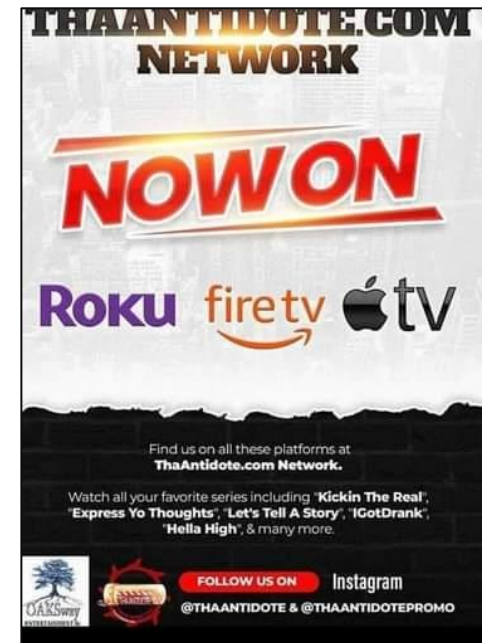
The World Club Basketball Tournament was founded by Eric Douglin coach of Sussex based club Bexhill Giants in 2015.

WCBT is in as unique position being the only UK based international Pro Am event, enabling players across the world to compete in a high level international competition.

Our extensive network across all social media platforms WCBT generates thousands of impressions on a daily basis, to raise the profile of British basketball globally.

Through the host Club, the Bexhill Giants, WCBT is registered with Basketball England, in addition to being a registered trademarked brand.

WCBT has received a number of awards and nominations, including BBC Sussex Volunteer of the Year Award, Spark Award , Sports Achievement Award & The Direct Line Group Community Award.



SERVING THE COMMUNITY

One of the key objectives of WCBT is to have a positive impact on serving the basketball community.

All of the staff are volunteers and are associated with local clubs within the area.

WCBT ensures we engage with the basketball community, clubs schools, by hosting coaching sessions, hosted by international coaches during our tournaments.

In addition, WCBT supports a number of charities through fundraising and raising awareness including Kidney Research UK (KRUK) & in 2022 we will be supporting Colostomy UK as well.

Since 2015, WCBT has raised over £6000 for KRUK and supported a number of schools with sporting equipment and kit.



WHERE & WHEN

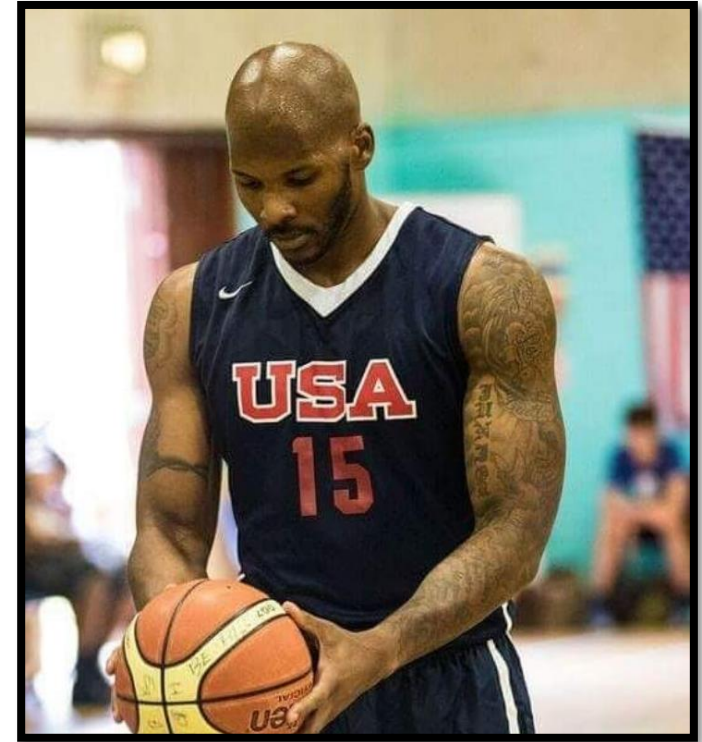
The WCBT always takes place in the first weekend of September, which is the final weekend of preseason for BBL and National League teams.

This allows teams to bring their strongest teams to the tournament ,prior to the start of their individual league campaigns.

The UK edition of WCBT takes place at the Summerfields Leisure Centre in Hastings, East Sussex .

The facility, has two main courts to complete the group matches on Day 1 of the tournament, then is changed on Day 2 to have the one show court, with stands for spectators, and space for vendors.

There are excellent travel routes from London and around the UK to Hastings, the nearest airports are London Gatwick & London Heathrow.



VISIBILITY

WCBT has a very diverse and far reaching following, through our extensive global and domestic associations and network of connections.

Players and teams across all levels of the sport from the NBA to local league are included in our alumni, this has enabled the WCBT's reputation to be shared globally .

WCBT has an excellent media team, which ensures the action, interviews, brand exposure and visibility of the event is consistently maintained.

All BBL /NBL coaches are invited to attend to watch the high calibre player taking part in the WCBT weekend, in addition to spectators who rarely get to see this level of competition in the UK.

WCBT is also viewed by domestic and international coaches, influencers, league administrators, celebrities, current professional and ex players.



Jasonn Hannibal – Washington Wizards – WCBT 2016 & 2017 (ABA Toronto Knights)

WCBT ALUMNI

Due to the fact that WCBT is the only Pro AM international event hosted in the UK, it has become the highlight event whereby players test themselves against to quality opposition.

As such we have hosted players and coaches who have competed at the highest level and won championships, domestically and internationally.

Since 2015 WCBT has hosted players and coaches from top leagues around the world, including the NBA, BBL and FIBA teams & coaches.

Roderick Turner –
International Coach –
WCBT-2018



Samuel Toluase – BBL
Professional – WCBT 2015,
2016, 2017 & 2018



Gabriele Grazzini – FIBA
Coach – WCBT 2016



Sean Loucks – Worthing
Bears - WCBT2016 &17



John Barber Jr – BBL
Professional – WCBT 2015,
2016 & 2017

WCBT TEAMS

Since its inception WCBT has hosted teams across all levels of the sport including internationals, National League, Tour Teams and representative sides. To date WCBT has hosted over 35 teams from numerous countries including:

- Denmark – Wolfpack
- Congo- Kingz of Kongo *
- Germany- Beastmode
- Wales – Wales National Squad *
- England- Westminster Warriors*
- Canada- ABA Toronto Knights*
- USA – New York Court Kings
- USA- Kitsap Admirals
- USA –USA Select
- USA- Las Vegas Unknown *
- Philippines – Team Kampi
- Germany –Howard Hoops

WCBT 2022 has already confirmed teams from Japan, Denmark, USA & UK.



WCBT WINNERS

WCBT has hosted a number some excellent teams, organisations and players since its inception . To date North American teams have held the monopoly and claimed the title 4 out of the 5 the event has been hosted.

USA Select Basketball – 2015 & 2016

ABA Toronto Knights (Canada) 2017

Las Vegas Unknown (USA) – 2018

Wolfpack Basketball (Denmark) 2019

WCBT was cancelled in 2020 & 2021 due to covid restrictions.



WHAT OTHER PEOPLE SAY



Tony Eackles Jr.

Good times. Where the international journey started! Can't wait for a chance to go back



Gran Jackson

GREAT TOURNAMENT AND SO HAPPY OUR CANADIAN TEAM WON!!! (MY SON-IN-LAW IS COACH LOUCKS--JUST A LITTLE PROUD!) 🇨🇦



Coach Gabriele Grazzini

8 Sep 2017 · 🌐

Just want to give a big shout-out to my friend [Eric Douglin](#) and his [World Club Basketball Tournament - England](#). If you're around south England this weekend and you love basketball, you MUST attend! It is a beautiful chance to visit the amazing [Hastings](#), one of my favourite spots!



Philip McCargo

Coach Eric I cannot begin to express my gratitude for everything you have ever done for me and the basketball community in a whole. U have given so many young players a platform to showcase there talents and now with what you're doing with this new league you really are changing the game of basketball for the better. Thank you.!



Deanne Zoe Foster 🇺🇸

recommends [World Club Basketball Tournament - England](#).

12 Sep 2019 · 🌐

We all had a fab time at the weekend , we were made to feel very welcome by Eric and Mandi and the other staff and also the players were friendly and lovely with the kids , look forward to next year [#wcbt2020](#)



Cesar Mayette D Velasco

Thank you [Eric Bball Douglin](#) for inviting me awesome Tournament see you next year



Gabriele Grazzini 🇮🇹 recommends

[World Club Basketball Tournament - England](#).

15 Oct 2016 · 🌐

A great chance for UK's Basketball!



Tonya Bessix 🇺🇸 recommends

[World Club Basketball Tournament - England](#).

7 Sep 2019 · 🌐

Awesome my son played in that tournament

MEDIA COVERAGE

WCBT has been covered across the world by numerous media outlets, online, in print, on the radio and international TV, including the BBC Sussex, LBC, Talk Radio ,Roku and ITV Meridian.

Additionally WCBT is supported by basketball leagues and communities in the UK and around the world, especially where they have teams or players competing in the event.

This support expands the WCBT network overseas and has opened the event up to a wider market.

WCBT covers the event on our own platforms domestically and internationally, raising the profile and increasing exposure for players, teams and brands to a world wide audience of hundreds of thousands annually.

Our media team publishes a continuous stream of content pre and post event to ensure engagement is always high, and brand sponsors receive a return on their investment.



BRAND AWARENESS

Though our global network we can promote your brand, and company by displaying your products and signage on site and through our media platforms.

We are currently looking for sponsors & partners across various brands, including offering naming rights, merchandise vendors, nutritionists, WCBT apparel & volunteer uniforms, on site & social media branding, gameday basketballs, prizes & giveaways etc.

In addition to developing an online shop, to promote and sell WCBT and your own branded merchandise.



worldclubbasketballtournament@gmail.com

www.worldclubbasketballtournament.com



PREVIOUS SPONSORS

Some of the sponsors and partners which have been involved with the World Club Basketball Tournament.





We are always looking for new partners and sponsors to help us elevate the World Club Basketball Tournament, and support us in our objective to raise the profile of British basketball.

Please contact us for any questions or more information on our available packages.

CONTACT US

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www.worldclubbasketballtournament.com

Follow US #WCBT

