

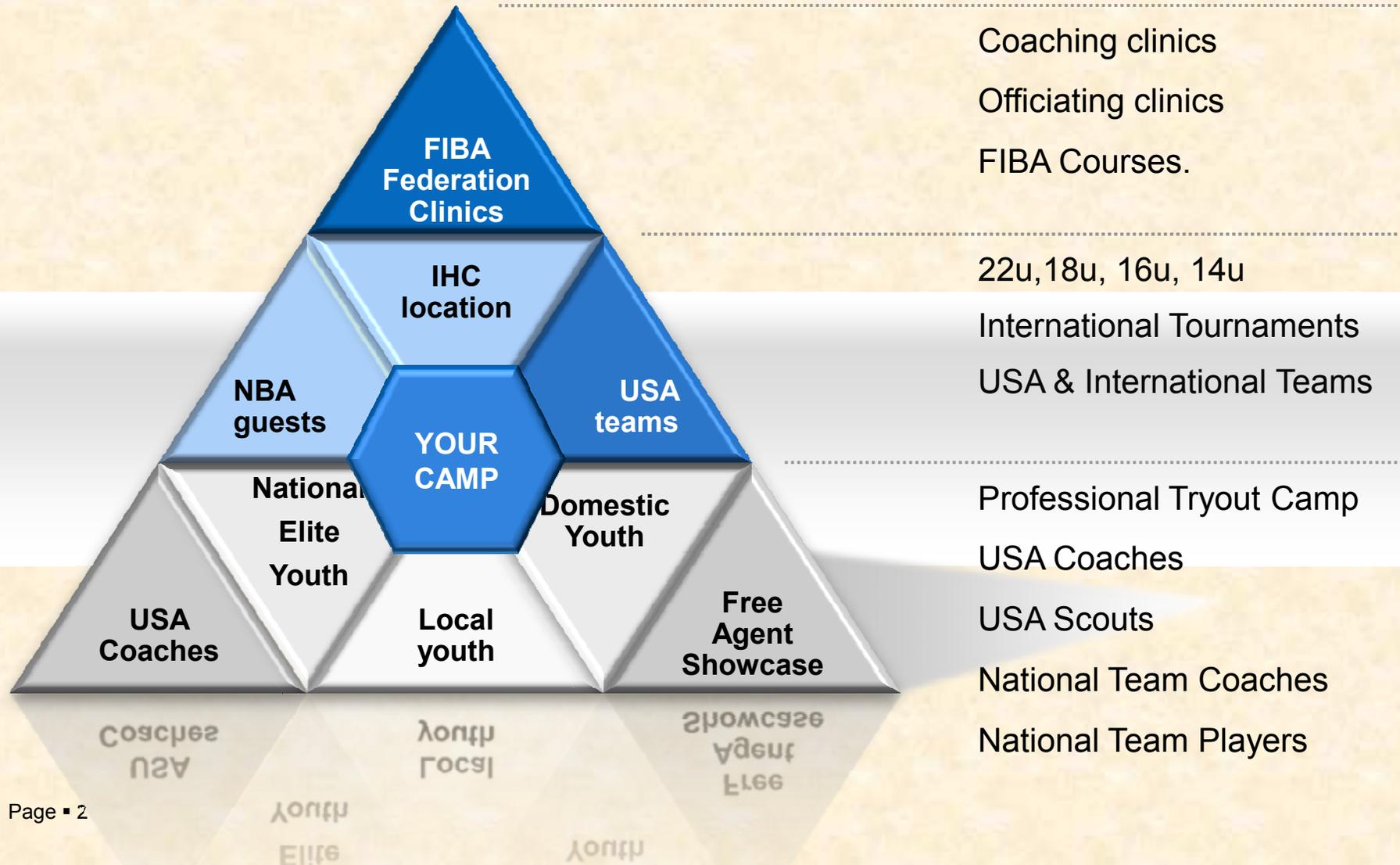
Assist Basketball Network

International Elite Fundamentals Basketball Camps



ABN SUPERCAMP MODEL

www.abnbasket.com



Assist Basketball Network

Camp Management Services

Why does your club hold a camp?

- Develop?
- Recruit?
- Market?
- Profit?
- Service?



Assist Basketball Network

Camp Management Services

What is reality?

- Trying to find volunteers is not easy?
- The same people do all the work?
- Marketing is always late and not enough?
- A lot of work with no tangible results?
- No profit and much loss time and money?
- No growth, no satisfaction?
- Typical Camp size 50-150
- Local Coaches
- Minimal Profit
- Minimal Marketing Value
- Minimal Development Value



What Can ABN do for your camp?

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- Elite Fundamentals training
- Professionally proven week calendar
- Professional marketing strategies
- Website construction
- International Marketing
- Slow upgrade to Supercamp



Local kids.. The foundation of your camp

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Your camp was probably created for its own youth department.

80% of day campers who attend live within 10 kilometers.



How can we motivate and increase the size of this group?

- International participants
- American inspiration
- Higher level of competition
- Entertainment packages

The elite players from your country

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If your camp is fortunate, it attracts the best youth in your country.

Our camps profile these players and showcase matches are what bring these players.

More elite youth players helps you:

- Recruit
- Develop your own club players
- An international Marketing platform

Overnight is what makes a clinic a “Camp”

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An overnight camp is more work....

But you are also making profit on each person who sleeps.

An overnight camp can now allow you to bring in national and regional players

An overnight camp will bring an atmosphere that cannot be achieved in a day camp. It brings the FUN.

An overnight camp will attract international participation



NBA Guest Coaches and Players

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NBA guests put the marketing to another level. If 150 players attend your camp, research shows that marketing an NBA player for the next year will bring a minimum of 75 more participants.

The math is simple.
 $75 \times \$200 = \15000 income
The cost is less than this.

American Participation

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USA teams 18u. 16u. 14u
Boys and girls can be invited
to come to your camp.

When American players are
announced in the marketing
package, many more players
are interested to attend.

The USA teams also give the
ability for international
competition



International Hoops Challenge Location

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An International Hoops Challenge markets international matches on an international platform

Objective is to bring in 12 international teams for a weekend of matches ending the week.

Most tournaments are Friday, Saturday, Sunday



USA Elite Coaches

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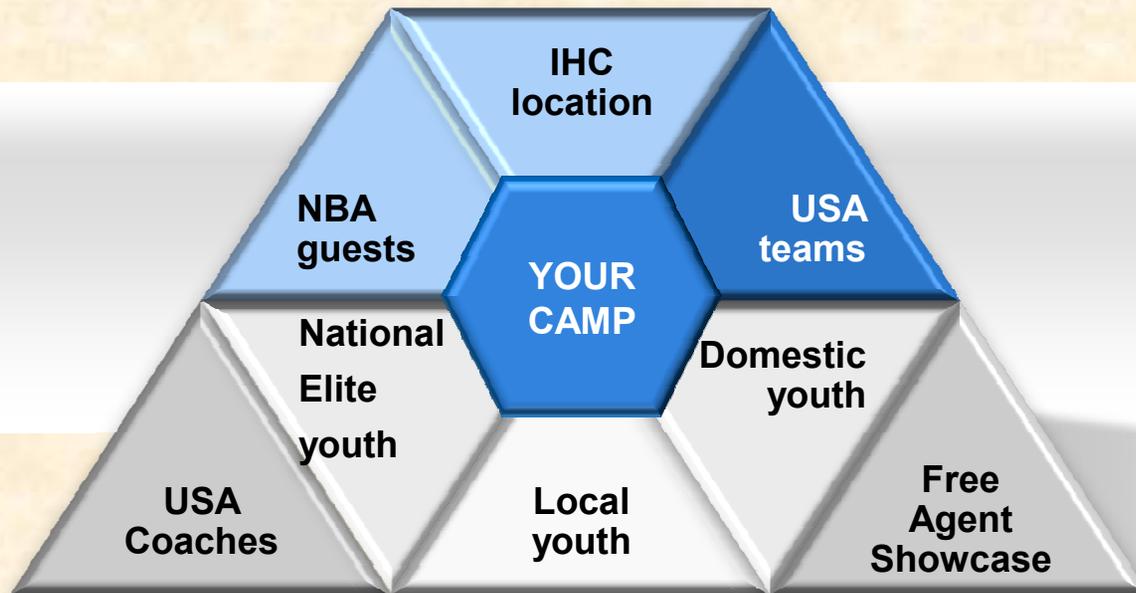
ABN excels at finding outstanding high school , college, and ex NBA coaches to work camps in Europe.

These coaches provide:

1. Elite fundamentals training
2. Education for the other coaches to learn
3. Contacts for players to find teams to play

Professional Basketball at a Youth Camp

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American Pros come over to find jobs.

They work the camp as counselors

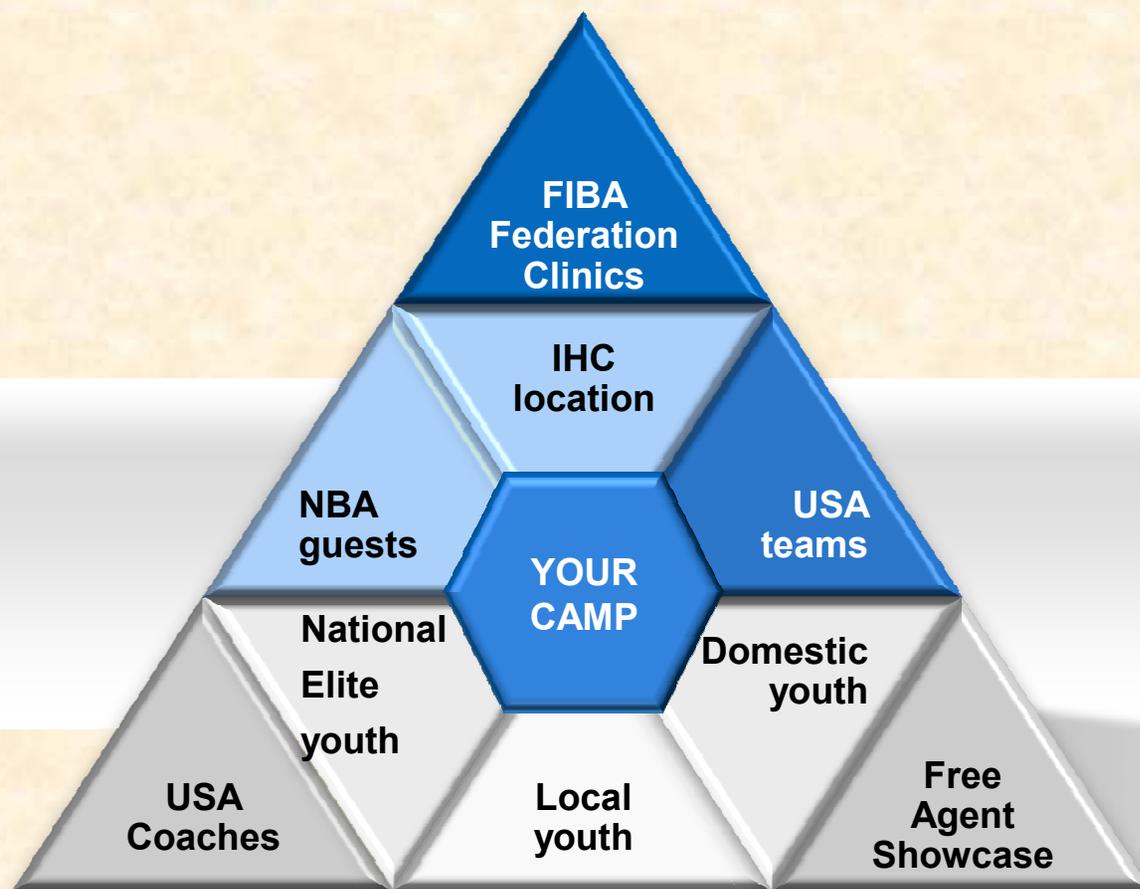
They work out in front of the campers to demonstrate work ethic

They bring more players because of their charm and entertainment

They provide showcase matches at night

Coaches and Referee Clinics

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International Coaches Clinics
International Referee Clinics

- ✓The coaches are there
- ✓The players are there
- The players come because the coaches are there.
- The coaches come because the players are there
- We work with local tourist councils, regional basketball federations, national federations, and FIBA to get all certifications possible for participants

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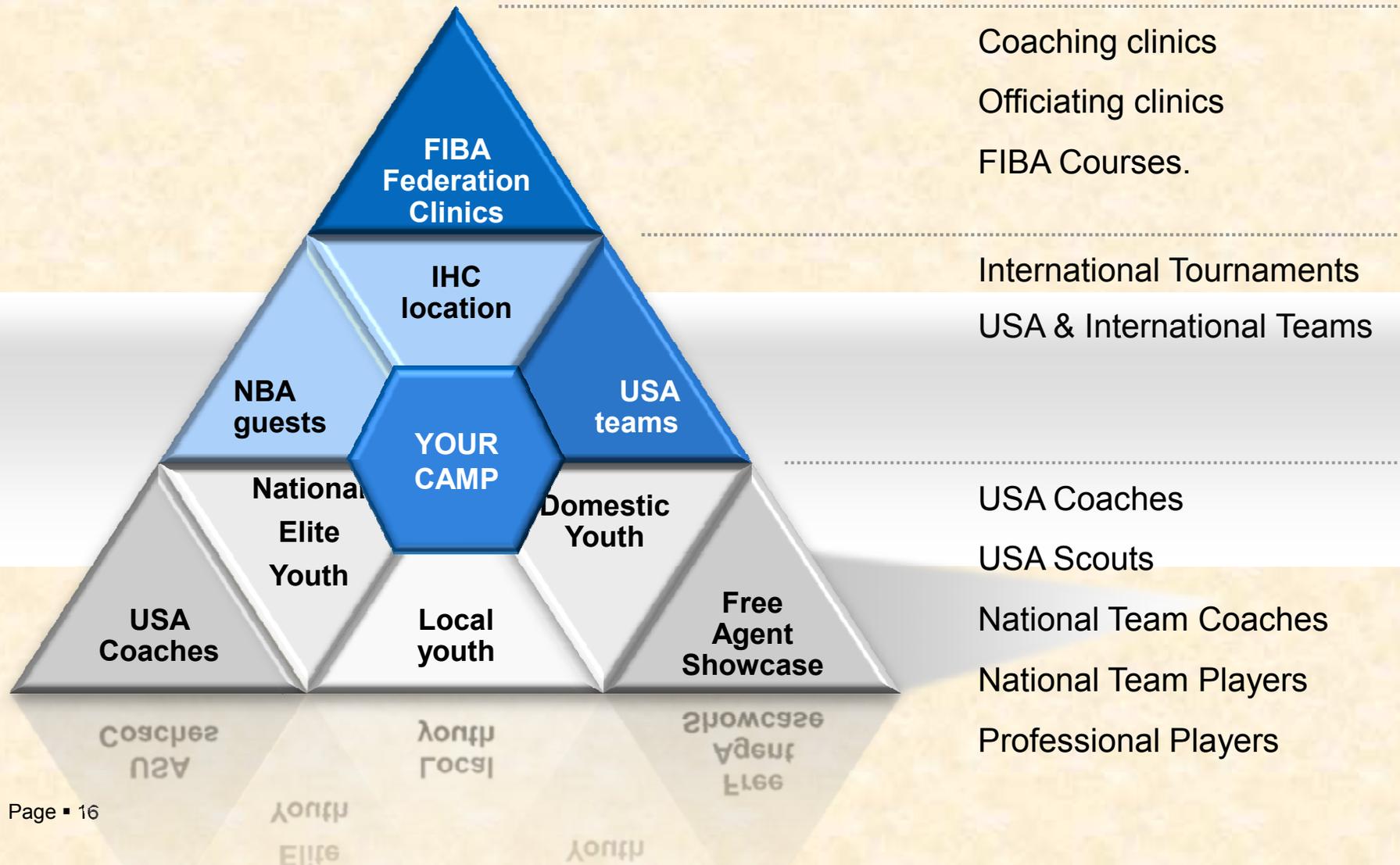
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Location for FIBA
International Coaching
Clinics, Federation coaching
and Refereeing Courses .

Example Camp- Wilson Swiss All Star Camp

<http://www.swissbasketballcamp.com/>



Interested ?



- We review your current camp
- We send you example budgets
- We agree on a relationship

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