



Founder, Director and Head Coach - Tom Haupt

Hello and thank you for taking the time to read through this important endeavour I am committed to undertake for boys and girls ages 13-18 who love the game of basketball in Australia.

I have been around basketball for over 50 years and have coached boys, girls, and men, ages 6 - 25 for over 37 years. And although I've never coached my own children in basketball, I have coached hundreds (700+) of other parents children developing their basketball and life skills. Some of these players have played at U.S. colleges, the QBL, in South America and the NBA. The best part of this journey has been the relationships I've seen young people forge with each other from different backgrounds and social classes that have lasted a lifetime, including mine.

My reasons for coaching all these years have been rooted in servant leadership and the love of the game. I have found it personally rewarding to experience young people stepping into their greatness. Too many times in their young lives they hear how they're not good enough, not capable, they lack self-esteem or they do not have the financial resources to fit in with their peers. Being on the fringes at their young ages affects their sense of self-worth and at times has a negative impact on their future. Playing and competing at basketball is a great equaliser.

Be Elite Basketball is about the dream. The dream student-athletes have of one day playing overseas at a U.S. college, in Europe, the NBL, WNBL, NBA, WNBA or even for the Boomers or Opals. It's the dream of being the next Patty Mills, Ben Simmons, Joe Engles, Lauren Jackson or Liz Cambage.

Be Elite AAU is a grassroots sporting organisation established for the benefit of promoting youth basketball in Australia and discovering that next great basketball player. Founded in 2019, Be Elite AAU was formed as a pathway to provide high-level, performance based trainings to benefit young men and women who are determined to play at overseas prep high schools and/or NCAA colleges.

By participating in **regional, national and international** developmental skills camps, clinics and in team tournaments, players will gain three huge benefits.

- 1. Players can assess their development and ability against their peers,*
- 2. Players will develop basketball and life skills at a faster pace and,*
- 3. Players will gain exposure to media outlets, college coaches and the recruitment process to play at the next level in the U.S.A.*

To be clear, we are *not* a touring team. Our focus is not in assembling teams to play directly in the U.S. We trial and put together teams for sponsored AAU tournaments, camps and clinics here at home. Additionally, we are *not* here to replace existing rep, state, national and Basketball Australia competitions.



What is AAU?

AAU (Amateur Athletic Union) was founded in 1888 in the U.S. to establish standards and uniformity in amateur sports. The AAU philosophy of “Sports For All, Forever” is now shared by nearly 700,000 members and 150,000 volunteers across 35 sports programs, 55 U.S. districts and 1 international district Australia, which was granted its district in Jan 2019. This is a historic and groundbreaking event that will revolutionise junior basketball in Australia.

In the last 30 years at the U.S. high school level, AAU basketball has grown in popularity more than any other sport. In 2019 alone, over 10,000 athletes from around the world will compete for bragging rights in the AAU Boys & Girls Basketball National Championships and Super Showcases. That's a huge stage for players to showcase their talents. Additionally, college coaches will spend 6-8 weeks a year physically scouting the next Zion Williamson at an AAU sponsored tournament. And therein lies the value of participating at AAU tournaments and NCAA certified events here in Australia.

Why Partner With Us

Be Elite AAU is unique. We are a newly formed grassroots organisation that for the first time in Australia will be assembling 14U, 16U and 18U teams not affiliated with any public/private school or basketball association in Queensland. These players may not necessarily have the means to participate in rep ball due to lack of funds however, they have the talent and desire to use basketball as a vehicle to achieve their dreams and we provide that opportunity for them. They just simply need a hand up.

Our Mission Statement

To develop student-athletes into elite players by improving their personal and athletic skills and mindset, and in the process be leaders in their lives and community.

Be Elite Team Ethos

1. Academics is a priority.
2. Team before individual and be a leader of self and others.
3. Be committed to healthy and productive daily habits.
4. Represent Be Elite Basketball with pride and class on and off the court.
5. Respect for self, teammates, coaches, referees, the competition and family.

Sponsorship packages for 2020 Season

We have 2 options available for sponsorship:

1. **Tournament Sponsorship**
2. **Team Sponsorship**

2020 TEAM & TOURNAMENT SPONSORSHIP PACKAGE \$10,000	APRIL TOURNAMENT ONLY SPONSORSHIP PACKAGE \$5,000
SPONSOR TEAM & 2020 TOURNAMENTS	SPONSOR APRIL TOURNAMENT ONLY
LOGO ON TEAM JERSEYS & SHIRTS FOR 500+ PLAYERS & COACHES	LOGO ON SHIRTS FOR 500+ PLAYERS & COACHES
SIGNAGE AT TOURNAMENT - GOLD COAST	SIGNAGE AT TOURNAMENT - GOLD COAST
COMPANY LOGO AND LINK ON WEBSITE	COMPANY LOGO AND LINK ON WEBSITE
LOCAL AND NATIONAL MEDIA EXPOSURE	LOCAL AND NATIONAL MEDIA EXPOSURE
SOCIAL MEDIA EXPOSURE (FB, TWITTER, INSTAGRAM)	SOCIAL MEDIA EXPOSURE (FB, TWITTER, INSTAGRAM)
SIGNED PHOTO AND TEAM BALL	SIGNED PHOTO AND TEAM BALL

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"Coach Tom Haupt has a highly perceptive ability to understand each players mentality and what makes them tick using this to drive home his values of work ethic, responsibility, and leadership to an extremely diverse range of personalities on his team to ensure success. Coach not only reads the game 2 steps ahead of any other coach but also identifies the strengths and weaknesses of an individuals game and provides them with tools and skills to take their game to the next level. With relationships built around trust, respect and commitment, he truly possesses all the skills necessary to make a positive impact on each players life, on and off the court." - Seton Samson GC Rollers Basketball