



SPONSORSHIP PACKAGE 2020

ABOUT CTA WEST

- ▶ The next level of basketball training & recruitment for top Western Canadian prospects. CTA West was newly established in 2020 as a prep basketball program, to help student-athletes develop their skills & get exposure in a basketball-focused environment.
- ▶ CTA West is the partner program of Canada Top Flight Academy based in Ottawa, Ontario. Canada Top Flight Academy is a two-time NPA National Champion (2017 & 2018).
- ▶ CTA West develops elite basketball student athletes while supporting and guiding them as they achieve their ultimate goals in basketball, academics and life.
- ▶ CTA West is based in Calgary, Alberta and our academic partner for post-secondary curriculum is Ambrose University.
- ▶ **We take pride in building the next generation of athlete's and young men.**

CANADA TOPFLIGHT ACADEMY (CTA) WEST



OUR VISION: CTA West's vision is to be a world class organization that supports the education, development and exposure of student-athletes.

OUR GOAL: To support and develop elite student-athletes so they can achieve their academic, basketball and life goals.

WHY CTA WEST?:

We recruit high-end talent and character from around the world.

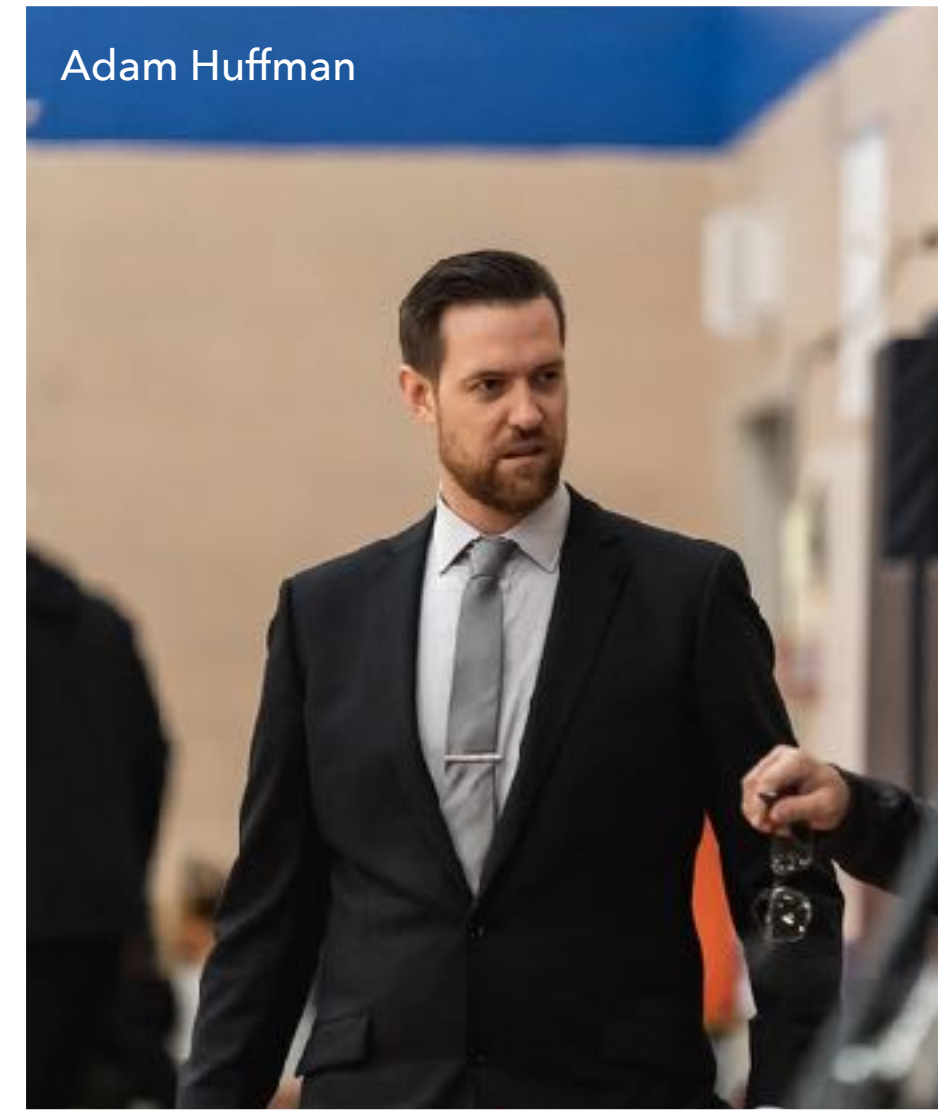
We support each student-athlete's academically and athletically to prepare and ensure success at the next level. We include many 'youth at risk' in our programs to create life-changing opportunities for them on and off the court. Your support is important in helping us to continue to support these talented athletes.

The CTA West experience is competitive, challenging and life-changing.

CTA West is a Nike sponsored program.

CTA WEST STAFF

- ▶ EXECUTIVE DIRECTOR & HEAD COACH
Adam Huffman
- ▶ ASSISTANT COACH & STRENGTH TRAINER
Ian Cantelo
- ▶ STRENGTH & CONDITIONING COACH
Lance Milton
- ▶ OPERATIONS MANAGER & YOGA TEACHER
Fallon Huffman



WHO IS CTA WEST FOR?

- ▶ High School Athletes looking to develop their game and become serious about basketball.
- ▶ Post-grad students needing one more year to grow, develop and gain exposure before being placed at the post-secondary level.
- ▶ Designed specifically to benefit post-grads, CTA West allows our post grads to get a head start on college classes and the college-life experience.
- ▶ Our program runs from September 1 - April 30



FOUR PILLARS PROGRAM – BUILDING THE NEXT GENERATION

We require our student athletes to participate in our Four Pillars Program. These pillars are comprised of basic skills students need to be successful contributors to a team or society. Our Four Pillars include;

1. **Elite Sports Training** - preparing athletes to compete at the next level including:

- ▶ Strength, endurance & agility training
- ▶ Sport specific skills in basketball
- ▶ Nutrition for athletes
- ▶ Injury prevention & rehabilitation basics
- ▶ Preparing for visiting recruiters and coaches
- ▶ Yoga & mindfulness training

2. **Study Skills & College Courses** - our athletes are enrolled in 1-2 college courses a semester, getting them prepared for the work/life balance that becomes integral to being a student athlete. At home or on the road, we commit to team Study Hall sessions. Our academic advisor will provide support for each of our athletes to promote success in each of their individual academic paths.

FOUR PILLARS PROGRAM – CONTINUED

3. **Life Skills Coursework** - living on your own for the first time can present challenges to some students. Our team would be a safety and support network for our athletes. We also advocate a 'real world' education and would focus on preparing our athletes for the next stage of their life. Suggested topics include:
- ▶ Basic tool use & safety - hammer, screwdriver, electric drill, etc.
 - ▶ Care car - change a tire and windshield wipers, monitoring indicator lights and oil service, etc.
 - ▶ Finance - budgeting to pay bills, complete tax returns, personal banking, etc.
 - ▶ Home - buying groceries, cooking from a recipe, laundry, etc.
 - ▶ Personal Care - safety on campus or on your own, basic first aid, knowing when to consult a physician and how to find one, etc.
4. **Volunteer & Work Experience** - we advocate athletes giving back to their community and mentoring the next generation of basketball players. Athletes would be required to help out at basketball camps, tournaments, reffing, score-keeping etc. Having volunteer experience is a must for any college or job application and resembles the leadership qualities we prioritize.

Adam Huffman has helped me on more than just a basketball level - it has been a mentorship and friendship for almost 6 years. I learned basketball sets that many college teams ran and intricacies of the game. The life lessons that came with basketball are what helped me reach new heights in the basketball world and off the court. In every moment of my career thus far, and still continuing, he has been an advocate for me and many of my teammates. He is about building the person, which is just as important as building the basketball player. His expertise on the court with players and building their games speaks volumes for itself. It is the aspect of personal growth and maturity in becoming a man that Adam really strives to help athletes succeed in. Adam provides leadership and the mentorship required to grow towards excellence.

Fofo Adetogun | University of Maine



SPONSORSHIP OPPORTUNITIES

- ▶ Align your company with some of the top basketball prospects in Western Canada.
- ▶ Help finance scholarships for outstanding at risk young athletes who are given the opportunity to attend our program and experience life-changing opportunities on and off the court.
- ▶ Impact performance and play an integral role in the results of our academy.
- ▶ Expand brand awareness in Calgary, Southern Alberta, Canada and the USA through our respective schedule.
- ▶ Cross-promotion opportunities with our CTA initiatives such as tournaments, clinics, camps and fundraising events.
- ▶ Fans and visitors to our practices and games will include U-Sports, NCAA and NBA coaches.
- ▶ Local media coverage and social media opportunities.

PLATINUM PARTNERSHIP

- ▶ The ('your company name') CTA West Team
- ▶ Company name incorporated in the main CTA logo
- ▶ Company logo on every page of the CTA Website
- ▶ Company logo prominent on the CTA team uniforms, warm-ups and apparel
- ▶ Company logo on CTA letterhead & marketing material
- ▶ Inclusion in all CTA social media (Facebook, Twitter, Instagram)
- ▶ Framed group photo to hang in place of business
- ▶ 20 tickets to attend all CTA team's home games and events
- ▶ CTA team to volunteer at company charity initiatives
- ▶ Your company will have rights to market CTA team and athletes in this partnership
- ▶ Your company will have access to promote products/services at CTA events
- ▶ Your company name mentioned on CTA home webcasts
- ▶ Guest at our team meet and greet and year-end signing day

Your investment:

\$30,000 / year

or

\$60,000 / 3 years

GOLD PARTNERSHIP

- ▶ Company name and link on our 'Gold Level' sponsorship page of CTA West
- ▶ Company logo on CTA warm-up t-shirts
- ▶ Company logo on every page of the CTA Website
- ▶ Sponsorship post on CTA social media (Facebook, Twitter, Instagram)
- ▶ Framed group photo to hang in place of business
- ▶ 10 tickets to attend all CTA team's home games and events
- ▶ CTA team to volunteer at company charity initiatives
- ▶ Your company will have access to promote products/services at CTA events
- ▶ Guest at our team meet and greet and year-end signing day

Your investment:

\$10,000

SILVER PARTNERSHIP

- ▶ Company name and link on our 'Silver Level' sponsorship page of CTA West
- ▶ Company logo on CTA warm-up t-shirts
- ▶ Company logo on every page of the CTA Website
- ▶ Sponsorship post on CTA social media (Facebook, Twitter, Instagram)
- ▶ Framed group photo to hang in place of business
- ▶ 6 tickets to attend all CTA team's home games and events
- ▶ CTA team to volunteer at company charity initiatives
- ▶ Your company will have access to promote products/services at CTA events

Your investment:

\$5,000

6TH MAN PARTNERSHIP

- ▶ Name posted under '6th Man' designation on sponsorship page of CTA website
- ▶ Name acknowledged on CTA social media (Facebook, Twitter, Instagram)
- ▶ Framed group photo to hang in place of business
- ▶ 4 tickets to attend all CTA team's home games and events

Your investment:

\$1,000

FRIENDS OF CTA WEST PARTNERSHIP

- ▶ Name posted under 'Friends of CTA West' designation on sponsorship page of CTA website
- ▶ Framed group photo to hang in place of business
- ▶ 2 tickets to attend all CTA team's home games and events

Your investment:

\$500

SPONSOR A PLAYER

- ▶ Patrons interested in 'sponsoring a player' can grant a young student-athlete a life-changing opportunity.
- ▶ You can choose to sponsor a CTA West post-graduate or high school student.
- ▶ Executive Director, Adam Huffman, will work with you to make sure your donation gets to players who need it the most.



SCHOLARSHIPS / BURSARIES / DONATIONS

- ▶ You can support our student-athlete's success through donations to create scholarships or bursaries to provide direct financial assistance to students. We will work with you to create a customized Terms of Reference to outline eligibility requirements for your award if you wish.
- ▶ For many students, the financial challenge is the greatest barrier to success. Many students work part-time while completing their studies.
- ▶ There are many opportunities to establish a named award fund for students. Options include a bursary or scholarship available when a student enters the first year or is a returning student. All Scholarship Sponsors will be listed on our website.
- ▶ When you support CTA West student-athletes, you enable us to work with athletes at all levels to help them ignite their passions. Your donations will have an immediate impact on our elite student-athletes.
- ▶ Your generosity, in partnership with CTA, will go a long way in assisting our hard-working student-athletes with expenses such as training, travel, accommodations, food and so much more.

As a basketball player you want a coach to mentor you, support you, and most importantly make you better. Adam Huffman has brought the definition of a coach to a entirely new level. I played for Huffman for one year, and from the first practice he treated me like family. Three years later the relationship is the same. When playing for Huff you are held to a standard of excellence, he teaches you university level basketball skills, and builds every players' work ethic to achieve high heights in basketball and in life. The passion, life skills, and work ethic that Adam has taught me has made me the player and person I am today. He continues to help me on and off the court everyday of my life. Stepping onto the basketball court with Huffman can change your life forever.

Avery Hutcheson | University of Lethbridge

OUR ATHLETES TAKE FLIGHT

Head Coach Adam Huffman has extensive nationwide and international recruiting relationships and has worked with student-athletes who have gone on to play at the following institutions:

- ▶ University of Maine
- ▶ Bradley University
- ▶ University of Calgary
- ▶ University of Regina
- ▶ University of Saskatchewan
- ▶ Medicine Hat College
- ▶ Keyano College
- ▶ Briercrest College
- ▶ Lakeland College
- ▶ Concordia University
- ▶ University of Alberta
- ▶ San Diego University
- ▶ Montana State University of Billings
- ▶ Northern Alberta Institute of Technology
- ▶ Colorado State
- ▶ MSU Bottineau
- ▶ Louisiana Tech
- ▶ University of Fraser Valley
- ▶ Arizona State
- ▶ Carleton University
- ▶ Brandon University
- ▶ New York Institute of Technology
- ▶ MSU Northern
- ▶ Olds College
- ▶ Ambrose University
- ▶ University of Manitoba
- ▶ University of San Francisco
- ▶ University of Missouri Kansas City
- ▶ Howard University
- ▶ State College of Florida
- ▶ University of Lethbridge
- ▶ Algoma University
- ▶ Grand Prairie College
- ▶ William Penn University
- ▶ Grant MacEwan University
- ▶ Southern Alberta Institute of Technology
- ▶ University of Ottawa
- ▶ South Carolina State
- ▶ University of Winnipeg

TEAM ON THREE

Assistant Coach & Strength Trainer Ian Cantelo and Strength Trainer Lance Milton bring synergies and experience to the CTA West staff.

As owner of Athletic Edge, Lance Milton is committed to excellence in athletics while supporting the educational mission of CTA West. Both trainers are committed to meeting student-athletes at their individual skill levels and educational needs and provide a challenging environment for athletic development in both team and individual sports. Athletic Edge is focused on being connected to the whole student: academically, socially, emotionally and physically through intentional preparation and planning throughout the school day and season. Their focus is on creating opportunities for all student-athletes to develop skills through individual instruction, peer interaction and competition. While winning is not an end in itself, we believe that our student-athletes' efforts to be their best will lead them to succeed.

The mission of Athletic Edge is that all associated individuals (coaches, staff, student-athletes, alumni and parents) will value character traits developed through athletic participation. The expectation is that all participants respect themselves and others, demonstrate loyalty, be good teammates and put the team before themselves, handle failure like they handle success, have program pride, have a strong work ethic, be honest, and show up and be prepared to GET AFTER IT! The Athletic Edge belief is that you are never done developing.



THANK YOU FOR YOUR SUPPORT

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ADMISSIONS & GENERAL INFO
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