

DEVELOPMENT

EXPOSURE

OPPORTUNITY

BEYOND THE ATHLETE (BTA) IS A NONPROFIT
ATHLETE DEVELOPMENT ORGANIZATION
SUPPORTING STUDENT-ATHLETES THROUGH
DEVELOPMENT, EXPOSURE, AND
OPPORTUNITY — ON AND OFF THE COURT.



BTANORTHWEST.ORG

GIRLS BASKETBALL IN OREGON AND THE PACIFIC-NORTHWEST IS RAPIDLY GROWING. BUT MANY TALENTED ATHLETES LACK:

- FINANCIAL SUPPORT FOR TRAVEL AND TRAINING
- EXPOSURE TO COLLEGE PROGRAMS
- ELITE LEADERSHIP DEVELOPMENT

BEYOND THE ATHLETE EXISTS TO BRIDGE THAT GAP.

THROUGH COMMUNITY PARTNERSHIPS AND NONPROFIT SUPPORT, BTA CREATES A CLEAR PATHWAY FOR ATHLETES TO DEVELOP, COMPETE, AND PURSUE OPPORTUNITIES BEYOND THE GAME.



BEYOND THE ATHLETE (BTA) IS A 501(c)(3)

NONPROFIT ORGANIZATION DEDICATED TO BUILDING A STATEWIDE ATHLETE DEVELOPMENT ECOSYSTEM THAT CONNNECTS TRAINING, COMPETITION, EXPOSURE, AND SCHOLARSHIPS FOR FEMALE BASKETBALL ATHLETES ACROSS OREGON AND SOUTHWEST WASHINGTON.

BTA SERVES THE VISION IN SUPPORTING MULTIPLE ELITE PROGRAMS SUCH AS OREGON TOP PROSPECTS, OREGON FLIGHT, AND SC HOOPS TO CREATE A CONNECTED DEVELOPMENT PATHWAY FOR BASKETBALL ATHLETES ACROSS OREGON.



WESTERN

ATHLETE DEVELOPMENT ECOSYSTEM

YOUTH DEVELOPMENT

OREGON FLIGHT

LOCAL PROGRAM FOCUSED
ON FOUNDATIONAL SKILL
GROWTH AND ATHLETE
DEVELOPMENT.

COMPETITIVE GROWTH

SC HOOPS

LOCAL DEVELOPMENT
ORGANIZATION FOCUSED ON
TRAINING AND COMPETITIVE
GROWTH OPPORTUNITIES.

COMMUNITY SUPPORT + SCHOLARSHIPS

OREGON TOP PROSPECTS

REGIONAL AND NATIONAL
EXPOSURE PROGRAM
PROVIDING HIGH-LEVEL
COMPETITIVE OPPORTUNITIES
FOR ATHLETES.

YOUR PARTNERSHIP AND CONTRIBUTIONS WILL DIRECTLY:

1. EXPAND ATHLETE PARTICIPATION
2. INCREASE SCHOLARSHIP CAPACITY
3. STRENGTHEN PROGRAMMING THAT INTEGRATES MENTORSHIP, LEADERSHIP DEVELOPMENT, AND EXPOSURE ALONGSIDE ATHLETIC GROWTH
4. BROADEN GEOGRAPHIC REACH
5. ENHANCE ACCESS TO HIGH QUALITY DEVELOPMENT ENVIRONMENTS
6. ADVANCE PATHWAYS CONNECTING YOUTH PARTICIPATION TO HIGH SCHOOL COMPETITION AND COLLEGE RECRUITING OPPORTUNITIES



PARTNERSHIP VISION

**BTA'S COMMITMENT TO ATHLETE DEVELOPMENT
EXTENDS ACROSS THE STATE OF OREGON, CREATING
MEANINGFUL PATHWAYS FOR STUDENT-ATHLETES AT
EVERY LEVEL.**

PROVIDING NONPROFIT
INFRASTRUCTURE THAT
CONNECTS ATHLETES WITH
DEVELOPMENT RESOURCES
STATEWIDE.

EXPANDING ACCESS TO
COLLEGE-LEVEL EXPOSURE
OPPORTUNITIES THROUGH
ORGANIZATIONAL SUPPORT.

SUPPORTING ATHLETES
ACROSS OREGON THROUGH
DEVELOPMENT AND
EXPOSURE INITIATIVES

BUILDING COMMUNITY
PARTNERSHIPS THAT CREATE
MEANINGFUL EXPOSURE AND
OPPORTUNITY FOR STUDENT-
ATHLETES.

5 KEY TRAVEL STATES: AZ, IL, KY, OH, OR, WA, AND WI



THE ART

CURRENT IMPACT

- 17 TEAMS IN 2026
- 200+ ATHLETES ANNUALLY
- 4 TRAINING HUBS
- STATEWIDE PROGRAMMING
- NATIONAL CIRCUIT TEAMS
- 13 ATHLETES (**\$5000/PER ATHLETE**) CURRENTLY ON SCHOLARSHIPS ACROSS BTA PROGRAMMING
- **\$65,000 IN TOTAL SCHOLARSHIP VALUE AWARDED**
- \$5,000 AVERAGE PROGRAM INVESTMENT PER ATHLETE

A CORE PILLAR OF BTA'S MISSION IS EXPANDING ACCESS TO OPPORTUNITY.

THROUGH DONATIONS AND SPONSORSHIPS WE PROVIDE SCHOLARSHIP SUPPORT TO ATHLETES WHO MAY OTHERWISE BE UNABLE TO PARTICIPATE.



SHOT ARSHT

REACH

BEYOND THE ATHLETE PARTNERS RECEIVE MULTI-CHANNEL BRAND PLACEMENT ACROSS EVENTS, CAMPS, CLINICS, FACILITY PROGRAMMING, DIGITAL PLATFORMS, AND COMMUNITY INITIATIVES ACROSS THE PACIFIC NORTHWEST, AND NATIONWIDE.

EVENT PARTICIPATION

200-300+ PARTICIPANTS
PER CAMPS (2+)

WINTER & SUMMER CAMPS

3,000+ VISITORS TO
FACILITY - SANDERS COURT
TRAINING FACILITY

CONTENT

INSTAGRAM

2,500+ FOLLOWERS

CONTENT VISIBILITY

680,000+ VIEWS

INTERACTIONS

12,500+ MONTHLY

REGIONS

5 KEY TRAVEL STATES

WISCONSON

ARIZONA

OHIO

KENTUCKY

ILLINOIS

OREGON

WASHINGTON

SPONSORSHIP TIER

BTA PARTNERS RECEIVE MULTI-CHANNEL BRAND PLACEMENT ACROSS NATIONAL EVENTS, CAMPS, CLINICS, FACILITY PROGRAMMING, DIGITAL PLATFORMS, AND COMMUNITY INITIATIVES. WITH 623,000+ MONTHLY CONTENT VIEWS, 11,800 INTERACTIONS, AND A FAST-GROWING PRESENCE ACROSS SEVEN KEY TRAVEL STATES—AZ, IL, KY, OH, OR, WA, AND WI—BTA PARTNERS SHOULD EXPECT TO RECEIVE AN AVERAGE 3.6X–5X RETURN ON INVESTMENT.

HALL OF FAME

PARTNER

\$25,000

RECEIVE 4.8X
RETURN— WITH
PREMIER
PARTNERSHIP TIER
DELIVERING
MAXIMUM VISIBILITY,
NAMING
OPPORTUNITIES, AND
ANNUAL BRAND
INTEGRATION.

MVP PARTNER

\$10,000

RECEIVE 5X RETURN—
HIGH-VALUE
PARTNERSHIP WITH
YEAR-ROUND BRAND
INTEGRATION.

CHAMPIONSHIP

PARTNER

\$5,000

RECEIVE 4.4X RETURN—
MID-TIER PARTNERSHIP
OFFERING EXPANDED
VISIBILITY

TRAILBLAZER

PARTNER

\$2,500

RECEIVE 3.6X RETURN —
ENTRY-LEVEL COMMUNITY
PARTNERSHIP : EXCELLENT
FOR LOCAL BUSINESSES
WANTING HIGH-VISIBILITY

TRAILBLAZER PARTNER



ESTIMATED PARTNERSHIP VALUE: \$6,000+

ROI: 3.6X RETURN

- LOGO PLACEMENT ON THE BEYOND THE ATHLETE WEBSITE SPONSOR PAGE
- SOCIAL MEDIA “THANK YOU” POST ACKNOWLEDGING PARTNERSHIP
- INCLUSION IN QUARTERLY PARTNER NEWSLETTER
- RECOGNITION IN EVENT PROGRAMS AND DIGITAL MATERIALS
- PERMISSION TO USE THE “PROUD PARTNER OF BEYOND THE ATHLETE” BADGE

**IDEAL FOR: LOCAL
BUSINESSES, COMMUNITY
SUPPORTERS,
YOUTH-FOCUSED BRANDS,
AND ORGANIZATIONS SEEKING
GRASSROOTS VISIBILITY.**

CHAMPIONSHIP PARTNER

ALL TRAILBLAZER
BENEFITS PLUS:

\$5,000

IDEAL FOR: REGIONAL
BRANDS, SERVICE
PROVIDERS, AND
COMPANIES SEEKING
CONSISTENT EXPOSURE
ACROSS BTA
PROGRAMMING.

ESTIMATED PARTNERSHIP VALUE: \$12,000+

ROI: 4.4X RETURN

- LOGO PLACEMENT ON EVENT SIGNAGE AT CAMPS, CLINICS, AND SHOWCASES
- 8 (2 PER QTR) DEDICATED SOCIAL MEDIA
- RECOGNITION POSTS ANNUALLY
- WEBSITE LISTING “FEATURED PARTNER”
- OPPORTUNITY TO INCLUDE PROMOTIONAL
- MATERIALS AT SELECT EVENTS
- VENDOR ACCESS TO SELECT EVENTS



MVP PARTNER

ALL
CHAMPIONSHIP
BENEFITS PLUS:
\$10,000

IDEAL FOR:
COMPANIES SEEKING
DEEPER COMMUNITY
IMPACT, BRAND
STORYTELLING, AND
YEAR-ROUND
VISIBILITY.

ESTIMATED PARTNERSHIP VALUE: \$30,000+

ROI: 5X RETURN

- 16 (4 PER QTR) SOCIAL MEDIA RECOGNITION POSTS ANNUALLY
- LOGO PLACEMENT ON SELECT PROGRAM APPAREL
- WEBSITE RECOGNITION WITH LINKED LOGO AND PARTNER SPOTLIGHT
- COMMUNITY ENGAGEMENT OPPORTUNITIES (E.G., SPONSOR A CLINIC, HOST A WORKSHOP)
- INCLUSION IN PRESS RELEASES AND MEDIA
- COMMUNICATIONS WHEN APPLICABLE
- ON-SITE ACTIVATION OPPORTUNITIES AT MAJOR EVENTS



HALL OF FAME PARTNER

ALL MVP

BENEFITS PLUS:

\$25,000

IDEAL FOR: CORPORATE PARTNERS, FOUNDATIONS, AND BRANDS COMMITTED TO LONG-TERM INVESTMENT IN WOMEN'S SPORTS AND LEADERSHIP DEVELOPMENT.

ESTIMATED PARTNERSHIP VALUE: \$60,000+

ROI: 4.8X RETURN



- LOGO ON ALL PROGRAMS, MATERIALS, AND MAJOR EVENT SIGNAGE
- SCHOLARSHIP NAMING RIGHTS (E.G., “THE [BRAND] LEADERSHIP SCHOLARSHIP”)
- FEATURED SPONSOR STATUS ACROSS SOCIAL MEDIA CAMPAIGNS
- PRIORITY PLACEMENT FOR ALL DIGITAL AND PHYSICAL BRANDING
- OPPORTUNITY FOR EXECUTIVE OR REPRESENTATIVE SPEAKING ROLES AT EVENTS
- ANNUAL IMPACT REPORT HIGHLIGHTING PARTNERSHIP OUTCOMES
- VIP ACCESS TO ALL BTA EVENTS, SHOWCASES, AND PARTNER GATHERINGS

OUR LONG-TERM GOAL IS TO BUILD THE PREMIER GIRLS BASKETBALL DEVELOPMENT NETWORK IN THE PACIFIC NORTHWEST. THROUGH NONPROFIT SUPPORT, PARTNERSHIPS, AND ATHLETE DEVELOPMENT PROGRAMS, BTA WILL CONTINUE EXPANDING OPPORTUNITIES FOR FEMALE ATHLETES ACROSS OREGON.

GET INVOLVED



ALL SPONSORSHIPS AND DONATIONS MADE TO BEYOND THE ATHLETE, A REGISTERED 501(C)(3) NONPROFIT ORGANIZATION, ARE FULLY TAX-DEDUCTIBLE TO THE EXTENT ALLOWED BY LAW. PARTNER CONTRIBUTIONS DIRECTLY SUPPORT SCHOLARSHIPS, PROGRAMMING ACCESS, LEADERSHIP DEVELOPMENT, AND EXPANDED OPPORTUNITIES FOR YOUNG WOMEN IN SPORT.

CONTACT US:

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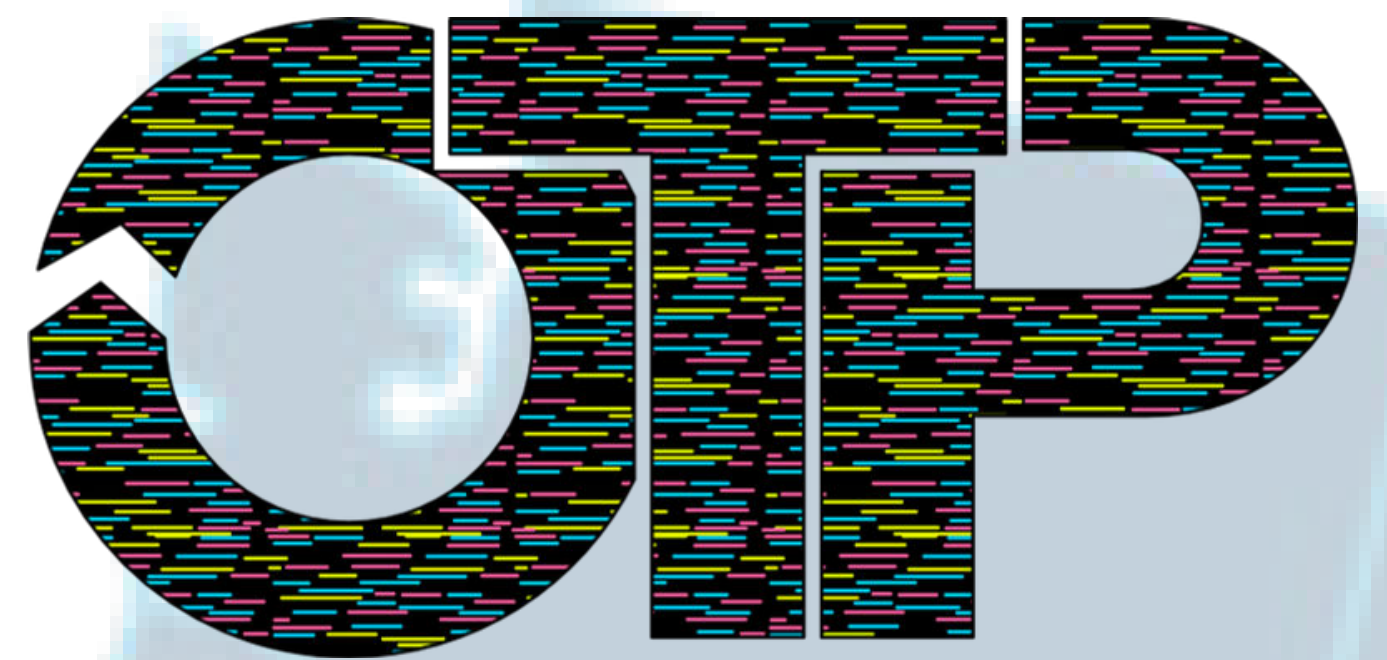
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