



# THE HOMECOMING

MODE BASKETBALL CAMP



UNIVERSITY OF GHANA (LEGON) BASKETBALL COURT

7TH-8TH OCTOBER 2023





## E V E N T   S U M M A R Y

The first edition of the MODE BASKETBALL CAMP (Ghana) seeks to provide education, skill development and scholarship opportunities for athletes in Ghana and across the African continent.

The goal of the camp is to empower African athletes and provide opportunities for them to succeed in sports and quality education. Our aim is to bridge the gap between African talent and opportunities abroad with our networks and strategic partnerships.

The camp will focus on skill development, Athlete personal growth and education on how to get recruited. In attendance would be 200 players invited from various basketball programs across regions in Ghana. Campers will go through a series of physical and mental exercises facilitated by some of the best coaches and trainers in Ghana.

The end goal is to provide advanced training modules for campers, and opportunities for the best Ghanaian athletes to enroll in Academic programs in Canada.



## C A M P E R S   G U I D E

### **Skill Development**

The camp will focus on building athletes skill set and highlight the details and importance of practicing skills. Campers will go through a series of dribbling, passing, shooting and footwork drills.

### **Basketball Literacy & Academic Programs**

Having knowledge about the game of basketball is vital in every athletes journey. The camp will focus on educating campers on ways to get recruited, how to apply for schools and highlight some details of what scouts and recruiters look out for. This provides campers with information on how to get their opportunities.

### **Athlete Marketability**

In this growing digital age , being marketable as an athlete is an important part of sports, it also gives athletes a platform to get noticed by teams and brands. This camp will highlight the importance of having a social media presence and ways to get opportunities online.



# ***The Venue***

U N I V E R S I T Y   O F   G H A N A



**The University of Ghana is located in Legon, Accra . The venue is within close proximity to the city and accomodates 500 guests. It's campus houses a large number of the student population, which will be a great way to attract more fan engagement . The facility has four basketball courts which enables the camp to be held in different sessions at the same time. Campers will be allocated to specific courts during their registration process.**



# ***Kits & Equipments***

**Registered campers will receive the official MODE BASKETBALL CAMP training kit upon arrival. All training equipments will be provided and athletes will be evaluated.**



# ***Marketing & Promotions***

## **Media Tour (Radio & TV)**

**As part of promoting the MODE BASKETBALL CAMP, we will embark on a nationwide Radio & Tv tour to discuss the details of the event and interact with the media and fans.**

## **Official Camp Announcement Video**

**An official announcement video will be spread across all media platforms inviting participants to register to join the camp. This Video will highlight some camp activities and introduce coaches and trainers .**

## **Social Media Advertisement**

**A series of daily posts and reels will be put out on all social media platforms to advertise the camp and create excitement and engagement among basketball players and enthusiasts in Ghana.**



**HIGH  
SCHOOL**



# ***Academic Program***

**P A R T N E R S**

**The best athletes from the camp will enroll with LCBI via our Academic Program Partnership with the school.**



**The best athletes from the camp will participate in the Rising Star All-Star Game via our partnership with Pro Basketball Academy.**



# ***Exposure Program***

**P A R T N E R S**



# ***Branding***



***Backdrops and pullup banners will be mounted to brand the venue and advertise brand partnerships.***



# ***Sponsorship***

***Donate to support Mode Basketball Camp in Ghana***



***+1(866 )331 0072***

***Contact Us ( TOLL FREE)***

