

# PARTNERSHIP & SPONSORSHIP OPPORTUNITIES



# WHO ARE CRUSADERS...

- Crusaders are a basketball club based Kent which formed in 2000.
- We have a pathway from Under 8s right through to elite 16-19 academies.
- The club is passionate about the development of basketball and the number one focus is, and always will be development of people.
- They were recognised at the Medway Sport Awards, winning the gold award for Junior Club of the year 2018.
- The coaches involved are highly qualified, with a wealth of experience from beginner level through to national team and professional coaching.
- We run a number of teams and programmes including Lets Play Ball, mini ballers, boys and girls junior national league teams and elite academies.



# PHILOSOPHY

## ON COURT AND OFF COURT APPROACH

- At Kent Crusaders we are passionate about the development of young people in the sport of basketball, guiding them to their full potential on the court as a player and off the court with life skills as they approach adulthood.
- We pride ourselves on providing a team of high-level coaches working alongside professional support staff. The staff are passionate about their work, resulting in individuals contributing to both regional and national basketball.
- The club offers proven pathways, established to develop the person individually, whether they play to enjoy sport, coach it, officiate or they choose to progress to elite-level.



# THE IMPACT OF CRUSADERS

**Will Raife**  
Age 19  
Alumni of Crusaders  
Now at Mount Mercy College  
in USA



"I joined Crusaders when I moved from Chelmsford to join the junior academy and play for the club. Straight away it impacted my game for the better through team practices and individual sessions that were based around the action plan I was given. What surprised me was that on my action plan was mental and lifestyle aspects that I needed to improve and the coaches really helped me to learn fundamental life skills."



**Jacob Stead**  
Age 13  
Been with  
Crusaders for 4  
years

"Crusaders and the coaches have improved me as a player and also in my other interests. I feel more confident, I see the value in team spirit, training hard and competition. If I could I would play all day and night but unfortunately I have to get an education as well. I love basketball....."

**Kalil Irving**  
Age 30  
Alumni of Crusaders  
Ex Professional  
Basketball  
player



"To say I'm grateful for the learning's that the Crusaders basketball club and academy instilled in me wouldn't give it justice. From the outside looking in, it must just look like it's intense practices and games, but if you look closer there was always a point larger than basketball itself. It was about team work, helping the next guy, family and community."

"Since our son Jack had joined Crusaders at the age of 9 he has grown as an individual both on and off the basketball court. He soon made the decision to not only play for the club but also to move schools in year 7 to a school where he knew nobody in his year, because of the opportunities and development in himself which would be available by experiencing the full Crusaders package. Jack's three main coaches Adam, Billy and Cristina are the type of people you want looking out for your child as a parent."

**Craig Rickwood**  
Parent &  
Coach



"I had been a football manager for many years but our household has turned into basketball mad one as Jack's enthusiasm for basketball has engulfed the whole family with myself and Bev taking up any role which is needed to help or assist coaches and arrange friendlies and tournaments for the development of aspiring basket ballers."

# ACHIEVEMENTS

IN THE LAST 5 YEARS

## CLUB + ACADEMIES

- CLUB MARK 2015
- MEDWAY JUNIOR CLUB OF THE YEAR 2018
- NATIONAL COMMUNITY CLUB OF THE YEAR RUNNER UP 2019
  - 11 NATIONAL PLAYOFF TEAMS (CLUB)
  - NATIONAL FINAL FOURS (CANTERBURY)
  - NATIONAL 3X3 CHAMPIONS (CANTEBURY)
  - 4 NATIONAL PLAYOFF APPEARANCES FOR CANTERBURY
  - 3 NATIONAL PLAYOFF APPEARANCES FOR NORTHFLEET

## INTERNATIONAL HONOURS

- 9 NATIONAL TEAM PLAYERS
- 2 NATIONAL TEAM 3X3 PLAYERS
- 10 NATIONAL TEAM COACHES
- 2 NATIONAL TEAM MANAGERS
- 1 NATIONAL TEAM PHYSIO
- 1 NATIONAL TEAM S&C COACH



# WHAT WE OFFER

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**LET'S PLAY BALL  
SCHOOLS AND SATELLITE CLUBS**

**MINI BALLERS & CBL**

**U12 NATIONAL LEAGUE**

**U14 NATIONAL LEAGUE**

**U16 NATIONAL LEAGUE**

**TWO BASKETBALL  
ACADEMIES**

**KENT CRUSADERS**

NUMBER OF  
PLAYERS  
SEEN PER  
WEEK\*

350

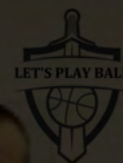
220

43

39

30

57



LET'S PLAY BALL IS OUR SCHOOL'S AND SATELLITE CLUB'S PROGRAMME. WE HAVE A FULL TIME COACH WHO OFFERS CLUBS AND CURRICULUM LESSONS TO SCHOOLS.

MINI BALLERS IS OUR COMMUNITY PROGRAMME THAT CATERS FOR UNDER 12'S OF ALL ABILITIES. WE HAVE SESSIONS FOR U8s, U10s, U12s FOR BOYS AND GIRLS. CBL IS OUR CRUSADERS BASKETBALL LEAGUE WHERE PLAYERS CAN SIGN UP TO 10 WEEKS WORTH OF GAMES. WE HAVE AN U12, U14 AND U16 LEAGUE THAT IS FOR BOYS AND GIRLS.

WE COMPETE IN 5 JUNIOR NATIONAL LEAGUES FROM U12 TO U16. THESE LEAGUES ARE RUN BY BASKETBALL ENGLAND AND ARE THE TOP COMPETITIONS IN THE COUNTRY FOR JUNIOR BASKETBALL. WE CURRENTLY HAVE U12 AND U14 GIRLS NATIONAL LEAGUE TEAMS WHICH WE ARE LOOKING TO GROW OVER THE NEXT FEW YEARS. MEANING WE HAVE EVEN MORE TEAMS PLAYING UP AND DOWN THE COUNTRY EVERY WEEK!

WE HAVE TWO OPTIONS POST 16 WHICH ALLOW PLAYERS TO STUDY ALONGSIDE PLAYING BASKETBALL. CANTERBURY ACADEMY COMPETES IN THE ELITE ACADEMY BASKETBALL LEAGUE AS WELL AS NATIONAL LEAGUE IN U18 PREMIER AND DIVISION THREE MEN. IT IS KNOWN AS BEING ONE OF THE TOP PROGRAMMES IN THE COUNTRY. NORTHFLEET TECHNOLOGY COLLEGE COMPETES IN THE ACADEMY LEAGUE AND U18 CONFERENCE NATIONAL LEAGUE.

OVERALL WE COACH 550+ PLAYERS, ENGAGE WITH 250+ PARENTS AND HAVE 10+ COACHES DELIVERING OVER 20 SESSIONS A WEEK!

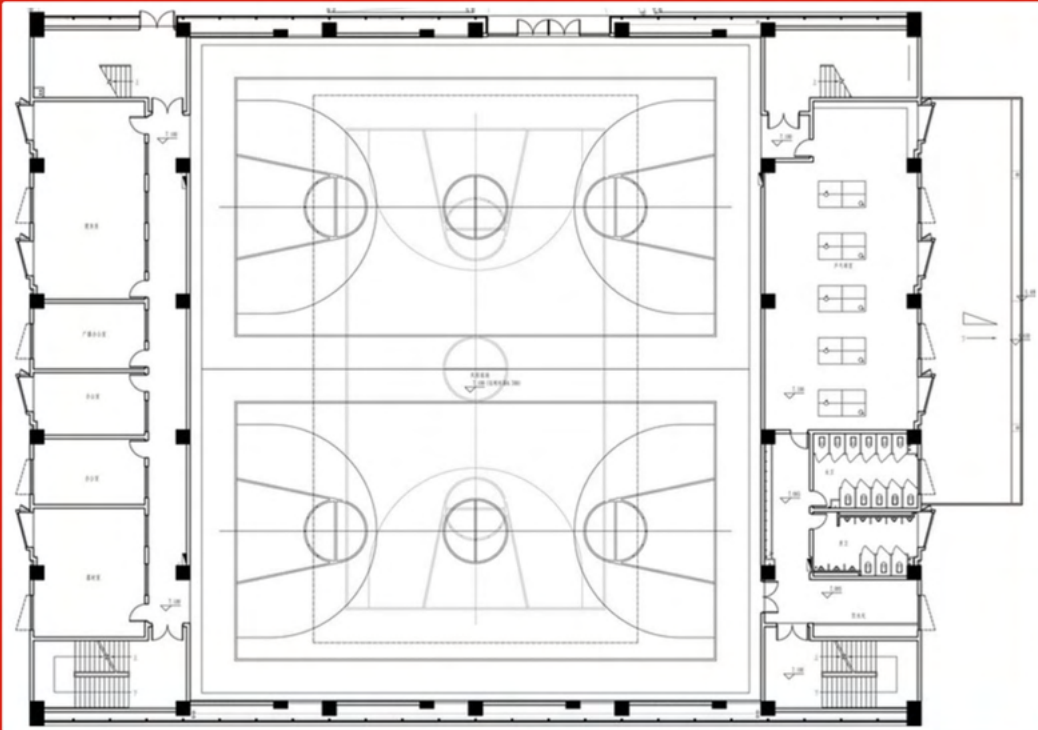
\* These are estimates based on registers over the month of November 2019

# OUR VISION

Our ultimate dream as a club is to build our own venue, in partnership with a school.

A venue will enable us to greatly enhance the impact we have on young people and the community. It will increase participation by affording more affordable ways to be active and help battle key social issues like menlth health and anti social behaviour.

We would love to talk with any companies or individuals who would like to support this - whether through financial sponsorship, providing goods or services in kind or sharing expertise you have.



# WAYS TO INVEST

THERE ARE SEVERAL WAYS YOU CAN INVEST IN CRUSADERS AND HAVE AN IMPACT ON WHAT WE DO AND PEOPLE'S LIVES. WE HAVE A NUMBER OF PROJECTS AND PROGRAMMES YOU CAN SPONSOR AND PUT YOUR NAME TO. OR YOU CAN MAKE A DONATION TO THE CLUB WHICH WILL IMPACT EVERYTHING WE DO.



**CRUSADERS MINI BALLERS**  
@Brompton Academy, Gillingham, ME7 5HT

**Saturday**  
Mini Ballers Junior - 11:00-12:00  
Lots of fun learning skills through games  
School Year R-4 Boys and Girls £4/session

**Tuesday**  
Mini Ballers Advanced - 17:30-19:00  
Fun, games, skill development and tactical coaching  
School Year 5-7 Boys and Girls £5/session

**Mini Ballers - 12:00-13:00**  
Fun and games with an element of skill development  
School Year 3-6 Boys and Girls £4/session

**Mini Ballers Advanced - 13:00-14:00**  
Fun and games with an element of skill development  
School Year 5-7 Boys and Girls £4/session

**Monday**  
U12 Mini Ballers Team - 17:30-19:00  
Attendance is based on a trial or more only  
School Year 5-7 Boys and Girls £5/session

Contact: cristina.stancu@kentcrusaders.co.uk

## MINI BALLERS PROGRAM

A sponsor here would see great recognition for inspiring young children to play a sport and be on a journey to learn life skills alongside developing to become a better basketball player. We have multiple sessions happening during the week in three locations across Kent where a sponsor's logo could be seen by thousands of people per week. We currently have over 150 players playing at this age group per week.

**£3000** A YEAR

LOGO ON ALL PROMOTIONAL MATERIAL (FLYERS, BANNERS AND SOCIAL MEDIA) AND VISUALS AT EACH SESSION.



## LET'S PLAY BALL PROGRAMME



We currently have partnerships with over 15 schools where we teach lessons and run clubs for all ages. The sessions are based around coaching basketball and educating pupils on a healthy life style. The sponsor would be getting great recognition for making a positive impact on around 500 pupils from all backgrounds and abilities.

**£5000** A YEAR

LOGO ON ALL PROMOTIONAL MATERIAL (FLYERS, BANNERS AND SOCIAL MEDIA)





# @KENTCRUSADERSBB

Our social media platforms are professional and engaging which promote the club both on and off the court with photos, videos and graphics.



**Followers = 1950 +**

**Avg Impressions = 41,234**  
**Avg Video Watches = 3,202**



**Followers = 3150 +**

**Avg Likes = 4,537**  
**Avg Video Watches = 9,000**



**Followers = 1900 +**

**Avg Reach = 20,896**  
**Avg Engagements = 34,189**

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

**Kent Crusaders** 3x3 CHAMPIONS @KentCrusadersBB · May 22 4,519 368 8.1%

@CantInstofSport #WeAreCrusaders pic.twitter.com/gJqKm9c2QQ

View Tweet activity Promote

**Kent Crusaders** @KentCrusadersBB · 14 Jun

Milo Gordon (@callmemilo) signs with NJCAA D1 national champions @VUBlazerSports for next season on a full scholarship. #WeAreCrusaders

DENG Camp and Hoops Rank UK

7 16 74

**kentcrusadersbb** The Canterbury Academy

CRUSADERS TIMELINE OF Ayden Proctor 0:56

View Insights Promote

611 views · Liked by callmemilo22 and sxleem.02

**Kent Crusaders Basketball** Published by Adam Davies · 3 October · G

The Canterbury Academy's highlights from their big win yesterday in the EABL over Ichen.

Will Raife - 28pts, 50% 3P  
Chester Morrell - 18pts  
Daniel Oghagbon - 7pts, 11rebs, 4 blocks.

#WeAreCrusaders

1,462 People reached 231 Engagements Boost Post

**kentcrusadersbb** Forum Arena

View Insights Promote

Liked by callmemilo22 and 162 others

**kentcrusadersbb** The Canterbury Academy

Liked by sxleem.02 and 128 others

kentcrusadersbb Junior Basketball Academy Students performing in the classroom at The Canterbury Academy. #WeAreCrusaders

(Averages are per month based on figures for 2020)

# CRUSADERS BASKETBALL LEAGUE

OUR CBL IS A GREAT EXAMPLE OF WHERE SPONSORS HAVE HAD A REAL IMPACT ON OUR CLUB AND THE BASKETBALL COMMUNITY.



IN 2021 SERV GROUP AND NEW WAVE AV SPONSORED OUR THREE CBL LEAGUES U12, U14 AND U16. WITH THEIR INPUT WE HAVE BEEN ABLE TO MAKE IT AFFORDABLE TO ALL, GIVE IT A PROFESSIONAL LOOK WITH T-SHIRTS FOR ALL PLAYERS AND CREATE AN ENVIRONMENT FOR ACADEMY PLAYERS TO BE ROLE MODELS FOR YOUNG PLAYERS AND WORK ON LIFE SKILLS.



# ALUMNI AND SUCCESSES

#AlwaysACrusader

## PROFESSIONAL PLAYERS

DOM IVES - WORHTING THUNDER (ENGLAND)  
KALIL IRVING - SURREY SCORCHERS  
DISRAELI LUFADJEU - CHESHIRE PHOENIX  
DANIEL BEARD - ASD BASILICATA SPORT (ITALY)  
LIAM CARPENTER - PLYMOUTH PATRIOTS (ENGLAND)  
RYAN RICHARDS - PLYMOUTH RAIDERS (DRAFTED IN  
THE NBA WITH SAN ANTONIO SPURS)  
OJ REED - ATENAS CORDOBA (ARGENTINA)  
JOSH STEEL - MANCHESTER GAINTS (ENGLAND)  
ROBBIE GRAHAM - CHESHIRE PHOENIX (ENGLAND)



## SCHOLARSHIP PLAYERS

MATE OKROS - DREXEL UNIVERSITY (D1 NCAA)  
DAN AKIN - UMBC (D1 NCAA)  
JONATHAN BROWN - FRESNO PACIFIC (D2 NCAA)  
RYAN MURUNGE - SKIDMORE COLLEGE (D3 NCAA)  
JAMES LLOYD - NIACC (JUCO)  
TYRESE WALTERS-LAWRENCE - BRYANT &  
STRATTON (JUCO)  
DANIEL BEARD - BARSTOW COLLEGE (JUCO)  
ELLIOT BAILEY - CARLETON UNIVERSITY  
WILL RAIFE - MOUNT MERCY COLLEGE (NAIA)  
KIERAN FARRELL - ST AMBROSE UNIVERSITY (NAIA)



# CONTACT DETAILS

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