



**WORLD CLUB BASKETBALL TOURNAMENT 2023 – SPONSORSHIP PACK**

# THE WORLD CLUB BASKETBALL TOURNAMENT

The World Club Basketball Tournament (WCBT), is the UK's only international basketball tournament, open to senior male players from teams across the world.

Since its inception in 2015 WCBT has 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 more than just a sporting event, it is a self funded, non profit project created to raise awareness and funds for charity organisations.

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.

The sporting 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.

Due to the success of WCBT on the global basketball stage, 2023 will not only see us host our tournament in the UK, we will also host events in Washington USA & Lanzarote Spain.



# FOUNDER ERIC DOUGLIN

After being diagnosed with chronic kidney disease in 2005, Eric received a donor kidney from his wife Mandi in 2010.

As part of his recovery and personal experience he researched various aspects of the organ donation process.

This research led to the realisation that there is a serious lack of awareness, funding and organ donors available in the UK, Eric has since become an ambassador for a number of organ donation charities, including Kidney Research UK.

In 2021, after a short illness, Eric's was rushed into hospital for lifesaving surgery, after been diagnosed with a perforated bowel, resulting a stoma being formed. This led to Eric being an awareness advocate for bowel related conditions and ambassador for Colostomy UK.

Again he saw it as an opportunity to share his story in order to raise awareness on stomas, the contributions of research, and medical advancements in supporting those affected by invisible illnesses.



# SERVING THE COMMUNITY

One of the key objectives of WCBT is to have a positive impact on serving the basketball & local community of Hastings and surrounding areas.

All of the staff supporting the event are volunteers associated with local clubs, schools and organisations within the Hastings area.

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

In 2022 WCBT supported Colostomy UK, raising funds & awareness on those impacted by bowel related conditions.



# WHERE & WHEN

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.

WCBT takes place at the Summerfields Leisure Centre in Hastings, East Sussex, bringing hundreds of players, officials and spectators across the world to the area.

Hosting WCBT in Hastings, has enabled the event to build relationships with a number of local & international businesses.

These business relationships include hotels, restaurants, transportation/ taxi companies, apparel companies, creating increased revenue, visibility and footfall for the businesses & town.



# GLOBAL VISIBILITY

WCBT has a very diverse and far reaching following, through our extensive global, 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. In addition to generating thousands of impressions and views to create brand awareness.

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.



The BBC attended WCBT2022 and provided global exposure for the event and our sponsors.



Duane Notice – Canada International – Toben WCBT2022



Roderick Turner – International Coach at WCBT-2018, with NBA Star Russell Westbrook



Jason Hannibal – NBA Washington Wizards – (ABA Toronto Knights) WCBT2017

# 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 TV and ITV Meridian.

Additionally WCBT is supported by basketball leagues and communities in the UK and globally ,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. In addition to

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.

\*Please visit YouTube to view the videos



WCBT2022 on the BBC



Wolfpack Denmark – European media exposure

# Great week of basketball action as USA stars earn their stripes

BEXHILL played host to some excellent basketball action last week with the long awaited visit of the USA Select Basketball organisation.

The Americans came to town as part of their European Exposure Tour and competed in three events hosted by the ADA Bexhill Giants at Bexhill Leisure Centre.

The week started with the Hastings District sponsored International 10 Tournament which saw the Giants joined by USA Select (Blue Team). Sussex champions BC Crawley (Gold) and National League side Sussex Bears in a four-team round robin event.

A fast-paced day of basketball played in a competitive spirit resulted in some excellent matches and spectators were treated to some athletic and energetic play from all teams.

The quality of the USA team was evident as they won all their three matches against the English sides and were crowned champions. The domestic clubs finished with victory and defeated their some close league opponents, but the Giants were runners-up by virtue of their

Two days later, the second USA Select team (White) competed in an exhibition match against the Giants, which was presided by a youth coaching clinic for local youngsters run by USA Select coach Nicholas Melsaris and his players.

The youngsters then stayed behind to watch the match which resulted in a comprehensive victory for the superior USA team.

The following evening saw the USA Select (White) return to compete in another exhibition match against a Sussex Select team made up of players from the Sussex Basketball League.

Again the match was played in an excellent competitive spirit, but the USA Select players - who are showcasing their talents across Europe in the hope of securing professional contracts - had too much skill and experience for the Sussex side and recorded their second comfortable win in two days.

The result was inevitable, although as the main purpose of the event was to promote basketball across the region, Giants chairman Douglin said: "What a great day we had with the visit of USA Select Basketball to town. Their coaches and players are excellent ambassadors for our



Bexhill Giants chairman Eric Douglin (left) with USA Select (white team) head coach Nicholas Melsaris

## Young guns make scorching start with dominant victory

HASTINGS & Bexhill Rugby Club's under-16 team kicked off their new season with a 40-7 victory in a

# S stars to conduct free junior basketball session

USA Select Basketball have confirmed they will be conducting a free coaching clinic for local youngsters.

The clinic will take place before their exhibition match against an ADA Bexhill Giants select side on Tuesday September 9 at Bexhill Leisure Centre, 7pm start.

Open to young players of all abilities aged 7-16, the coaching session will offer the unique opportunity of receiving quality coaching from experts of the game with the aim of attracting young players into the sport and raising its profile locally.

Once participants have taken part in the coaching clinic, they will have the opportunity to lead the teams on to the court before the exhibition match and be part of the opening ceremony. They will also be able to take part in half time shooting competitions and games.

The coaching session forms part of the USA Select European Exposure Tour, which sees some of the best American basketball talent



Action from last season's USA Select basketball coaching session

**Basketball**  
report contributed  
email: sport.sussex@opennet.co.uk

Preparations are underway for the fifth World Club Basketball Tournament (WCET) hosted by the Bexhill Giants on the 7th & 8th September, at the Summerfields Leisure Centre, Hastings, East Sussex.

The reputation of WCET as the UK's only international basketball event has seen its reputation enhanced globally, with expressions of interest from pro-am teams across the world clamouring to enter the prestigious event.

WCET2019 has received enquiries from as far afield as Australia, Tobago, USA, & India and several teams have already committed to compete in WCET 2020.

The caliber of teams entering has improved every year and the WCET committee were privileged to host the Wales Men's National Squad at last year's event, in addition to teams from Las Vegas and Poland. WCET will see ten senior men's teams and spectators from across the world descend on Hastings for an exciting weekend of basketball, music, prizes, competitions and giveaways, in the biggest international held in the UK.

The teams confirmed to date are 2018 champions Las Vegas Unknown, Kitsap



Toronto Knights on Hastings Seaside

Inside this week's Observer

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Dan races to 10k victory

Chelsea helps runners-up at

gobalthe www.facebook.com

**Basketball**

GIANTS WELCOME THE WORLD

BEHILL-ON-SEA BASKETBALL TOURNAMENT

WORLD CLUB BASKETBALL TOURNAMENT

HOSTED BY BEXHILL GIANTS BASKETBALL

The Bexhill Giants have achieved the first of the World Club Basketball Tournament. Picture by Web Photo UK Photography

# Giants to host global basketball spectacle

BEXHILL Giants are getting ready to host another global basketball competition next weekend.

The award-winning World Club Basketball Tournament will return to Summerfields Leisure Centre in Hastings for the second time on September 10th following last year's successful event.

The tournament has grown substantially since the inaugural staging, in which USA Select Basketball defeated Lake Michigan Admirals in an excellent final, and has been inundated with enquiries from countries including Venezuela, India, Spain, France, USA, Italy and Canada.

The World Club Basketball Tournament is now regarded as the number one international basketball event in the UK and this year's edition will feature some of the best basketball players ever seen in England.

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The tournament will consist of two groups of five teams. There will also be a dunk contest, merchandise and cheerleaders.

There will be a free youth coaching session on the Sunday from 10.30am hosted by USA Select coaching staff and players, in addition to prize giveaways, music and other giveaways on the weekend.

There are 45 on both days and free to open, with live action starting at 10.30am. For details please contact Eric Douglin on 01323 81257 or visit our website clubbasketballtournament.com.



The United States will be well represented in the World Club Basketball Tournament, hosted by Bexhill Summerfields Leisure Centre in Hastings next weekend

# Teams from Europe and USA to contest world tournament

THE award-winning World Club Basketball Tournament, hosted by Bexhill Giants Basketball Club, will return to Hastings for the third consecutive year.

The World Club Basketball Tournament is now regarded as the number one international basketball event in the UK and this year's staging will feature some of the best basketball players ever seen in England.

Teams from continental Europe will take on the always strong United States sides at Summerfields Leisure Centre over the weekend of September 9-10.

Tickets are priced at £5 on both days and free to under-16s, with the action starting at 10.30am. As a sponsor of the event, USA Select is pleased to have an exhibition match featuring two of the event's stars at Bexhill Leisure Centre on Friday September 8. Doors will open at 10.30am.

The World Club Basketball Tournament is a self-funded event and players are welcome, with the opportunity to promote their clubs and businesses displayed.



Jason Marshall, of the Hastings Warriors, with World Club Basketball Tournament founder Eric Douglin

## Sport



The Ballers Hoop on Select team which won the B final at Summerfields Leisure Centre in Hastings

# US teams hold court as Giants host world event

USA Selects White and Red teams dominated proceedings, both winning their groups with 100%.



World Club Basketball Tournament 2018 winners Las Vegas Unknown. Picture courtesy Martin Webb Photography

# Vegas hit the title jackpot as Hastings stages global event

THE World Club Basketball Tournament took place over two days at Summerfields Leisure Centre in Hastings.

The top two in each group advanced to the A semi-finals and the bottom two went into the B semi-finals, all of which were played on day two.

In the A semi-finals, New York Court Kings overcame a depleted Argyle Kings 53-27 and Las Vegas Unknown saw off Sussex Lions 41-25. As for the B semi-finals, USAF Lakenheath pipped Patriots, Las Vegas Unknown, Chicago Legends and Argyle Kings in group two.

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The teams were initially split into two groups of four, with USAF Lakenheath, Wales National Team, Sussex Lions and New York Court Kings in group one, and London Patriots, Las Vegas Unknown, Chicago Legends and Argyle Kings in group two.

The objective of the tournament was to raise the profile of UK basketball by introducing high calibre teams into a competitive environment and to promote the sport to new fans, as well as raising funds and awareness for charity partner Kidney Research UK.



# 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 45 teams from numerous countries including:

- Denmark – Wolfpack
- Congo- Kingz of Kongo \*
- Germany- Beastmode
- Wales – Wales National Squad \*
- England- Westminster Warriors\*
- England- Coventry Tornados
- England – Oxford Hoops
- England - Argyle Kings
- Canada- ABA Toronto Knights\*
- Canada – Toben Basketball
- USA – Hoops Goon
- USA – New York Court Kings
- USA- Kitsap Admirals
- USA –USA Select
- USA- Las Vegas Unknown \*
- Italy – Embassy International
- Philippines – Team Kampi
- Germany –Howard Hoops



# WCBT PARTNERSHIP MODEL OPPORTUNITIES

Providing your brand with the opportunity to associate with an international sports event, organised and hosted by an individual with extensive experience in the European and UK basketball market.

Promoting your brand as a supporter of international basketball and building a reputation in on an international stage.

WCBT provides your brand with the unique opportunity to be associated with the UK's only international tournament, which features in several domestic and overseas media outlets.

The World Club Basketball Tournament will promote your brand to our global network, raising your brand across our extensive international social media platforms.

Creating pathways for players, teams and coaches to be seen on an international stage, with our links to the British Basketball League & National Basketball League.

A live onsite tournament audience of hundreds of spectators & thousands of on-line spectators with games live streamed across the globe.

Give global exposure of your brand to a captive, niche market both via the tournament and with pre & post tournament interaction with our peers and yours.

Creating an ongoing legacy for your brand to ensure there is a visible online footprint & audit trail in existence, linking your brand to the World Club Basketball Tournament.

Partnership opportunities with two of the biggest basketball markets in the world, with tournaments being hosted across USA & Spain.

## Individual Partnership Packages.

The packages include continuous social media & press promotion prior to WCBT2023 & 12 months post event.

Custom-made packages are available to suit individual company requirements.

The World Club Basketball Tournament, is a self-funded event & will be raising funds and awareness for Colostomy UK & Kidney Research UK.

### What's your challenge?



Platinum	Gold	Silver	Bronze
£5,000	£2,000	£1,000	£500
<u>Package Includes</u>	<u>Package Includes</u>	<u>Package Includes</u>	<u>Package Includes</u>
<ul style="list-style-type: none"> <li>• Exclusive Naming Rights for the event</li> <li>• On site company branding</li> <li>• Event program branding</li> <li>• Company branded interview videos with players</li> </ul>	<ul style="list-style-type: none"> <li>• On site company branding</li> <li>• Event program branding</li> <li>• Company branded interview videos with players</li> </ul>	<ul style="list-style-type: none"> <li>• On site company branding</li> <li>• Event program branding</li> </ul>	<ul style="list-style-type: none"> <li>• On site company branding</li> <li>• Event program branding</li> </ul>
Company branded on YouTube videos & SM posts including Twitter Instagram, Facebook, YouTube, LinkedIn & Tik Tok	Company branded on YouTube videos & SM posts including Twitter Instagram, Facebook, YouTube, LinkedIn & Tik Tok	Company branded on YouTube videos & SM posts including Twitter Instagram, Facebook, YouTube, LinkedIn & Tik Tok	Company branded on YouTube videos & SM posts including Twitter Instagram, Facebook, YouTube, LinkedIn & Tik Tok
Company mentions in media, newspaper release & promotions etc.	Company mentions in media, newspaper release & promotions etc.	Company mentions in media, newspaper release & promotions etc.	Company mentions in media, newspaper release & promotions etc.
Access to Eric Douglin for interviews, press releases, presentations pre and post event.	Links to your company website via WCBT website		
Links to your company website via WCBT website			

# 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**

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](#).

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](#).

A great chance for UK's Basketball!



**Tonya Bessix**

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

Awesome my son played in that tournament

# BRAND AWARENESS

Though our global network we can promote brand, products and awareness by displaying onsite branding, stories, press releases etc through our extensive media platforms.

As a self funded event ,we have opportunities for sponsors & partners across various brands, including offering naming rights, merchandise onsite vendors, nutritionists, WCBT apparel & volunteer uniforms, on site & social media branding, gameday basketballs, prizes & giveaways etc.

We have various options for companies to support the UK's only international basketball, and promote your brand on a domestic and global stage.



[worldclubbasketballtournament@gmail.com](mailto:worldclubbasketballtournament@gmail.com)

[www.worldclubbasketballtournament.com](http://www.worldclubbasketballtournament.com)



# PREVIOUS SPONSORS & PARTNERS

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**

**[worldclubbasketballtournament@gmail.com](mailto:worldclubbasketballtournament@gmail.com)**

**[www.worldclubbasketballtournament.com](http://www.worldclubbasketballtournament.com)**

**Follow US #WCBT**

