COAST2COAST HOOPS

2027 PARTNERSHIP & COMMUNITY IMPACT OPPORTUNITIES

Building Communities Through Basketball

Coast2Coast Hoops, Inc | 501(c)(3) Nonprofit Organization

MORE THAN A BASKETBALL LEAGUE.

Coast2Coast Hoops, Inc. utilizes basketball as a platform to empower youth, strengthen communities, expand opportunities, and develop the next generation of athletes, leaders, and difference makers.

YOUTH DEVELOPMENT • ADULT BASKETBALL • MENTORSHIP • EDUCATION • COMMUNITY

Our goal is to create an environment where young people can build relationships with positive adults further along in their journey while gaining access to basketball, mentorship, educational support and meaningful community experiences.

YOUR BRAND. OUR PLATFORM. ONE COMMUNITY

2026 SEASON AT A GLANCE

450K+ Instagram Views
53k+ accounts reached • 66.9% non-follower views

107 Program Participants
79 Adult Players • 15 Coaches • 13 Youth

8
League Teams

300+
Spectators
Through Week 3

Source: C2C registration/roster records and Instagram Insights, Apr.19-Jun. 10, 2026

DIGITAL EXPOSURE

Connect your business to C2C's growing social audience through original basketball content.

LIVE ENGAGEMENT

Interact directly with players, families, spectators and community members.

BRAND ACTIVATION

Use vendor tables, giveaways, promotions and sponsored content to put your business directly in front of potential customers.

COMMUNITY IMPACT

Align your business with a nonprofit organization investing in basketball, youth development, mentorship and community programming.

Choose Your Level of Impact

COMMUNITY PARTNER

$2,500

Build Visibility

Digital exposure + live community presence

IMPACT PARTNER

$5,000

Build Engagement

Premium exposure + repeated customer interaction

PRESENTING PARTNER

$10,000

Own the Experience

C2C's highest level of season-long business integration

LIMITED TO 1

Looking for something different? Exclusive à la carte and custom opportunities are also available

COMMUNITY PARTNER

DIGITAL

Dedicated Sponsor Announcement — 1 Feature
- A standalone collaborative social media post or Reel introducing your business, services, tag, and call-to-action to the C2C audience

C2C Website Placement
- Business logo displayed in the partner section on C2C website with direct link to your website, booking page or preferred landing page

Social Media Partner Recognition
- Your business tagged and acknowledged as an official C2C partner



IN PERSON

2 Vendor Table Opportunities
- Meet spectators, distribute materials, showcase products, collect leads or promote services during two selected game days

Game-Day Recognition
- 1 PA/host acknowledgement during each game day

1 Halftime Activation
- Run an approved giveaway, contest, promotion or audience engagement opportunity

Complimentary Admission
- Free entry for **up to 5 guests per game day, all-season long**



BRAND VISIBILITY

Official C2C Community Partner
- Position your business alongside C2C throughout the 2027 season, building visibility and community credibility with players, families, spectators, and our digital audience

Sponsor Banner Placement
- Standard business logo placement on the shared C2C partner banner



Investment: $2,500

IMPACT PARTNER

EVERYTHING IN COMMUNITY PARTNER+

DIGITAL

Dedicated Business Spotlights
- Two standalone collaborative social media posts or Reels introducing your business, services, tag, and call-to-action to the C2C audience

High Visibility Season Graphic Placement
- Your logo appears on major C2C graphics, including **Opening Day, Playoffs, and Championship promotion**

Partnership Impact Recap
- Receive a postseason report featuring available social reach, attendance and community impact metrics



IN PERSON

4 Vendor Table Opportunities
- Direct access to players, spectators and families during four selected game days

Named Game or Theme Day
- Connect your brand to a designated C2C event, such as: "**C2C Family Day presented by [Business]**"

2 Halftime Activations
- Two opportunities for approved giveaways, contests, promotions, or audience interaction

Complimentary Admission
- Free entry for **up to 10 guests per game day, all-season long**



BRAND VISIBILITY

Official C2C Impact Partner

Priority Banner Placement
- Larger and more prominent logo positioning than Community Partners on the C2C sponsor banner and designated partner materials

Early Access to Exclusive Partnership Inventory
- Be the first to secure available C2C media, award, and event sponsorships before public release



Investment: $5,000

PRESENTING PARTNER

EVERYTHING IN IMPACT PARTNER+

THE PREMIER C2C PARTNERSHIP • **2027 C2C SEASON PRESENTED BY [YOUR BUSINESS]**

DIGITAL

5 Dedicated Sponsor Announcements
- Five standalone collaborative social media posts or Reels focused on your company, products, services, offers and community involvement

Premier Website Placement
- Top sponsor positioning within the C2C website partner section with a direct business link

Season-Long Digital Integration
- Presenting partner recognition on all graphics

Customized Partnership Impact Report
- A detailed postseason recap of available audience reach, social views, attendance, activations, programming and community impact connected to the partnership



IN PERSON

All-Season Vendor Table
- A dedicated space to engage customers, demonstrate products, distribute offers, collect leads or build brand awareness throughout the entire 2027 season

Game-Day Recognition
- Receive 3+ PA/host acknowledgements every game day, including: Opening Presenting Partner recognition, Business/service CTA, Closing recognition

Season-Long Promotions & Giveaways
- Integrate approved contests, giveaways, promotions and audience engagement throughout the season

Exclusive Championship Presentation
- Prominent recognition and championship trophy dedicated to your business for the 2027 season

Complimentary Admission
- Free entry for **up to 20 guests per game day, all-season long**



BRAND VISIBILITY

Official Presenting Partner Designation
- Your business becomes the primary business associated with the 2027 Coast2Coast Hoops season

Top-Billing Logo Placement
- Largest and most prominent placement on the C2C sponsor banner, website partner section and season graphics

"Presented By" Season Association
- Repeated connection between Coast2Coast Hoops brand and your business throughout the season

First Opportunity to Renew for 2028

Presenting Partner receives the first opportunity to retain the position for the following season



Investment: $10,000 | ONLY 1 AVAILABLE

COAST2COAST HOOPS

OWN THE MOMENT

Exclusive C2C Media Opportunities

⭐ C2C PLAYER OF THE WEEK
PRESENTED BY [YOUR BUSINESS]

Media Opportunity	Investment
🎤 Courtside Conversations	$2,500
⭐ Player of the Week	$2,000
🏀 Game of the Week	$2,000
💥 Dunk of the Week	$1,500
🎬 Highlight/Play of the Week	$1,500
📊 Weekly Scores & Standings	$1,500

Media sponsorship includes sponsor logo/branding, "Presented By" recognition and social media tagging throughout the sponsor series

ONE SPONSOR PER PROPERTY.
FIRST COME, FIRST SERVED.

OWN THE ACCOMPLISHMENT

C2C AWARDS

~~Award~~	Investment
⭐ All-C2C Team	$1,500
🏆 League MVP	$1,250
🛡️ All-Defensive C2C Team	$1,250
🔒 Defensive Player of the League	$1,000
💪 Hustle Player of the League	$750

EVERY AWARD SPONSOR RECEIVES

“Presented By [Business]”

- Sponsor logo on official award graphic
- Business social media tag
- Caption recognition
- Awards presentation recognition

NEW FOR 2027

All-C2C Team +
All-Defensive C2C Team

Each award is exclusive and available first come, first served

BACK THE TEAM

OFFICIAL C2C TEAM PARTNERSHIP — $1,700

ONE BUSINESS PARTNER PER TEAM

ON THE COURT

- Official Team Partner designation
- Business logo on sponsored team's jerseys
- Season-long association with one C2C team
-

FOLLOW THE JOURNEY

- Playoff promotion if your team advances
- Championship recognition if your team wins
- Continued association with major team accomplishments

DIGITAL + GAME DAY

- Sponsored team introduction
- Logo on designated team game-day promotions
- Team-specific social media tagging
- Game-Day Sponsor Recognition

ALL-STAR UPSIDE

- Recognition connected to sponsored-team players selected for C2C All-Star Night



YOUR PARTNERSHIP DIRECTLY SUPPORTS A TEAM'S PARTICIPATION IN THE 2027 C2C SEASON.

Team Partner benefits are specific to the sponsored team. Season-wide C2C partnership benefits are available through Community, Impact and Presenting Partnerships.

OWN THE EVENT

⭐ OFFICIAL ALL-STAR NIGHT PARTNER
$2,000

"C2C All-Star Night presented by [Business]"

Includes:

- All-Star Night naming rights
- All-Star promotional graphic branding
- Social media recognition
- Vendor activation
- Game-day announcements
- **All-Star Game MVP presented by sponsor**
- Award presentation opportunity
- **10 complimentary admissions**
- Business logo on All-Star uniforms

YOUR PARTNERSHIP HELPS FUND:

All-Star Uniforms – $750
All-Star Game MVP trophy – $80

🌟 RISING STARS CHALLENGE
$1,200

"C2C Rising Stars Challenge presented by [Business]"

Includes:

- Exclusive naming rights to the Rising Stars Challenge
- Sponsor logo on Rising Stars promotional graphics
- "Presented by [Business]" on all Rising Stars posts
- Sponsor logo on Rising Stars uniforms
- **Rising Stars Challenge Game MVP presented by sponsor**
- Vendor table during All-Star Night
- Opportunity for a business representative to present the trophy
- **6 complimentary admissions**

PUT YOUR BUSINESS IN FRONT OF OUR AUDIENCE

🎬 30-SECOND BUSINESS COMMERCIAL

$500

- Dedicated 30 second advertisement
- Published on C2C social media
- Business tag
- Business CTA
- Website/contact information where applicable

🎥 ENHANCED BUSINESS SPOTLIGHT

$750

Includes everything in the 30-Second Business Commercial, plus:

- C2C collaborative feature
- Additional story promotion
- C2C personality/player integration

NOT READY FOR A FULL-SEASON PARTNERSHIP?

Start here.

LET'S BUILD TOGETHER

YOUR BUSINESS CAN DO MORE THAN ADVERTISE.

IT CAN BE PART OF THE C2C COMMUNITY.
Whether your goal is brand awareness, customer engagement, community investment or supporting the next generation, we'll work to create a partnership that makes sense for your business.

CUSTOM PARTNERSHIPS AVAILABLE
Potential opportunities include:

Youth programming • Scholarships • Educational Programming • Product Giveaways • Community Initiatives • Employee Engagement • Branded Contests • Custom Content

READY TO PARTNER?

Coast2Coast Hoops, Inc.
501(c)(3) Nonprofit Organization

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🌐c2choops.org
Instagram: _coast2coasthoops

BUILDING COMMUNITIES THROUGH BASKETBALL