



PARTNERSHIP
SPONSORSHIP
PROPOSAL



Table of Content



About San Jose Knights	03
Mission & Vision Statement	04
About ABA (American Basketball Association)	05
Sponsorship or Partnership	06
Oppotunities	07
ABA Season Overview	08
Game Logistics	09



ABOUT



Team Name: San Jose Knights

League: American Basketball Association

Division: Pacific Division, West Region

The San Jose Knights are a professional basketball team proudly representing the Pacific Division, West Region in the **American Basketball Association**, also known as the **Anti-Bullying Association**.

As the first professional basketball team based in San Jose, we are thrilled to bring top-tier basketball action to our community, ensuring that fans within a 30-mile radius of San Jose have access to thrilling games and unforgettable moments. Our mission is to make history by offering the excitement of professional basketball at low to no cost, fostering a love for the game while supporting our community.

MISSION STATEMENT

The mission of the San Jose Knights is to inspire and unite our community through the power of professional basketball. We are dedicated to providing accessible, high-quality entertainment while fostering a culture of sportsmanship, teamwork, and resilience. Our commitment extends beyond the court, as we actively engage in anti-bullying initiatives and community outreach programs, aiming to make a positive impact on the lives of our fans



VISION STATEMENT

To be recognized as 'Leaders in the Game' of Basketball by building a stronger and more connected community.

San Jose Knights are highly differentiated from other teams in the league, we are the “**Warriors**” of San Jose, supporting and inspiring our community. We are committed to do our best on and off the court. We provide opportunities to athletes to develop their professional and educational skills while being a positive role model to kids and to the community.

ABOUT AMERICAN BASKETBALL ASSOCIATION

The American Basketball Association (ABA) is a men's professional basketball league. The league has grown to become the largest professional sports league in the world! In 1999 Joe Newman and Richard P. Tinkham founded the league. It is the re-launch of the original ABA which merged with the NBA in 1976. Tinkham co-founded both the original ABA and the Indiana Pacers. Joe Newman was the CEO of Joe Newman Advertising, Inc. and Alliance Broadcasting Group, Inc. The ABA was established in 1967 and merged with the National Basketball Association in 1976 [New Jersey Nets, San Antonio Spurs, Indiana Pacers, Denver Nuggets]. Some of the ABA notable players were: Julius Irving (Dr. J) George Gervin (The Iceman), Ricky Barry, Moses Malone along with, many others that came to be NBA players. The ABA was reformed in 2000 in partnership with the NBA and has been operating in harmony for the past 19 years.



BECOME SPONSOR OR PARTNER OF SAN JOSE KNIGHTS

As interest in the San Jose Knights grows, we are thrilled to invite you to become a partner for our inaugural season in the ABA. Our business packages include tickets and advertising opportunities, and we are also willing to design customized packages to meet your specific needs.

We would like to invite your business to become a sponsor. By partnering with (San Jose Basketball Professional team), you can increase your business exposure amongst our working-class fan base. Get face to face with thousands of new customers! If you're seeking creative and interactive ways to reach new, loyal and active customers consider our sponsorship opportunities. We believe in giving back to community and our program will have free at risk-youth program such as AAU teams and free Basketball Clinics but unfortunately we can't do it without the local business support but only you can change that.



MEDIA OPPORTUNITIES

- **Social Media:** The San Jose Knights have an active presence on Facebook, Twitter, and Instagram. Your sponsorship can include logos and promotional content shared across our channels, reaching a wide audience.
- **Website:** Our website, which attracts thousands of visitors throughout the season, offers a prime space for your sponsorship banner and a direct link to your website. Visitors come to our site for ticket information, arena details, team history, promotions, schedules, news, and more.
- **Live-Stream Games:** Our games will be live-streamed, and commercial spots are available for our partners to reach potential customers.

ADDITIONAL OPPORTUNITIES

- Personalized emblem with company logo on team Practice, Warm up, Home and Away game jerseys.
- Company logo on official game flyers distributed throughout San Jose.
- Your company logo will be added to team official website homepage and will be promoted on all social media pages.
- Company logo displayed on team banner on all games.
- 10 General Admission seats at games
- 2 VIP Seats
- Sales space for personalized products only at the home games.



ABA SEASON OVERVIEW:

- Our region season kicks off in October and runs through April.
- Each team must play a minimum of 16 games to qualify for playoffs.
- League games are scheduled exclusively on Saturdays and Sundays, from 3:00 PM to midnight and all weekdays are off.
- Please note that we will not have any games scheduled from December 22 to 31 due to Christmas Holidays.
- January and February feature the Dr. Martin Luther King All-Star Classic games.
- Playoffs will take place in March and April, marking the culmination of our season.



GAME LOGISTICS:

Team Gear:

Before the commencement of each season, San Jose Knights ensure the provision of jerseys and hoodies for every player and coaching staff. Each player receives two jerseys - one home white jersey and one black jersey for away games. The total expense for this provision amounts to **\$500**.

Game Logistics:

In home games we incur various expenses, including venue rental, referee fees, team supplies, photographer, Pixel lot game recording. For away games, the only expense incurred is for travel fuel.

Away Game:

Travel Gas Expense Only

Home Game:

Venue Expense: \$500 (4 hours)

Officials Referees Pay: \$400 each (3 referees)

Shot Clock Operator and Scorer: \$250 Both

Team Supplies (Water, Energy Drinks, Food): \$300

Photographer: \$100

Pixel lot Game Recording: \$150

Ticket Sales: \$15 per ticket



GAME LOGISTICS:

Home game team also has a snack bar in which they sell Soda, Energy Drinks, Snacks & Candies. After each home game players stats have to be uploaded on My Stats Online portal and email game report to our region RC & DC.

Financial Structure:

San Jose Knights operate with a non-paying model for players. However, revenue is generated through ticket sales, sponsorships and partnerships and snack bars in home games.

Online Presence:

We maintain active social media accounts on various platforms, including YouTube, Instagram, Facebook, Twitter (X) and Tik Tok, to engage with our fans and promote the team. Additionally, our professional website at www.sanjoseknightsbasketball.com serves as a central hub for information about San Jose Knights.





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