

CTA WEST SPONSORSHIP PACKAGE

Changing Lives



CTA WEST BASKETBALL INC.

www.ctawest.com

Introducing CTA West Basketball

Located in the dynamic landscape of Calgary, Alberta, **CTA West Basketball emerges as a cornerstone for athletes who have graduated high school seeking to elevate their game and life skills alike.**

Since our inception in 2020, we've carved out a niche in the basketball industry, offering a pivotal year of growth, training, and development for high school graduates poised to chase collegiate basketball dreams.

Our distinctive approach centres around a 'Built Different' philosophy. It's an immersive experience where **intense basketball training seamlessly integrates with character-building and leadership skills.** Here, every player's journey is a blend of athletic dedication and the pursuit of personal excellence.

We are a **launching pad for ambition**, a place where each athlete stands ready to take flight toward their academic and athletic aspirations, backed by a supportive and like-minded community of trainers, coaches & staff.

Align with CTA West Basketball and be part of a story where every play, every game, is a stride towards a remarkable future.

CTAWEST.COM



Our CTA West Team



Adam Huffman

Executive Director & Head Coach

- 10 year coaching prep teams
- 2024 Assistant Coach for All Canadian Games
- 2018 National Prep Association Coach of the Year Award



Lee Reckmann

Associate Head Coach

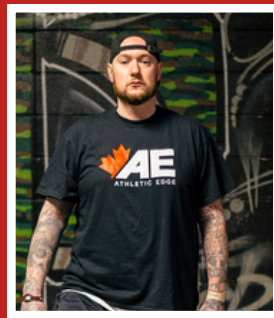
- 25 years experience in the game
- Played at the USports Level & has coached club & prep levels of basketball
- Calgary business owner



Lance Milton

Strength Trainer

- Former CFL player
- Calgary business owner of Athletic Edge, where CTA West trains out of



Ian Cantelo

Assistant Coach

- Retired Canadian Armed Forces Member
- 10 years experience coaching at the high school, club & prep level



Ashley Walsworth

Sports Therapist

- Sports based massage therapist
- Works with pro & amateur athletes
- Sports 1st Response trained



A Results Oriented Approach

“This is bigger than basketball”

-Adam Huffman, Executive Director & Head Coach

Your money works hard at CTA West. It works to train, feed, house & travel high-calibre athletes who go on to become leaders in their communities while playing at the university or college level.

It works to show off our Canadian talent in the form of our top basketball exports who go on to play at the NCAA level south of the border.

It works to better the community of Calgary - our athletes give back in the form of sports training camps for younger ballers, to goodwill community organizations & to retirement homes.

Giving back & acts of service in our community is one of the foundational values of our program.



PREP NEWS

CTA WEST HAS PLACED OVER 90% OF THEIR ATHLETES IN THE PAST 4 SEASONS

CTA WEST ALUMNI

- NCAA**
 - OLUWIDE ADELODUN
 - BRAYDEN O'CONNOR
 - JACOB ANTCHAK
 - REID LOEWEN
 - RYAN BRAAM
 - DAVID HANSEN
 - ROKO MARIC
 - THOMAS MANGANINI
- CCAA**
 - ZACH OLSON
 - TANNER SCOTT
 - SAHIL SIDHU
 - KIERAN ISNOR
 - ARJUN RANDHAWA
 - NOAH NELSEN
 - AIDEN GRIPP
 - SAM FRIESEN
 - JADA BOLOK
 - BENEDICT AGYEI
 - TIMI ORIFA
- UJCAA**
 - MONAR MANG
 - TY SCHEIK
 - KADEN CLIFTON
 - SETH HERZOG
 - KRISTIAN VAROSI
 - ROFINI MPAKA
 - AJANG TONG
 - ISRAEL OGBOR
 - ETHAN SHORT
 - HARTEJ ALJILA
- CCAA**
 - SEAL OSAJIMBE
 - KWAME OFOSU-ASIEDU
 - CAIRO WELLS
 - LUKE LINDER
 - RYAN DEKLEVA
 - GRIFFIN WHITE
 - JOSH NELSEN
 - YVANE KUMBU
 - TARMAN SANDHU
- U SPORTS**
 - DAMILOLA OSUMA
 - JOB JANDA
 - DANIEL MCCULLOUGH
 - MOHAMMED JABATEH
 - DAVID AYON
 - ALEX SZEWICZYK
 - EVAN MEYER
 - ISAAH MERK
 - REED KORNER
 - OYAMA CROUCH
 - HARVIR HOTHI
 - ISAAC SIMON
 - WIL ZYLYK
 - ENRIQUE GARCIA
 - BEN HERBERT
 - DREW WILLIAMS
 - SIMBA BOWORA
 - UMER HAYAT
 - KYVAN IZADKHAH
 - RAJ DHADDA
 - ALEX BAULNE
 - MUNROOP GILL
 - NATE SMITH
 - BEN WHITE
 - BRUNEL KUMBA
 - OSE EHIZODE
 - NICK SAMBA
 - JULIAN MORRIS
 - CYNAN COMPO
 - KHUSHAL SHUKLA
 - INDER BRAR
- BUCS**
 - PETER PALMER
- CEBL**
 - ISAAC SIMON
 - OLUWIDE ADELODUN

Source: @themapleminute & @longshotsscouting, November 2023

What does your contribution support?

Travel Expenses

Team meals, hotels, transportation

Competition Fees

Leagues, tournaments, community exhibition games

Technology Resources

Live streams, game film & photos for recruitment

Living Expenses

Accommodations & team meals at our housing facilities

Training Opportunities

Guest skill trainers, strength & conditioning, and more.

Our program fees are \$23,500 + tax per out-of-town athlete each season.

Their fees go towards their housing, food, travel & training expenses.

Talent & financial means rarely go hand in hand. CTA West works to eliminate financial barriers, but we recognize that for some athletes, those barriers still exist.

Our philosophy is rooted in mutual commitment; we don't offer full scholarships because we believe in the power of 'buy-in'. When each athlete contributes to the collective, it instills a sense of shared responsibility and ownership. It ensures that when our players lace up and step onto the court, they do so on equal footing, with equal opportunity to shine. CTA West Athletes do not pay for other athletes.

Your support can be the bridge that connects raw talent with golden opportunity, allowing passionate athletes to pursue excellence both on the court and in life.

Sponsorship Packages

We are an organization that strives to give equal opportunities to all players - however, for some, financial barriers still exist.

Platinum Sponsorship Package

- Prominent Logo placement & link on the ctawest.com website
- Sponsor banner display at all CTA West Calgary events & on live streams
- Combined 15 sponsor posts, stories & reel on social media
- Team warm-up shirts with sponsor logo
- Sponsor named home tournament or event
- Team available to attend any corporate events
- Sponsorship plaque with team photos

\$25,000

Gold Sponsorship Package

- Logo placement on the ctawest.com website
- Sponsor banner display at all CTA West Calgary events & on live streams
- Combined 10 sponsor posts & stories on social media
- Team warm-up shirts with sponsor logo
- Sponsorship plaque with team photos

\$10,000

Silver Sponsorship Package

- Logo placement on the ctawest.com website
- Combined 5 sponsor posts & stories on social media
- Sponsorship plaque with team photo

\$5,000

Sponsor-an-Athlete

We are an organization that strives to give equal opportunities to all players - however, for some, financial barriers still exist.

Fully Sponsored Athlete

- Logo placement on the ctawest.com website
- Combined 15 sponsor posts, stories & reel on social media
- Logo on sponsored athlete's commitment post & mentioned in caption
- Sponsorship plaque with team photo

\$20,000

Athlete Room & Board Sponsorship

- Logo placement on the ctawest.com website
- Combined 8 sponsor posts & stories on social media
- Sponsorship plaque with team photo

\$7,500

Team Meal Sponsor (1 Team Dinner)

An easy way to show your support - feed the team while they are travelling.

- Logo placement on the ctawest.com website
- Combined 2 sponsor posts & stories on social media

\$350

THE PLAYER'S COMMITMENT

At CTA West, we do not believe in 'fully scholarshiped' players. That dynamic doesn't work in a team environment or locker rooms. Each player is required to invest in the program, and if we do decide to subsidize their fees, we require them to get a job at one of our community partners. We believe in accountability & transparency within our program.

Always Play with Heart

"CTA set me up for success."

-Reid Loewen,
Full Scholarship Recipient to Wingate University, NCAA D2

Your contribution holds the power to redefine an athlete's trajectory. CTA West is not just about basketball; it's about transformation. We've witnessed young men rise to their potential, earning scholarships and seizing opportunities that ripple far beyond the court—into their families, their communities, and their futures.

CTA West advocates for athletes to use the game to advance their future - whether that's using the game to graduate debt-free, receive a life-changing scholarship, or to lead with integrity in their community,

Join us in this pivotal mission. Fuel the dream. Ignite the potential. Be the cornerstone for the next generation of young leaders.



"CTA West is a prep basketball academy like no other. The program is built on key pillars of hard work, team play (we before me), and giving back to the community (volunteerism). CTA West creates the right culture for a player to not only succeed in basketball, but in life."

-Mark Herzog, parent



Registration Numbers:

Over 100+ athletes apply each season.



Social Media Connections:

Over 8000+ subscribers & followers across platforms. We reach **over 400,000** users each month with 10K social interactions.



Live Stream Viewers:

On average, our live streams receive about 300-400 viewers, our top livestream receives ~800 views.



Website Visits

In 2024, we received over 5,000 organic visits to our ctawest.com website.



“I learned basketball sets that many college teams ran and was able to learn intricacies of the game. The life lessons from coach Adam Huffman that came with basketball are what helped me reach new heights in the basketball world and off the court.”

-Fofu Adetogun
Queen’s University Law Program
Graduated from Maine University, NCAA D1



Thank You

We are excited to work with you on an exciting sponsorship opportunity. Your support means the world to us & our athletes.

Contact Us

For more information, please contact:

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or Lee Reckmann
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