



BRBVA



*Baton Rouge Basketball and Volleyball Association
2026 Sponsor Media Kit*

Mission Statement

The mission of the Baton Rouge Basketball and Volleyball Association is to **change lives through the power of sport**. We believe basketball and volleyball are more than games—they are platforms for growth, connection, and opportunity. By providing accessible, high-quality programs, we inspire athletes of all ages and backgrounds to dream bigger, work harder, and strive for excellence.

Through passionate coaching and positive competition, we cultivate confidence, character, and resilience. We teach the value of teamwork, respect, and integrity, empowering athletes to lead with purpose both on and off the court. Every practice, game, and interaction is an opportunity to build not only stronger athletes, but stronger people.

Rooted in community, we are committed to creating a welcoming and supportive environment where individuals feel valued, challenged, and inspired. Together with families, coaches, and partners, we use sport to unite our community, open doors, and shape futures—helping the next generation grow into leaders who carry these lessons far beyond the game.



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ABOUT US

Gain a Competitive Edge

In today's competitive marketplace, distinguishing a brand from its competitors is more challenging than ever. This is particularly true in youth sports, where demand for innovative programs and premier facilities continues to grow. Team Sportsplex offers a unique platform to connect with young professionals and families, serving as a catalyst to strengthen your brand presence and drive business success.

TSPX Snapshot

- 3,000+ program participants
- 300 + teams
- 23,000 + spectators
- 80+ programs

Engaging Customers

Team Sportsplex serves a highly influential customer base comprised of key decision-makers across diverse industries. Each week, we bring these professionals together, providing not only premier athletic experiences but also a dynamic platform for networking and relationship building. Our customers hold leadership roles such as Founder, President, CEO, and Principal, representing organizations that drive impact within the community and beyond.

About Team Sportsplex

Established in 2012 through a partnership between Team Automotive Group, the Baton Rouge Basketball and Volleyball Association (BRBVA), and BREC, Team Sportsplex is a state-of-the-art, 30,000-square-foot recreational complex located in the heart of Baton Rouge at BREC's Perkins Road Community Park.

As the largest indoor basketball facility in Baton Rouge and the premier indoor volleyball facility in Louisiana, Team Sportsplex serves as a hub for youth and adult athletics. In addition to hosting local, regional, and tournament play, the facility is home to the Red Storm basketball and volleyball programs.

Team Sportsplex features three tournament basketball courts, four youth basketball courts, 12 half courts, and five competition volleyball courts—making it the leading destination for training, competition, and community engagement in the region.

For more information, please contact
Chase@teamsportsplex.net or 225-302-5521



FACILITY HIGHLIGHTS



Features

- **30,000-Square-Foot Recreation Complex** – A state-of-the-art facility designed to host a wide range of athletic and community programs.
- **Premier Basketball Venue** – The largest indoor basketball facility in Baton Rouge, offering multiple courts for training and competition.
- **Premier Volleyball Venue** – The largest indoor volleyball facility in Baton Rouge, built to accommodate youth leagues and tournaments.
- **Central Location** – Conveniently situated at BREC's Perkins Road Community Park, accessible to families and athletes across the region.

Facility Configuration

- **3 Tournament-Play Basketball Courts** – Designed for high-level competition and events.
- **6 Youth Basketball Courts** – Dedicated spaces for youth leagues, practices, and development programs.
- **12 Basketball Half Courts** – Flexible training areas for skill development and recreational play.
- **5 Competition Volleyball Courts** – Regulation courts equipped for league play and tournaments.
- **Floor-to-Ceiling Court Dividers** – Enhance versatility and create a professional environment for simultaneous events.

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Community Focus

Team Sportsplex is more than a premier recreational facility—it is a community hub dedicated to promoting health, wellness, and active lifestyles. Through corporate sponsorships, businesses have the opportunity to enhance their brand visibility while making a meaningful investment in creating a stronger, healthier, and more connected community.

Benefits

- **Support the Community** – Demonstrate your commitment to fostering youth development and local engagement.
- **Strengthen Brand Identity** – Increase recognition and visibility by aligning your business with positive community initiatives.
- **Enhance Corporate Credibility** – Build trust and goodwill by showcasing your investment in meaningful partnerships.
- **Target New and Existing Customers** – Reach a broad audience of families, athletes, and professionals.
- **Market to Local Customers** – Connect directly with community members where they live, work, and play.



CORPORATE SPONSORSHIP

Reaching Our Clients

Team Sportsplex provides a wide range of opportunities for businesses to connect with a diverse and engaged audience. For the first time, we are offering a comprehensive mix of advertising options designed to maximize visibility and impact. Whether through digital platforms, email campaigns, or print media, our advertisers gain expanded reach and meaningful access to our marketplace.

Print

- **2,500+ Daily Visitors** – Players and spectators engaged on game days.
- **374,000+ Annual Impressions** – Consistent and measurable visibility for your brand.

Digital

- **High Visibility:** Your brand is displayed on strategically placed digital screens throughout the facility, capturing attention during games, practices, and events.
- **Dynamic Content:** Unlike static signage, digital ads allow for motion, updates, and flexibility—keeping your message fresh and impactful.

Online

- **21,000+ Annual Sessions** – Strong and consistent traffic to TeamSportsplex.net.
- **59% New Visitors** – Majority of sessions come from first-time users, expanding brand reach.

Email

- **100+ Email Blasts Annually** – Consistent communication throughout the year.
- **3,200+ Subscribers** – A highly targeted audience of engaged clients.

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**LOUISIANA'S PREMIER
INDOOR
BASKETBALL/VOLLEYBALL
FACILITY**

OFFERING

YOUTH BASKETBALL/VOLLEYBALL

VERTMAX TRAINING

APEX TRAINING

**3 TOURNAMENT PLAY
BASKETBALL COURTS**

4 YOUTH BASKETBALL COURTS

12 BASKETBALL HALF COURTS

5 COMPETITION VOLLEYBALL COURTS

**HOME TO
RED
STORM**

www.teamsportsplex.net

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Advertising Opportunities

Advertising Rates

PRINT			
Scoreboard	Cost	Rate	Term
Small Panel	\$10,000	\$2,500/yr	4
Large Panel	\$25,000	\$6,250/yr	4



- **Prime Visibility** – Scoreboards are the central focus of every game, ensuring your brand is consistently seen by all players, coaches, and spectators.
- **High Engagement** – Fans naturally look to the scoreboard throughout the event, giving your business repeated exposure.
- **Community Connection** – Position your brand as a supporter of local athletics while building strong recognition with families and community members.





Advertising Opportunities

Advertising Rates

Digital Advertising			
Scoreboard	Cost	Rate	Term
Standard Package	\$250/month	\$3,000/yr	2



- **Expanded Reach** – Deliver your message to a broad and diverse audience across multiple platforms.
- **Targeted Messaging** – Customize campaigns to connect with specific demographics and customer segments.
- **Real-Time Analytics** – Track engagement, impressions, and ROI with measurable performance data.
- **Cost-Effective Impact** – Maximize visibility with flexible investment levels tailored to your business goals.
- **Enhanced Brand Visibility** – Reinforce recognition through consistent exposure on high-traffic digital channels.
- **Adaptability** – Update creative content quickly to align with promotions, seasons, or new initiatives.





Advertising Opportunities

Digital Advertising

Digital TV Advertising Packages

Reach thousands of athletes, families, coaches, and spectators each week through strategically placed digital screens throughout Team Sportsplex. Our in-facility digital advertising network provides high-visibility brand exposure in a captive environment where visitors spend extended periods of time attending practices, games, tournaments, camps, and special events.

With repeated ad rotations displayed across all facility TVs, your business gains consistent visibility and meaningful impressions from a highly engaged audience. Whether your goal is increasing brand awareness, promoting a product or service, driving event attendance, or supporting community sports, our digital advertising platform offers an effective way to connect with local families and active consumers throughout the year.

Feature	Standard Package
Monthly Investment	\$250/month
Ad Length	15-30 seconds
Playback Frequency	Every 3–5 minutes
Ad Placement	Rotational
Screen Coverage	All Facility TVs
Creative Format	Full Motion/Video
Content Updates	Quarterly
Number of Ads Allowed	1
Peak Time Visibility	Standard Rotation
Best For	Brand Awareness



Court Sponsorships

Court sponsorship at Team Sportsplex offers premier brand visibility and lasting recognition. Your company logo will be prominently displayed on the baselines of the court of your choice, serving as a continual reminder of your commitment to youth athletics. By supporting the maintenance of our courts, your business directly contributes to the development of thousands of young athletes who train and compete in our facility each year.



Court Sponsorship			
Team Sportsplex	Cost	Rate	Term
Baseline Banner	\$60,000	\$15,000	4



Winter Basketball League

Launched in 2012, Team Sportsplex's Winter Basketball League was created to provide boys and girls in Baton Rouge and the surrounding areas with a premier basketball experience. What began with just 10 teams in its inaugural season has grown steadily, and over the last 13 years expanded to include more than 85 teams, ranging from Pre-K through 6th grade.

Participation

- Grew from 100 participants to 600+ participants
- Average daily attendance for games is over 1500+
- Average team practices 1/week at Team Sportsplex from November-January





Winter League Sponsorship Levels

Presenting Sponsor

\$15,000

- Exclusive naming rights to the Winter League
- Prominent sponsor recognition on all event-related marketing & promotional collateral: flyers, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on Team Sportsplex's web site

Franchise Sponsor

\$7,500

- Sponsor recognition on all jerseys, large logo on back of jerseys
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on Team Sportsplex's website

Team MVP Sponsor

\$2,500

- Sponsor recognition on all t-shirts, large panel on back
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on Team Sportsplex's website

Team Player

\$1,000

- Sponsor recognition on select at-event signage and in the event program
- Sponsor recognition on the event page on the Team Sportsplex's web site

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Franchise Sponsor

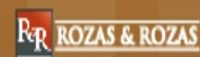


**LEVEL
HOMES**

Team MVPs



Team Players



**John & Renee
Lund**

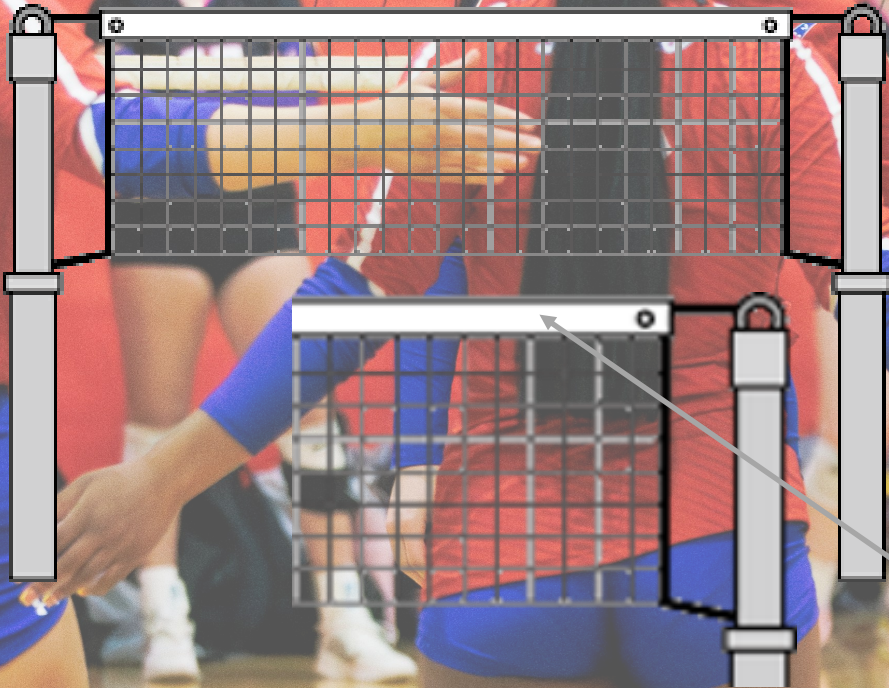
**Brian & Jackie
Tucker**





Volleyball Net Systems

Net Tape



Top Net Banner

Logo repeats throughout banner

Volleyball Net Systems

Top Banner	Total Cost	Term
Net Tape	\$5,000	5-Year Term

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BRBVA

Baton Rouge Basketball and Volleyball Association



Advertising Opportunities

For more information, please contact:

Team Sportsplex

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