

ABN International Elite Fundamental Basketball Camps



Elite Fundamentals Player Development
Assist Basketball Camp

Partnerships with ABN

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CONNECTING THE GLOBE... SINCE 1994

2012-3 ABN Projected Locations

Denmark, Italy, China, Australia,
Ukraine, Czech, Lithuania,
Switzerland/Germany (partners)



ABN OBJECTIVE

ABN will direct the largest ELITE
(exposure and instruction)
basketball camps in each continent
by 2016



Why are ABN camps better?



ABN camps run 6 days with elite USA coaches, elite professional counselors, and a mixture of fun and theatrical exposure while bringing the atmosphere of “camp life and camp fun” to players all over the world.

We bring the USA to each site! Our camps are academies for both learning and networking.



Why are ABN camps better?

ABN is part of a worldwide scouting network which brings the potential to all involved players, coaches, and free agents to find future opportunities.

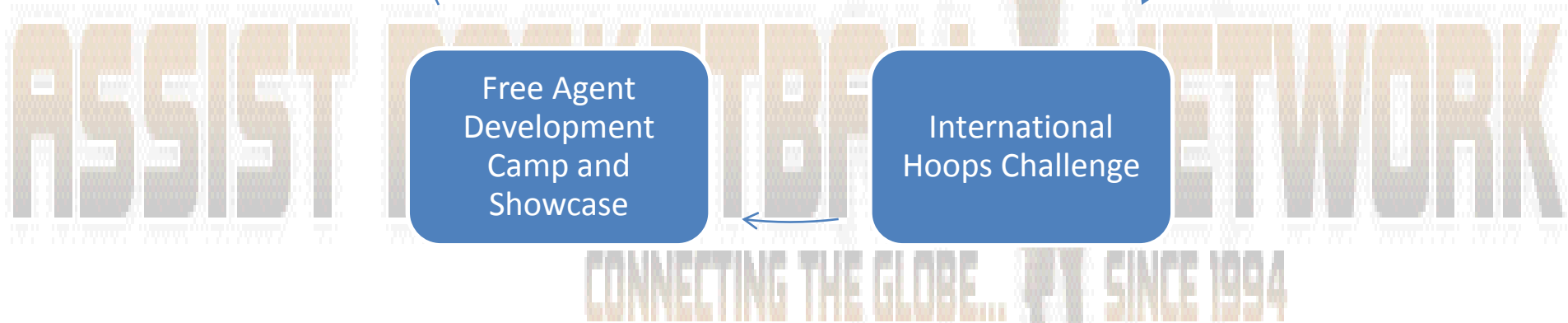


Types of Camps

- ✓ Day camps ages 8-18 (3-6 days)
- ✓ Overnight week camps (6-7 days)
- ✓ Select 18-22 camps at some sites
- ✓ Free Agent Professional Camps
- ✓ International Tournaments (IHC)
- ✓ International Coaches Clinics



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International ABN
Elite Development
Basketball Camp

Referee Training
and Coaches
Training Diploma
Courses

International
Coaches Clinic

Free Agent
Development
Camp and
Showcase

International
Hoops Challenge

Season of Camps

- ✓ Northern Hemisphere June 20- Aug 10
- ✓ ABN is looking to create its first Christmas and Easter Camps in Southern Hemisphere locations



What do you need?

- An indoor facility (3 gyms is best minimum)
(48 participants maximum per full court – 96 per normal gym)
- Sleeping & eating facilities for overnight camps
- An organizational committee and camp director (Point Contact with ABN)
- Desire to host the best camp in your country!



EXAMPLE of the most successful camp & website ever!

(Kudos to Charlie & Maggie McCormick and Jon Ferguson)

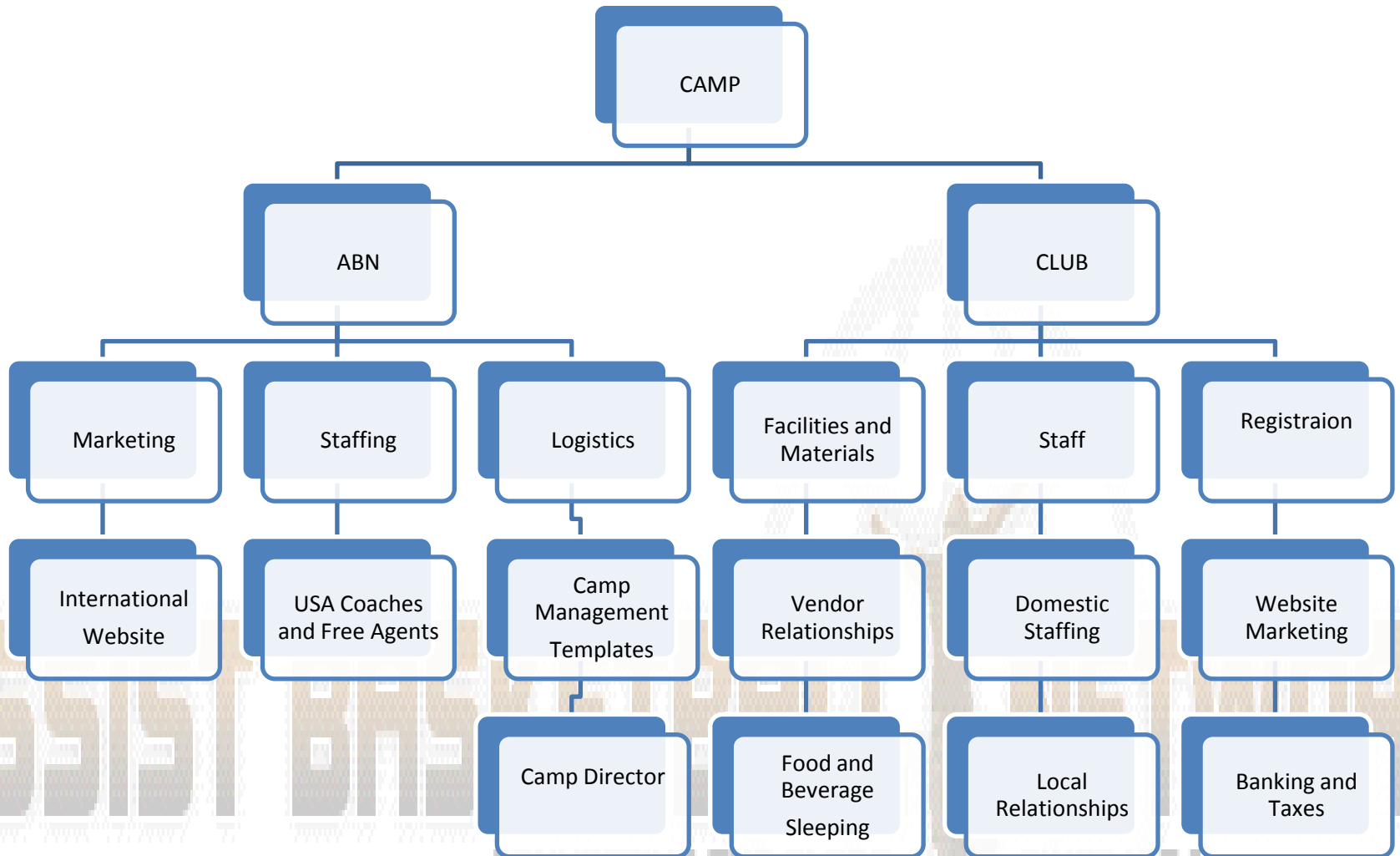
<http://www.swissbasketballcamp.com/>



What does ABN do?

- Provides top American and International Coaching Staff
- Provides International Marketing
- Manages technical and tactical content
- Creates authentic USA atmosphere at camps
- Scouts and Profiles all at camp
- Guides and helps your organization in all aspects of budgeting, marketing, administration

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What will your organization do?

- Create a website to market camp and take registrations
- Provide domestic marketing with goal of 200 domestic players
- Supervise registration and all money. ABN does not handle money!
- Reserve all facilities and create all necessary contacts
- Pay out salaries to all agreed staff both domestic and ABN
- Directly supervise hiring of u12 camp leaders and counselors as well as local logistical helpers for camp
- Work with local clubs if Free Agent camp created
- Your organization will become famous for being the host and also make a healthy profit if the camp is marketed.

How much does a camp cost?

Expenses different in every country

Facilities

Food

Overnighting

Hospitality

Salaries (Coaches/ Admin)

Awards

Insurance

Referees/Officials



How much can camp make?

With established sponsor intake camp can make
On an average of \$100-\$300 per person with a
200-400 participant camp.

Non monetary gains are networking and exposure



What is the Investment Risk?

Facilities deposit

NBA player or NBA Coach plane ticket

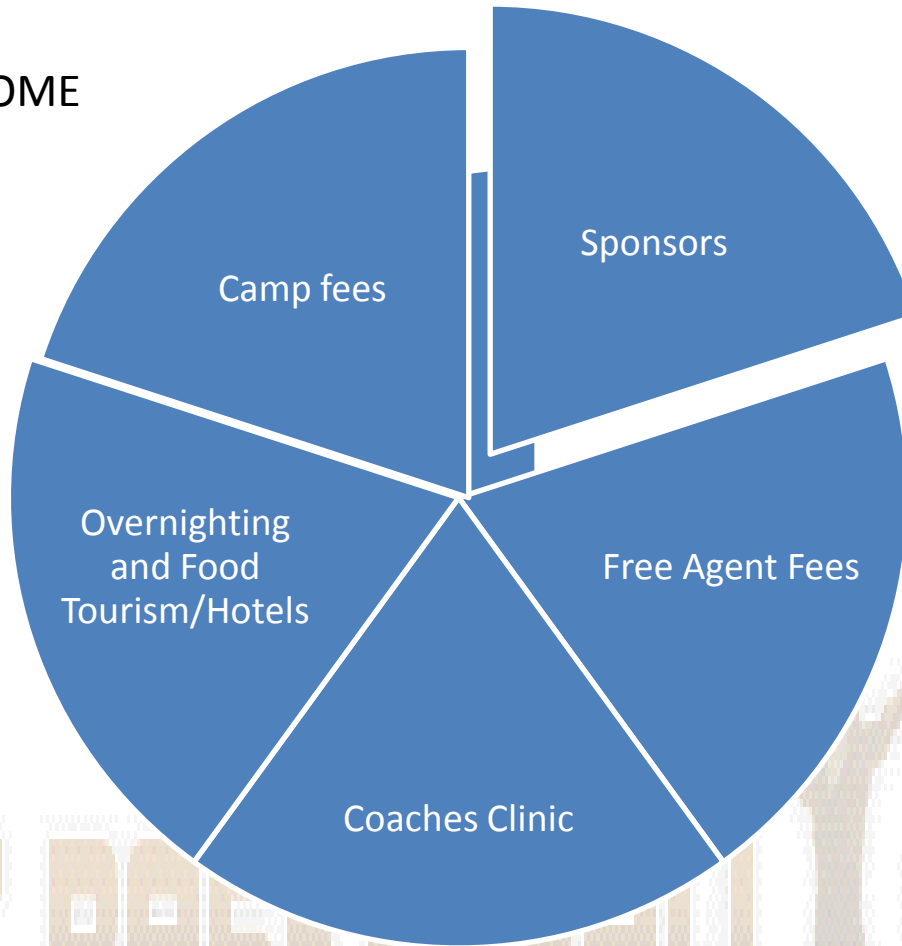
Marketing Costs

Website cost

Everything can be minimized to reduce risk



INCOME



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EXAMPLE BUDGET INCOME OF SUPER CAMP YEAR 3

Confidential Budget Statement

Camp budget based on 200 campers

Registration fee calculations per person

(price paid per camper)

<u>Revenue</u>	<u>\$300</u>	<u>\$400</u>	<u>\$500</u>	<u>\$600</u>
Participation Fee from each participant (200 participants)	\$60,000	80,000	100,000	\$120,000
Participation Fee from each team (24 teams @ \$500 each)	\$12,000	\$12,000	\$12,000	\$12,000
Hosting Fee per international team participant (240 @ \$50 each)	\$12,000	\$12,000	\$12,000	\$12,000
Sponsorships General Corporate	\$30,000	\$30,000	\$30,000	\$30,000
Personal Corporate Sponsor NBA Player/coach	\$5,000	\$5,000	\$5,000	\$5,000
Snack bar revenue (\$20/camper x 600)	\$12,000	\$12,000	\$12,000	\$12,000
Total Projected Revenue	\$131,000	\$151,000	\$171,000	\$191,000

Other possible revenues

City/County/ Federation Subsidies Tourist Council	5-10k	
Other (website)/ Program/ Onsite vendors	5-10k	
Coaches Clinic 100 coaches @ \$100	\$10,000+	plus free overhead for speakers
Free Agent Camp 25 players @ \$200		\$5,000 plus free camp workers

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EXAMPLE BUDGET EXPENSES OF SUPER CAMP YEAR 3

<u>Expenses</u>	<u>\$300</u>	<u>\$400</u>	<u>\$500</u>	<u>\$600</u>
Facilities	\$10,000	\$10,000	\$10,000	\$10,000
Coaches Native Speakers /free agents (20 @ \$700)	\$14,000	\$14,000	\$14,000	\$14,000
Food/lodging for camp staff (50 persons x \$75)	\$3,750	\$3,750	\$3,750	\$3,750
American Coaches Pay (5 x \$500 cash each)	\$2,500	\$2,500	\$2,500	\$2,500
European Top Coaches Pay (5 x \$1200)	\$6,000	\$6,000	\$6,000	\$6,000
NBA Coach (total year 1)	\$4,000	\$4,000	\$4,000	\$4,000
NBA Player (total year 1) Normal status level	\$6,000	\$6,000	\$6,000	\$6,000
Airline Contribution - find sponsor	\$10,000	\$10,000	\$10,000	\$10,000
American coaches lodging @ \$30/night x 5 x 7 nights	\$1,100	\$1,100	\$1,100	\$1,100
Food and lodging (\$75/participant)	\$15,000	\$15,000	\$15,000	\$15,000
Marketing	\$15,000	\$15,000	\$15,000	\$15,000
Medical/ Diverse	\$2,000	\$3,000	\$3,000	\$3,000
Insurance	\$3,000	\$3,000	\$3,000	\$3,000
Incidentals	\$2,000	\$2,000	\$2,000	\$2,000
Referees for tournament	\$2,000	\$2,000	\$2,000	\$2,000
Trophies/Prizes (\$5 pp camp/ \$2 pp tourn)	\$1,640	\$1,640	\$1,640	\$1,640
Shirts (tournament teams buy) \$5 each	\$2,000	\$2,000	\$2,000	\$2,000
Administrative expenses (executive director of your organization)	\$15,000	\$15,000	\$15,000	\$15,000
Assist Fee (executive director USA- Assist*)	\$10,000	\$10,000	\$10,000	\$10,000
Total Expenses	\$124,990	\$125,990	\$125,990	\$125,990

EXAMPLE POSSIBLE PROFIT MARGINS FOR SUPERCAMP YEAR 3

	<u>\$300</u>	<u>\$400</u>	<u>\$500</u>	<u>\$600</u>
profit to split after salary profit payoff	\$6,010	\$25,010	\$45,010	\$65,010
with coaches clinic AND free agent camp	\$21,010	\$40,010	\$60,010	\$80,010
with 300 campers and 48 teams	\$66,010	\$85,010	\$105,010	\$125,010



Sample Week Breakdown

- Saturday Coaches meet and greet social
- Sunday Coaches meeting 10am
Camp begins 14:00
- Monday-Friday Training 8:30-21:30
overnight camp desired
- Wednesday-Saturday 4 free agent games
at night vs. 1. Division teams
- Thursday- Saturday International Coaches Clinic
- Friday-Sunday International Hoops Challenge

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		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00			wake up	wake up	wake up		wake up	wake up	
7:30			coach MTG	coach MTG	coach MTG	wake up	coach MTG	clean up and check out	
7:30			breakfast A	breakfast A	breakfast A	8 breakfast A	breakfast A		
8:00		8:00 coaches arrive	breakfast B	breakfast B	breakfast B	8:30 breakfast B	breakfast B	8 coach MTG	
8:30			8:30 Practice G2	8:30 Practice G1	8:30 Practice G2	9-10:30 Practice G1	The great tournament	8-9 breakfast	
9:00								9-12 finals for all divisions	clinic
10:00			10 Coaches MTG						
10:15			10:15-12:00 Practice G1 11:30-12:15Lunch A	10:15-12:00 Practice G2 11:30-12:15 Lunch A	10:15-12:00 Practice G1 11:30-12:15Lunch A	10:30-12:00 Practice G2 11:30-12:15 Lunch A			free agent
11:00		Early bird shooting clinic extra \$25							
11:30									
12:00		12-13:30 Registration	12-12:45 Lunch B	12 Lunch B	12 Lunch B	12 Lunch B		12-1 awards	
12:30								1-2 lunch??/ snacks	IHC
12:45				12:30- 14:15 Practice G 2	12:30- 14:15 Practice G 1		12:30- 14:15 Practice G 2		
13:00						Street ball 3 on 3 tournament swimming beach volley etc			
14:00		14 camp begins						clinic ?	
14:30			14:15 -16:00 Practice G 1			14:15 -16:00 Practice G 1		free agent matches?	
15:00		15 Practice G1							
16:00									IHC matches?
16:15			16:15-17:30 Indiv Stations	16:15-17:30 Indiv Stations		16:15-17:30 Indiv Stations			
16:30		16:30Practice G2							
17:00					camp barbecue			T	
17:30		17:30 dinner1	dinner1	dinner1		dinner1	dinner1		
18:00		18:00 dinner2	dinner2	dinner2		dinner2	dinner2		
18:15		18:15 coachMTG	18:15 coachMTG	18:15 coachMTG	Contests (nba talk?) Groups 1 and 2	18:15 NBA guest talk	18- all shower room check		
18:45		18:45 all campMTG	18:45 campMTG	18:45 campMTG					
19:15	Foreign guest coaches dinner	19:15Practice G1	19:15 Practice G2	19:15Practice G1		open depending on schedule tournament round 1 or showcase or contensts	19:00 coaches concert / fun disco?		
20:00					free agent game or nba all star coaches game or showcase game			free agent game or nba all star coaches game or showcase game	
20:15			20:15 Practice G2	20:15Practice G1	20:15 Practice G2				
21:00									
21:15		Coaches Play							
22:00									
22:30		Lights out	Lights out	Lights out	Lights out	Lights out	Lights out		

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