



S P O N S O R S H I P P R O P O S A L

INTRODUCTION

We are excited to share that **CTAB Sports & Development Center** is officially open and operating in our new home in Alexandria, Virginia. What was once a vision has now become a reality. Every day, athletes are training, families are walking through our doors, and programs are running successfully in a space designed specifically to support their growth on and off the court.

Since 2013, CTAB has empowered youth and families through basketball training, mentorship, life skills education, and community outreach. Having a dedicated facility now allows us to expand our impact, provide greater consistency, and create even more opportunities for the athletes and families we serve. While operations are running smoothly, there are still important projects and equipment needs that will help us fully maximize the facility and enhance the experience for every athlete who enters our doors. From performance and recovery equipment to facility improvements and technology upgrades, there are numerous opportunities for sponsors to make a direct and lasting impact.

We invite sponsors and community partners to join us as we continue building something special. Your partnership helps sustain our programs, strengthen our facility, and provide life-changing opportunities for young people throughout our community. Together, we are building far more than a gym. We are creating a place where athletes develop skills, families find community, and young people discover confidence, purpose, and leadership that will serve them for years to come.

OUR FOUNDERS

Through their leadership, Leia (Le) and Daryl have shaped CTAB Hoops into a supportive community that fosters not only athletic excellence, but also personal and spiritual growth among its participants.



Daryl Towe

Co-Founder



Le Towe

Co-Founder

ABOUT US

Cross-Training Athletes into Believers (CTAB) is a 501(c)(3) registered non-profit organization based on Christian based values with a focus on basketball skills development and youth mentorship programs for youth between ages of 5-18. This business takes pride in empowering our youth on and off the court.

SERVICED THE COMMUNITY SINCE 2013

THE OBSTACLES TO OVERCOME

Obstacle 1: Facility Completion and Enhancements

Now that CTAB is operating from its own Sports & Development Center, there are still key facility improvements and equipment needs that will help us maximize the athlete experience. Items such as a new HVAC compressor, gym clock, recovery equipment, security systems, and training technology will help us provide a safer, more professional, and higher-performing environment for our athletes and families.

Obstacle 2: Expanding Programs & Community Impact

Having a permanent home allows CTAB to offer more consistent training, life skills programming, mentorship opportunities, camps, clinics, leagues, and community events. Continued support will help us expand these offerings and reach even more youth throughout Northern Virginia.

Obstacle 3: Long-Term Sustainability

While securing a facility was a major milestone, maintaining and operating a year-round youth development center requires ongoing investment. Sponsorships and community partnerships help support facility overhead, scholarships, equipment upgrades, and program growth, ensuring CTAB can continue serving athletes and families for years to come.



Solution 1: **Strategic Facility Investment**

By partnering with CTAB, sponsors help complete and enhance the Sports & Development Center through critical facility improvements, equipment upgrades, and athlete resources. These investments directly improve the training experience, safety, and overall quality of programming for every athlete who enters our doors.

Impact Areas Include:

- HVAC improvements
- Gym technology and equipment
- Recovery and wellness resources
- Facility security enhancements
- Training tools and infrastructure

Solution 2: **Expanded Youth Development Opportunities**

Sponsor support allows CTAB to expand programming beyond basketball by increasing access to life skills education, mentorship initiatives, camps, clinics, leagues, and community outreach events. These investments help us serve more athletes and families while creating meaningful opportunities for personal growth and leadership development.

- Impact Areas Include:
- Life Skills Program
- Mentorship initiatives
- Community service projects
- Camps and clinics
- Scholarship opportunities
- Youth and adult leagues

Solution 3: **Sustainable Community Impact**

Long-term partnerships help ensure the continued success and sustainability of the CTAB Sports & Development Center. Sponsorships provide the resources needed to maintain the facility, offset operational costs, support scholarships, and invest in future program growth, creating a lasting impact for generations of athletes. Impact Areas Include:

- Facility operations and maintenance
- Athlete scholarships
- Equipment replacement and upgrades
- Program expansion
- Staff development
- Community engagement initiatives

SERVICES

CROSS-TRAINING ATHLETES INTO BELEIVERS

Individual Training



One-on-one sessions tailored to the athletes specific needs and goals. Including semi-private sessions.

Group Training



Small group sessions focusing on teamwork and collective skill development.

Camps/Clinics



Intensive camps during school breaks and summer, targeting various skill levels. Specialized Clinics on aspects such as shooting mechanics, defensive strategies, and strength conditioning.

Vertimax Training



VertiMax training is valued for its ability to significantly enhance athletic performance by focusing on developing explosive power, speed, and functional strength through resistance-based exercises.

SPECIALITY PROGRAMS/EVENTS

CROSS-TRAINING ATHLETES INTO BELIEVERS

Life Skills Program:

Our life skills program is designed to develop well-rounded student-athletes who excel both on and off the court. By integrating personal development with athletic training, we foster essential life skills such as teamwork, leadership, and resilience. Our goal is to cultivate individuals who are strong competitors and responsible members of society.

Annual Banquet - Basketball Tournament

In addition to year-round programs, CTAB hosts annual events like the "We over Me" Summer Bump Classic AAU tournament and basketball leagues for youth and adults. These events generate revenue through market-rate team entry fees.

Community Outreach Events

CTAB, a registered 501(c)3 non-profit, can solicit grants and donations to provide scholarships for underprivileged students, fund college awards, and acquire state-of-the-art equipment. Additionally, CTAB will partner with local non-profits for community outreach projects.

Outside Programs

Our offerings include fitness classes from our partners at The Worx, after-school programming for surrounding schools, a youth league, and an adult 3-on-3 basketball league.

TARGET MARKET

Our gym targets two primary markets: youth and their families, including boys and girls aged 5-18 interested in basketball, and their parents who value a safe environment for skills and character development. This demographic also encompasses school teams and youth organizations in need of practice and game facilities. Additionally, we cater to basketball professionals and enthusiasts—coaches, trainers, and players of all ages—who seek a quality venue for training, playing, or participating in community basketball activities.



**Target
Market 1**

**Boys & Girls
5-18**

SPONSORSHIP TIERS

BENEFITS	\$25,000+	\$20,000+	\$15,000+	\$10,000	\$5,000
Naming Rights: Large premium banner displayed inside facility					
VIP Experience at CTAB Hoops Events: Exclusive access to VIP seating, meet & greets w/ special guests, and behind-the-scenes tours at CTAB Hoops events.					
Customized Donor Gift Package: Includes branded CTAB gear, and a commemorative basketball signed by CTAB Hoops founders.					
Exclusive "Champion Circle" Networking Event: Invitation to an annual private event with CTAB Hoops leadership, guest speakers, and other top-tier donors for networking and recognition.					
Recognition in Annual Impact Report: A dedicated section in the annual report showcasing your contribution, impact story, and business, with distribution to our extended network.					

BENEFITS

\$25,000+

\$20,000+

\$15,000+

\$10,000

\$5,000

Feature on "The Real Love and Basketball" Show: Special guest appearance on the show to discuss your business, community involvement, and the importance of youth sports.



Legacy Wall Spotlight: Featured recognition on the donor wall in the gym lobby, with a custom plaque.



Presenting Sponsor at Life Skills Courses: Opportunity to host and present your business or teachable content at one of our life skills courses



Personalized Social Media Campaign: A series of spotlight posts across all CTAB Hoops social media platforms, featuring your business, your story, and your commitment to youth development.



Priority Branding Opportunities: Prominent logo placement on all CTAB promotional materials, event banners, and digital platforms for maximum visibility.



SPONSORSHIP TIER BREAKDOWN



1. "Donor's Name Pavilion" Naming Rights:

- **Visibility:** The donor's name will be prominently displayed at the entrance of the gym, offering high visibility to all visitors, including players, families, coaches, and community members. This recognition provides long-term brand exposure as the gym serves as a central hub for events, practices, and games. This right lasts 3 years and will be reevaluated for renewal.
- **Legacy and Prestige:** Having the pavilion named after the donor aligns their brand with community impact and youth development, enhancing their public image and legacy.

2. VIP Experience at CTAB Hoops Events:

- **Networking Opportunities:** Exclusive access to VIP areas at events allows the donor to network with key influencers, community leaders, and other high-net-worth individuals, potentially leading to new business relationships and opportunities.
- **Brand Association:** Being associated with elite and high-profile events, including meet-and-greets with notable figures in sports, increases the brand's appeal and credibility.

3. Legacy Wall Spotlight:

- **High-Traffic Exposure:** Placement on the donor wall ensures that every visitor to the gym sees the sponsor's name, offering ongoing brand recognition and reinforcing the donor's community involvement.
- **Marketing Opportunities:** The inclusion of a custom plaque and photo opportunity can be leveraged for marketing purposes, showcasing the donor's commitment to youth and sports in promotional materials.

4. Exclusive "Champion Circle" Networking Event:

- **Direct Engagement:** Invitation to a private annual event provides a unique platform for donors to engage directly with CTAB Hoops leadership, players, and other high-level donors, facilitating potential collaborations and partnerships.
- **Brand Storytelling:** An opportunity to tell the donor's brand story in a meaningful way, sharing how their sponsorship is making a tangible impact on the community.

5. Recognition in Annual Impact Report:

- **Brand Exposure:** A dedicated section in the annual report with distribution to CTAB's extended network, including stakeholders, parents, and community partners, offering sustained brand exposure.
- **Corporate Social Responsibility (CSR):** Showcasing the donor's impact story reinforces their CSR initiatives, enhancing brand reputation and stakeholder trust.

SPONSORSHIP TIER BREAKDOWN



...continued...

6. Prominent Recognition on Donor Wall:

- **Ongoing Visibility:** High-tier placement on the donor wall ensures that your name or brand is seen by everyone who enters the gym, providing ongoing visibility and recognition within the community.
- **Brand Association:** Aligning your brand with a prominent youth development program enhances your reputation and positions you as a leader in supporting local initiatives.

7. Social Media Recognition:

- **Enhanced Online Visibility:** A special shoutout across CTAB Hoops' social media platforms introduces your brand to over 10,000 followers, increasing your online visibility and reach.
- **Engagement and Awareness:** Highlighting your support on social media can lead to increased engagement, brand awareness, and community appreciation.

8. Host Opportunity for Life Skills Course:

- **Brand Engagement:** Hosting or presenting at a life skills course allows you to engage directly with the youth and their families, sharing valuable insights and showcasing your business as a leader in personal and professional development.
- **Positioning as an Educator:** This opportunity positions your brand as a source of knowledge and support, enhancing its perceived value and building trust with the community.

9. Appearance on "The Real Love and Basketball" Show:

- **Media Exposure:** Featuring your business on the show provides media exposure to a passionate audience, allowing you to discuss your services, mission, and impact.
- **Content Marketing:** This appearance can be repurposed into marketing content, shared across your own platforms to demonstrate your community involvement and partnership with CTAB.

10. Discounts on CTAB Programs:

- **Employee and Client Engagement:** Use the exclusive discounts on CTAB camps, clinics, and programs to engage your employees, clients, or their families, promoting wellness and community involvement.
- **Increased Business Visibility:** By participating in these programs, your business gains additional visibility and opportunities for engagement within the CTAB community.



OPTIONAL SPONSORSHIP OPPORTUNITIES

LIFE SKILLS PROGRAM SPONSOR

\$5000/Year

RECOVERY PROGRAM SPONSOR

\$3000/Year

SCHOLARSHIP SPONSOR

\$5000/Year

*Email
teamtowe@ctabhoops.org
for more details!*

CTAB ELITE SPONSOR

\$5000/Year

COMMUNITY OUTREACH/MARKETING SPONSOR

\$3000/Year

THANKSGIVING DRIVE SPONSOR

\$7500/Year

FROM THIS...



TO THIS!!



SOFT OPENING MAY 1, 2026



SUCCESS!



Bam Adebayo



Dawn Staley



Boo Williams



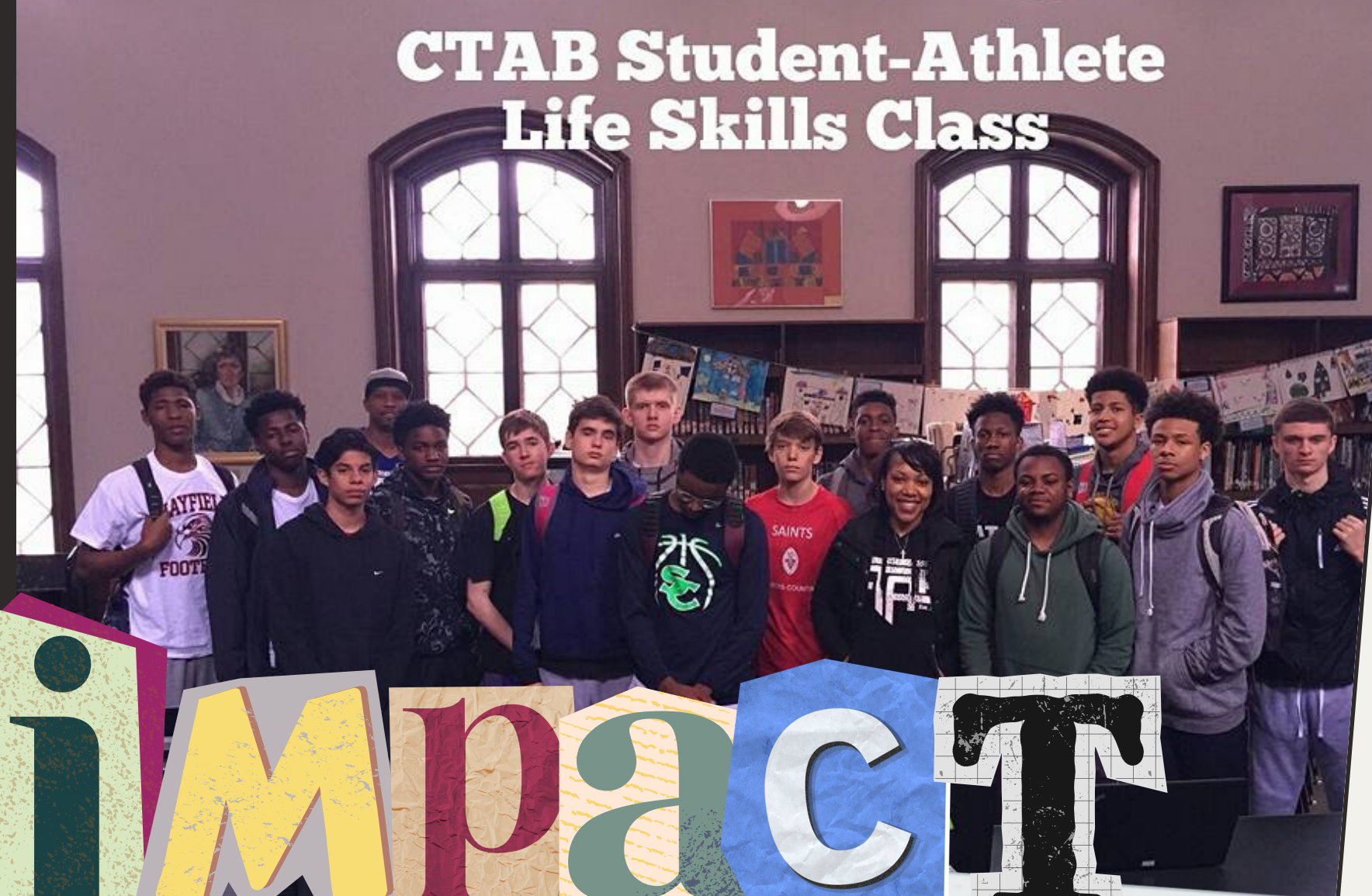
Roy Williams



PROS WHO SUPPORTS CTAB



Alonzo Mourning



impact



SUCCESSFUL STUDENT-ATHLETES

CTAB has served over 2,000 players, since it's inception in 2013. Below are just a **FEW** of the student-athletes who have been through the CTAB program and continued their career to the next level either through athletics, academics, or **both**!

Gabriel Kier | Millersville University

Matt Jojokian | Bridgewater University

Brian Cobbs | Maryland University

Cheniya Sharpe | Edinboro University

Jeremy Roach | Duke University

Danea Mackey | Chowan University

Kennedy Ntiamoah | Sheppard University

Marquis Freeman | Virginia State University

Langston Gaither | Francis Marion University

Christian Reames | Messiah College

Joey Lee | Virginia Wesleyan

Luke Jones | Denver University

Jake Latta | Christopher Newport University

Jimmori Robinson | UTSA/WVU

Kalen Means | Alabama State

Keagan Schwab | University of Mary Washington

Taven Pulliam | NOVA College

Lance Hurdle | Miami University and Professional

Draykeu Hogan | Richard Bland College

Jon Hylton | Allegany College

Taylor Cotter | Campbell University

Daryl Mackey Jr. | Virginia State University

Custis Nixon | Old Dominion University

Michael Teal | South Carolina State

Makenzie Matheny | Mount Saint Mary's

Olivia Jones | Gettysburg College

Halima Hajhassan | St. Mary's College of MD

Precious Njoku | Old Dominion University

CTAB (Cross-Training Athletes into Believers) is a vital organization in the community, empowering youth through basketball and mentorship. By fostering discipline, teamwork, and leadership on and off the court, CTAB helps young athletes develop skills that translate into lifelong success. Its programs provide guidance, mentorship, and a positive environment, keeping kids engaged and away from negative influences. CTAB's success is reflected in its athletes' achievements—both in sports and in personal growth—with many participants advancing to collegiate and professional levels, while also becoming positive role models within the community.

WE ARE EVERYTHING YOU NEED



SPONSORSHIP PAYMENTS

Online payments:

ctabhoops.org/donate or Paypal.me/CTAB

Mail checks to:

P.O. Box. 31273 , Alexandria, VA 22310

Wire Transfer Are Acceptable:

Please email for details

Cross-Training Athletes into Believers (CTAB) is recognized as a nonprofit organization by the IRS.

IRS Code: Section 501(c)(3)

Tax ID Number: 46-4814090

GET IN TOUCH

Like what you see? Have questions?
Want to get involved? **CONTACT US!**

Website

www.ctabhoops.org

Mail

teamtowe@ctabhoops.org

Phone

571.282.4182





**THANK
YOU!**

Cross-Training Athletes into Believers (CTAB) is recognized as a nonprofit organization by the IRS.

IRS Code: Section 501(c)(3)

Tax ID Number: 46-4814090