



FUNDACIÓN
BALONCESTO
COLEGIAL

El Baloncesto está en tu Cole



WHAT IS FUNDACIÓN BALONCESTO COLEGIAL?

In 2006 several schools in Madrid start the Asociación Baloncesto Colegial (Association for Basketball in Schools)

In 2014 Fundación Baloncesto Colegial (Foundation for Basketball in Schools) is constituted with a misión: support, develop and diffuse basketball in schools as a tool for education

We want basketball to be an integral part of the educational project of schools and help our children combine educational and sporting development in all its greatness

ACTION PLAN



FUNDACIÓN
BALONCESTO
COLEGIAL



ASSETS
(EVENTS)



TRAINING
(EDUCATION)



COMMUNITY
(PROMOTION)



ASSETS (EVENTS)

Events and sport competitions for schools and students, with the aim of promoting and developing the values of the Foundation

Unique activities that give an unforgettable experience to the participants

Copa Colegial
(High School Tournament)

All-Star Colegial
(High School All-Star)

PequeCopa Colegial
(Elementary School Tournament)

3x3 Circuit

Other events

COPA COLEGIAL

The biggest school competition
in Europe

10 years of history

12 cities, 170 schools

300 teams, 200 matches

3.500 players

200.000 students and parents

1 game playoffs

The whole school supports
“their team”

Motivating and inspirational



ALL-STAR COLEGIAL

The best players of Copa
Colegial

An All-Star in each city

A completely unique and
integrating event

Boys and girls in the same
game

Three point contest

Slam dunk contest





PEQUECOPA COLEGIAL

The “mini” versión of Copa
Colegial

A tournament in each school

Mini-basket (11-12 years old)

The whole day in the same
school

Every team plays several
games throughout the day

A party for all the family with a
spectacular atmosphere





3x3 SCHOOL CIRCUIT

Circuit of several 3x3
challenges

Different school categories

One day event with great
atmosphere





OTHER EVENTS

Meet & Greet famous
basketball figures

NBA Cares: Exclusive activities
with the NBA

Euroleague 5x5 School
Tournament in the Fanzone of
the Final Four

The Game of the Year: with
some state high schools
participation



TRAINING (EDUCATION)

Activities and initiatives that develop the values of the foundation

Educate through sport using the programme "Basketball is Education" as a very valuable tool

Best Student Athlete Award

Volunteers

Congress, clinics, talks

Other activities

BASKETBALL IS EDUCATION

Programme that promotes and develops the values of school Basketball as an educational tool



It defines in a holistic way the mission and vision of the Foundation

Essential and totally integrated in every competition and activity the Foundation implements



BEST STUDENT ATHELETE AWARD

Important recognition to the player in the Copa Colegial who has best combined academic results and sport performance

The oficial presentation of the candidates is done by their schools, that present the reports too.

The winners are chosen by the Foundation and are presented publicly in a ceremony





VOLUNTEERS CLUB

A club of volunteers, with students from schools and former players of Copa Colegial

Presence in every event, specially in Copa Colegial, where more than 1000 volunteers offer their help

They add value to the activity, the sense of belonging, promote image and a link to school (T-shirts, food, stands...)

CONGRESS CLINICS TALKS

Conferences and debates
about school Basketball:
values, future, tools, training...

Content focused on coaches,
parents, school principals,
basketball managers, players,
responsible for
communication ...

Talks to sport managers,
coaches, parents, educational
activities, cinema forum ...





OTHER ACTIVITIES

Creation of educational contents: blog, vídeos, tools, articles...

Camps for coaches

Publications: distribution of books, signage, material...

The inclusion of Basketball as a subject in schools

Sinergies with other projects, sponsorships and institutions

COMMUNITY (PROMOTION)

Diffuse all of the events and aims of the Foundation

Create a loyal community that supports the values of the Foundation and it becomes an essence of it

Digital marketing and user's experience

Sponsorship and branding

Communication and media

Free time activities

Othe actions



DIGITAL MARKETING AND USERS EXPERIENCE

Specific site development for each event.

Innovative and shocking design

Active and young community in social media

Database constantly growing

Creation of official app for schools, players and supporters



WEBSITES

2.000.000 viewed sites
90.000 users



FACEBOOK

1.800 followers
200.000 reach outs



NEWSLETTERS

2.600 subscribers
60.000 sent messages

TWITTER

2.800 followers
2.000.000 prints



INSTAGRAM

460 followers
1.000 mentions



DATABASE

2.900 users
8.000 ex-players





SPONSORSHIP AND BRANDING

ONSITE

Presence of brands in schools, official T-shirts, sponsorship of awards, photocall, stand or personalised actions in the events

ONLINE

Integration in the Web, information about the Brand in the web, newsletter and social media, marketing and promotion in social media, sponsorship of sections and contests

OFFLINE

Official signage in the schools, presence in local and national media, use of the contents (Copa Colegial's Brand and Pics) in the sponsors means



COMMUNICATION AND MEDIA

Creation of multimedia and informative content

Appearance in local and national TV, radio, press and online media

Collaboration agreements with the press to obtain a more frequent publishing of our activities

ATRESMEDIA



as

GIGANTES
DEL BASKET

tdp



FREE TIME ACTIVITIES

Parties and meeting for former players

Musical performances in the events

Composition of Official song

Cheerleaders: performances, videos, self microsite, contest

Design of a oficial mascot for each team creating a stronger bond

OTHER ACTIONS

Former players club, with exclusive benefits

Streaming of the final games of Copa Colegial

Online sale: development merchandising shops, photos, publications...



ECONOMIC DIMENSION

4 levels of Brand presence (*)

ASSETS (EVENTS)

150.000 €
LEADING SPONSOR

50.000 €

30.000 €

15.000 €

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