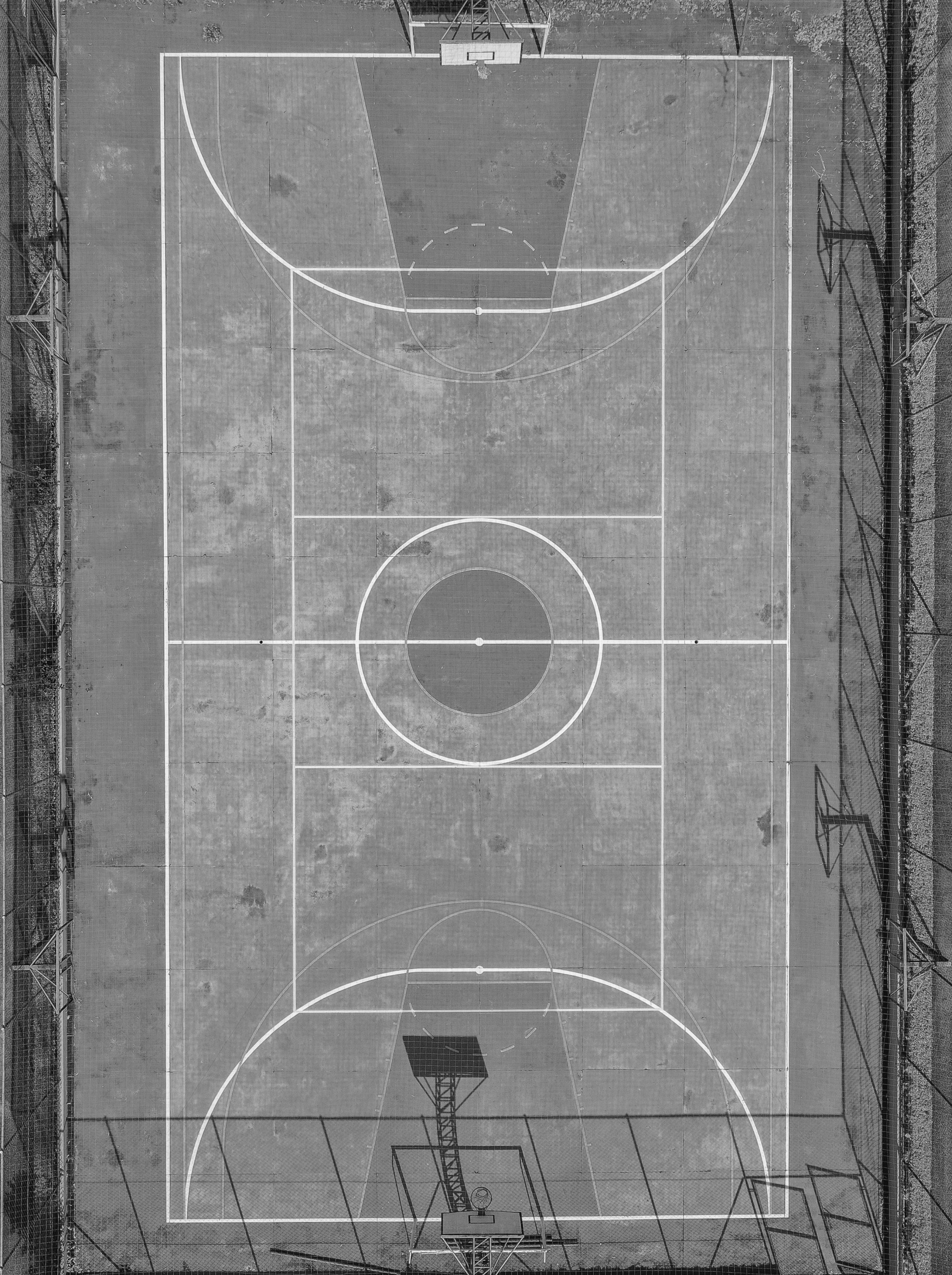


SPONSORSHIP





OUR CLUB

CREATED IN 2017, WITH TWO GOALS



High Level Club

Our primary goal is to play basketball in competition at the highest level possible. This is why we created a project in 3 steps: rise at the regional level, at the national level, and at the professional level. It is an ambitious vision that will take several years.



Performance Center

We are going to structure in the coming years a performance academy, which will allow an athlete to be taking care of, in its entirety (technical, physical, mental training, career management, nutrition, financial advice, player agency, community centre, etc.) to build and achieve a solid life project.

EXCELLENCE, COMMUNITY, RESPECT

- ▶ Our club is based on strong values such as spirit of excellence, unity, sacrifice, sharing, mutual respect.
- ▶ We wrote a behavior charter, "the team before the individual ».



CULTURAL MIX

- ▶ Since the creation of the club, we have had an international vision, with players from multiple origins (France, Africa, USA, Mexico, Canada).
- ▶ American players are always special, the United States remaining a world known reference in terms of basketball skills. Every year we have had American players in our organization (from North Carolina, Florida, Michigan, Iowa, Texas and Illinois).
- ▶ Cultural mixing is an opportunity to apply our values of sharing and unity.



A RISE IN THE HIGHER DIVISION EACH YEAR

- ▶ Every year since the club's creation, at least one of our teams has moved up to the highest division, thus perpetuating a culture of victory and sporting success.
- ▶ Initially established in Linas, the club joined forces with the neighboring town of Montlhéry in 2020. It is quite possible that new alliances will be created in the years to come to allow us optimal development.
- ▶ We also have an ongoing partnership with the Boissy Sous Saint Yon club with which we are developing young teams.



BASKETBALL AT ANY AGE

- ▶ **Men Team 1** - *Departemental 1*
- ▶ **Men Team 2** - *Departemental 3*
- ▶ **Women Team** - *Departemental 1*
- ▶ **Recreational basketball team**
- ▶ **Basketball school** - *Launch September 2023*
- ▶ Partnerships with young teams of the Boissy Sous Saint Yon's club

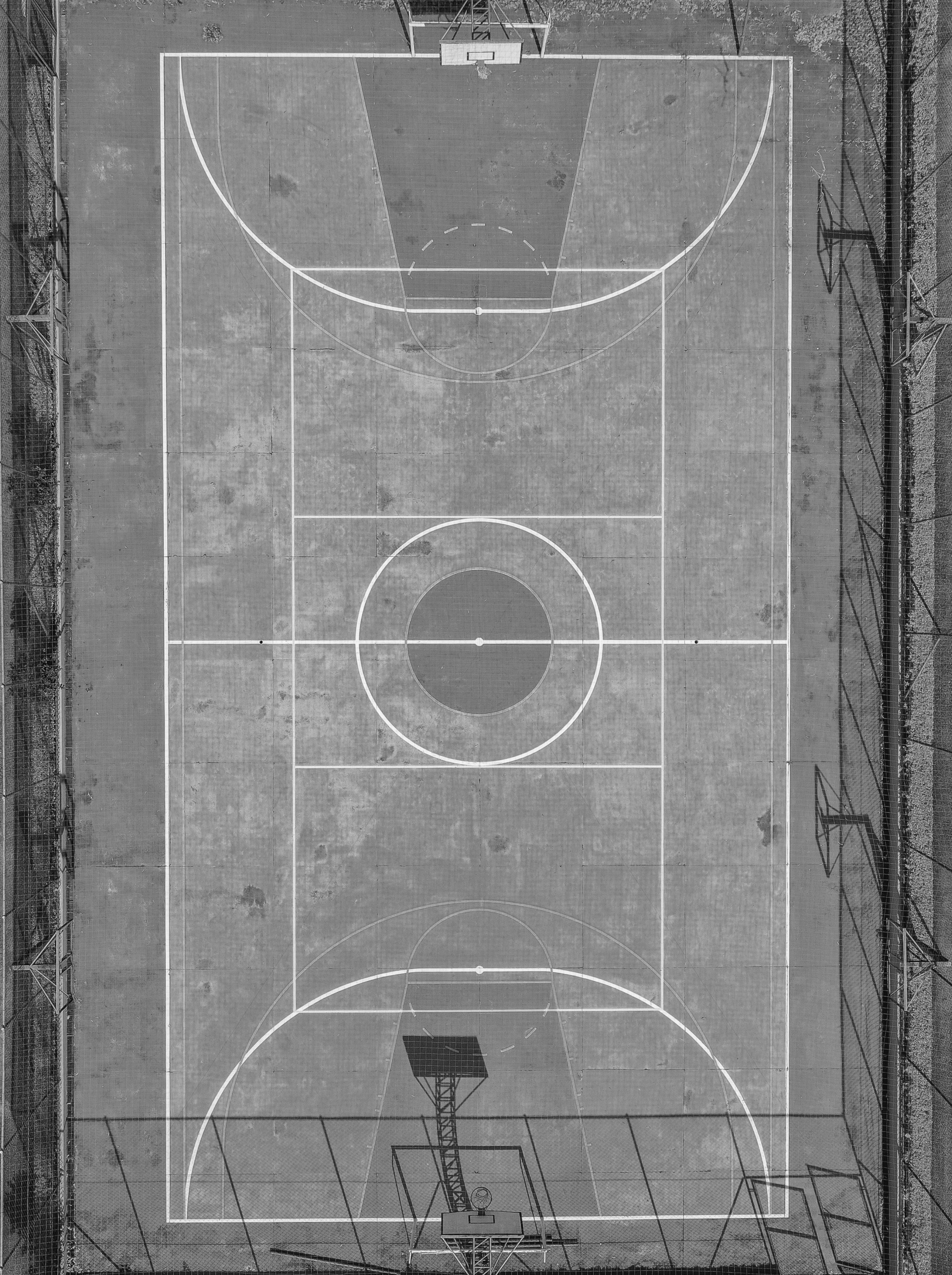


A COMMUNICATION IN PROGRESS

- ▶ **We are on**
 - Facebook
 - Instagram
 - Website
 - City Networks

- ▶ This season, we are going to have a dedicated communication team with a professional web-designer and a communication & marketing student.





OUR ACTIONS

SPORT EVENTS

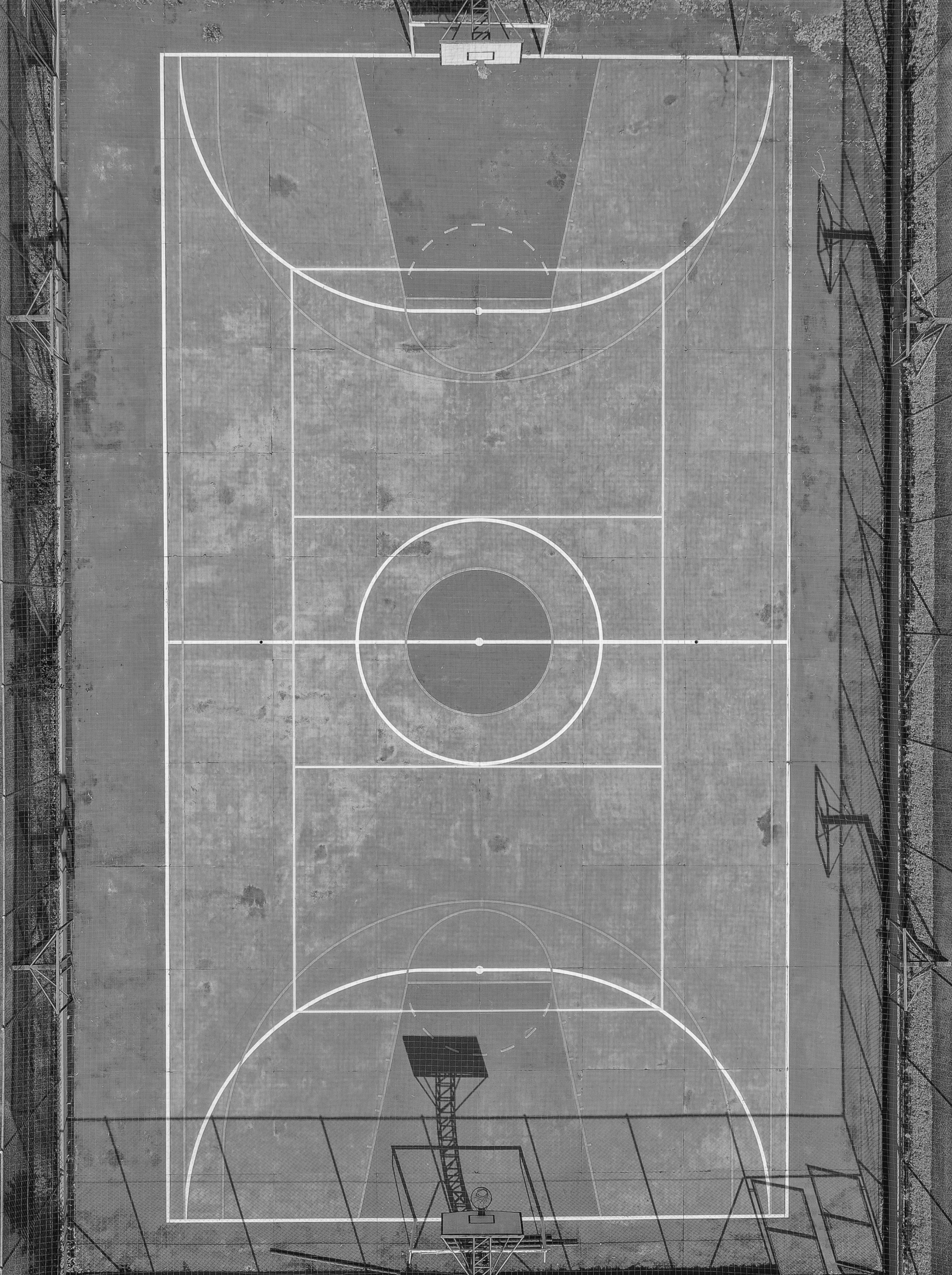
- ▶ **Generation Basket.** Basketball camp during the holidays, the last one brought together more than 85 children from the city and surrounding areas.
- ▶ **Home games.** Last season during the final four, we brought a crowd to the gym, organized a refreshment bar, brought in a DJ, and thus saw the potential that we can exploit in the future.
- ▶ **Paris 2024 Olympic Games.** We are going to set up events around the Olympic Games from the start of the school year in September (training with recreational centers, event in the city, etc.)



LOCAL IMPACT

- ▶ **This season, we want to offer cities and associations actions with a local impact**
- Outreach events
- Actions towards the elderly
- Training in schools / recreational centers
- Partnerships with other associations

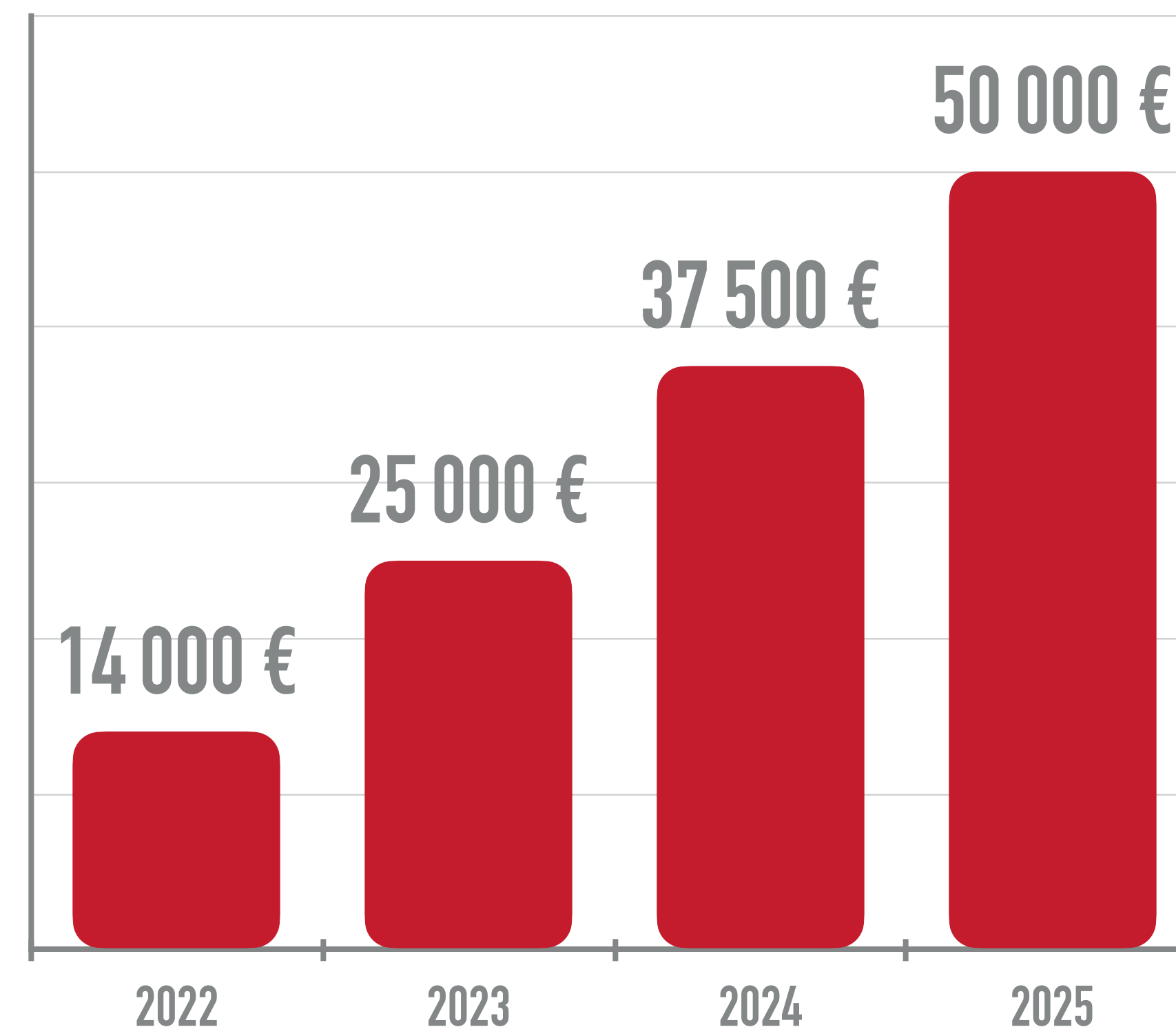




OUR DEVELOPMENT

SPORTING AND FINANCIAL STEP UP

- ▶ If the goals are achieved, in a year, we will have at least one team in regional level.
- ▶ Currently, we have an operating budget of **14,000 €**.
- ▶ To support the development of our structure, we are considering an **increase of 10,000€** in our budget this season.
- ▶ The club's finances are currently more than 80% based on internal dues. We absolutely must diversify our cash inflows.



CURRENT INPUT SOURCES

- Membership fees
- Municipal subsidies (Linas and Montlhéry)

NEW SOURCES OF ENTRY

- Departmental / regional / national subsidies
- Internal revenue (refreshment bar, club shop)
- Sponsorship
- Patronage (individual or corporate)



THE NEW EXPENSES



- **Competition licenses:** increase in the committee, league, FFBB price



- **Refereeing:** 3 teams with official referees instead of just one this season



- **Coaching Staff:** recruitment of assistant coaches for our three teams + physical trainer



- **Training Programs:** for coaches, staff and office members



- **Communication:** recruitment of the communication team + monthly budget



- **Equipment:** balls, training jerseys, new hoop...



- **Jerseys:** new jerseys + personalized over-shirts



- **Events**

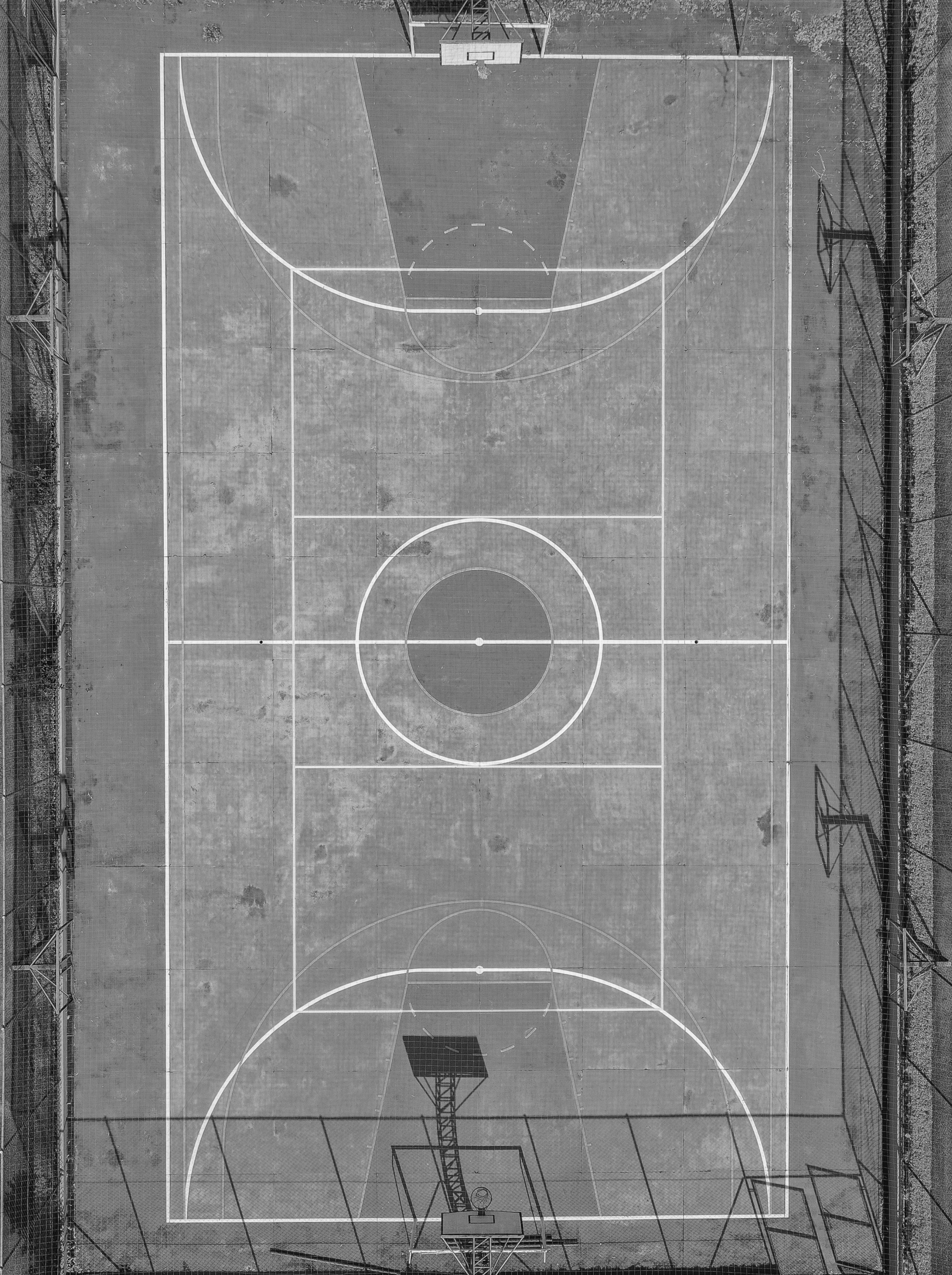


- **Others:** new accounting/administration tools

LONG TERM DEVELOPMENT

- ▶ **Full Time Jobs** : general manager, sports director, certified coaches, communication...
- ▶ **Stadium** : eventually, the club would like to own its gym
 - Dedicated court (training / games)
 - Development of new teams
 - Development of the academy
 - Source of income (private event)
 - Development of sponsorship (naming, branding...)
- ▶ **Appartements** (renting / buying)
 - For foreign players, pro players, staff





OUR PARTNERSHIP OFFERS

500 €

Your logo on the website

Your logo on all our publications
(at least one weekly publication)

1000 €

Your logo on the website

Your logo on all our publications

Kakemono during home games
(around 20 home games per season)

2000 €

Your logo on the website

Your logo on all our publications

Kakemono during home games

Your logo on the jersey

3000 €

Your logo on the website

Your logo on all our publications

Kakemono during home games

Your logo on the jersey

A personalized annual event
(sport-entreprise / Team building day)

These are partnership ideas, but any different proposal, closer to your needs, will be welcome.

GIVE A FREE AMOUNT, GET A TAX DEDUCTION

Patronage or sponsorship?

Unlike sponsorship, patronage is intended to be a contribution without direct compensation.

- ▶ The “disinterested” nature of the action gives a positive image to your company. It also makes it easier to establish favorable relations with local politicians.
- ▶ In addition, sponsorship allows companies to benefit from tax deductions.

Undertaking a sponsorship action allows a corporate tax reduction equal to 60% of the amount paid within the limit of 0.5% of the total turnover excluding tax. If the threshold is exceeded, it is possible to carry forward the excess over the next five financial years.

**POUR LES
PARTICULIERS**

66 %

du don est déductible des
impôts sur le revenu
dans la limite de 20% du
revenu imposable

**POUR LES
ENTREPRISES**

60 %

du don est déductible des
impôts sur les sociétés dans
la limite de 0.5% du chiffre et
sans contrepartie supérieur à
25 % du don



(Club's president) : lafont.jonathan@hotmail.fr



(Club administration) : linasbasket@gmail.com



THANKS FOR YOUR ATTENTION