



FRIENDS OF  
**NIGERIAN**  
BASKETBALL

*Presentation*



ONE GAME.



ONE NAIJA.

ONE FUTURE.



# OUR MISSION

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To amplify and support the global sport of basketball at all levels of engagement and competition; while encouraging inclusion through positive international, national, community, and individual relationships with the nation of Nigeria and those who are connected to the Nigerian diaspora around the world.





# WHY NIGERIA

## Why This Matters

- Nigeria has one of the strongest basketball talent pathways in Africa and one of the deepest diaspora talent pools in the world.
- A successful national team can become a source of pride, unity, and visibility for Nigeria across Africa and the global game.
- Elite success on the world stage raises the ceiling for sponsorship, youth development, and long-term infrastructure.
- Nigeria can become a model for how African basketball connects grassroots talent, education, and international opportunity.
- Winning creates more than headlines — it builds belief, attracts partners, and inspires the next generation.

*All funds managed by Friends of Nigerian Basketball. Independent annual audit conducted by external CPA. Financial statements available to all partners upon request.*





# IMPACT NUMBERS

## Global Visibility & Reach

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**3B+**

Potential global audience across the Olympic Games

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**800M+**

Estimated FIBA Basketball World Cup audience reach

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**200+**

Countries & territories reached through broadcast and digital coverage

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**Millions**

Potential digital and social impressions driven by players, partners, and Olympic storytelling

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Global success gives Nigeria a platform that goes far beyond basketball.





# THE FIZ EFFECT

## Immediate Credibility

- Immediate credibility with NBA players, agents, and decision-makers.
- Head coaching presence that can help attract high-level diaspora talent to commit.
- National media attention and stronger sponsor confidence.
- Proven leadership voice, player relationships, and experience on the biggest stages.
- Can set daily standards for professionalism, culture, and accountability.





# VISION 2026–2028

Olympic Qualification Path & Lasting Impact

## 2026

### — Build the Foundation

- Compete in qualifier windows
- Establish staff, operations, and player communication
- Create funding support for U16, U18, and U19 teams.

## 2027

### — Qualify Through World Cup Performance

- Host a full World Cup training camp in August 2027
- Build an exhibition schedule before the World Cup
- Qualify for the Olympics through World Cup performance by finishing as the highest-ranked African team

## 2028

### — Compete for a Medal

- Host a full Olympic training camp from June–July 2028
- Build an exhibition schedule before the Olympics
- Compete with the goal of medaling at the 2028 Olympics

**The goal is not just qualification — it is a medal-standard platform for Nigerian basketball.**





# PARTNERSHIP OPPORTUNITIES

## How Brands Can Partner With Us

- **Jersey & Apparel Branding** — logo placement on practice and travel gear worn by NBA-caliber players at international competitions
- **Digital & Social Content** — sponsored posts, player features, and behind-the-scenes access across all Friends of Nigerian Basketball channels and platforms
- **Event & Camp Naming Rights** — title sponsorship of training camps, qualifier send-off events, and watch parties
- **VIP & Hospitality Access** — exclusive behind-the-scenes experiences, player meet-and-greets, and game access at FIBA tournaments and the 2028 Olympics
- **Cause Marketing** — co-branded campaigns tied to youth basketball development, education, and community impact in Nigeria and the diaspora
- **Media Integration** — branded presence across program content, press, and broadcast coverage
- **Founding Partner Designation** — for brands that commit before public launch, a permanent “Founding Partner” status embedded in all Friends of Nigerian Basketball materials, jersey branding, and press
- **“Fiz & Friends” – Corporate Talks** — branded corporate engagements and fireside chats





# SPONSORSHIP TIERS

Tier	Minimum Investment	Key Benefits
<b>Platinum — Founding Partner</b>	<b>\$250,000+</b>	Category exclusivity · Jersey logo · Camp & event naming rights · All digital & social platforms · VIP hospitality at FIBA & Olympics · Press inclusion · Quarterly impact reports · Board-level relationship with Friends of Nigerian Basketball
<b>Gold Partner</b>	<b>\$100,000+</b>	Logo on travel gear · Social & digital integration · Event presence · Tickets & hospitality · Semi-annual impact reports
<b>Silver Partner</b>	<b>\$50,000+</b>	Co-branded digital content · Website & social recognition · Event signage · Annual donor report
<b>Bronze Partner</b>	<b>\$25,000+</b>	Website recognition · Social acknowledgment · Annual impact report · Press mention
<b>Community Supporter</b>	<b>\$5,000+</b>	Acknowledgment in all Friends of Nigerian Basketball materials · Tax-deductible donor receipt

*Custom packages available for brands seeking unique activations or category exclusivity. All contributions tax-deductible under US 501(c)(3) rules as a Friends of Nigerian Basketball donation.*





# BUDGET NEEDS

Where Your Investment Goes

Category	Annual Estimate	% of Budget
Team Travel — flights, hotels, ground transportation	\$620,000	31%
Coaching Staff Compensation	\$400,000	20%
Support Staff — medical, athletic training, analytics, operations	\$280,000	14%
Player Per Diem & Stipends	\$200,000	10%
Equipment, Uniforms & Gear	\$120,000	6%
FIBA Qualifying & Tournament Fees	\$100,000	5%
Administrative, Legal & Audit	\$100,000	5%
Marketing, Communications & Content	\$80,000	4%
Youth Development & Community Programs	\$60,000	3%
Contingency Reserve	\$40,000	2%
<b>Total Annual Budget</b>	<b>\$2,000,000</b>	<b>100%</b>

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