



SPONSOR MBCA

Millennium Basketball Club Amstelveen

GROWTH THROUGH
SPORT
TOGETHER

SPONSORING



HISTORY



Basketball has a proud history in Amstelveen, led by **BV "Kinzo" Amstelveen** - one of the Netherlands' top clubs in the 1970s and 80s. Known for national titles, European competition, and packed crowds, BV Amstelveen became a symbol of elite Dutch basketball and local pride.

Today, **Millennium Basketball Club Amstelveen** (MBCA), founded in 2000, carries that legacy forward. With 500+ members, MBCA develops youth talent, competes nationally, and strengthens basketball in the region.

Together with partners, we honour the past while building a bold future for the sport in Amstelveen.



THE CLUB OF AND FOR EVERYONE

OUR VALUES

- 🏀 FUN
- 🏀 TEAMWORK
- 🏀 INCLUSIVE
- 🏀 SPORTSMANSHIP
- 🏀 RESPECT
- 🏀 PROFESSIONAL

Thanks to the positive energy of many involved members and our motivated coaches, everyone feels infected with the 'basketball virus'.

MBCA is the club for everyone. You see it and feel it when you enter our home, the Ben Goudsmithal : **more than 50 nationalities playing basketball together**, a multicultural reflection of Amstelveen.

It grows organically and is reflected in our core values, which are brought to life through our three pillars : **youth development, social impact and elite sport.**

YOUTH DEVELOPMENT

At MBCA, we believe sport shapes lives - especially in childhood. Our youth programs build confident, connected athletes.

Through **Basketball'sCool**, kids as young as six enjoy a fun, supportive start to the game every Saturday. All players follow a structured path with expert coaching, focused on joy, teamwork, and personal growth in a safe, inclusive setting.

By supporting MBCA, you're helping build brighter futures for youth in Amstelveen.



SOCIAL IMPACT

MBCA brings people together through strong partnerships with businesses and organizations. More than a basketball club, we're a dynamic community making the sport fun and accessible for kids in Amstelveen. From **3x3 street events** to **school clinics**, we take basketball beyond the court. We also train youth as '**Leaders**', building valuable life skills.

At MBCA, we connect people of all backgrounds, fostering **inclusion, integration and building intercultural friendships**.



ELITE SPORT

MBCA competes at the **highest youth levels in Dutch basketball**. Our Men's First Team plays in the Promotie Divisie, aiming to reach the professional Eredivisie by the 2026/27 season. This goal takes more than talent - we rely on top-level coaches and a strong technical foundation focused on **player development**. We believe elite and grassroots basketball go hand in hand, sharing knowledge across all teams to lift the entire club.

DUTCH NATIONAL CHAMPIONSHIPS

Boys U12 2017, 2018
Boys U14 2022, 2023, 2024
Girls U14 2023
Boys U16 2023, 2025
Girls U16 2022, 2024, 2025

DUTCH CUP WINNERS

Boys U16 2022, 2023
Girls U16 2024

20+ players selected for NL Teams
5 Players in Division I & II US College
5 Players in in Pro European setups
1 Player in NL 3x3 programme
1 Player in NL senior national team



DUTCH PRO LEAGUE 26-27



A New Chapter in Dutch Basketball Join Us at the Ground Floor

We believe in sport's power to inspire, unite, and develop. Now, we're preparing to join a new professional Dutch league that highlights homegrown talent while staying rooted in community values.

Under the MBCA umbrella, we're launching a new partner club to represent Amstelveen nationally. Behind the scenes, we're working with the municipality and key stakeholders to build a strong, sustainable foundation.

This isn't just a team - it's a movement **to elevate Dutch basketball and offer young players the future they deserve.** Amstelveen's proud basketball legacy proves what's possible with passion and vision.

Now, MBCA is ready to build on that legacy. As a sponsor, you can help shape this bold new future from day one.

WHY SPONSOR?

Basketball is booming in the Netherlands, fueled by 3x3 Olympic gold and Dutch NBA talent.

We seek partners to grow our impact and develop future pros and leaders. Sponsoring MBCA means backing youth, health, and the next generation - on and off the court.

Your support will help us:

- Give more kids access to sport.
- Professionalize club operations.
- Invest in top-quality coaching and training.
- Increase court time and practice hours.
- Add skills and strength training programs.
- Upgrade equipment and facilities.

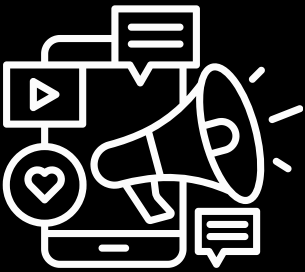
Join us in making a lasting impact and turning dreams into reality.



REACH



40 teams, including 12 national level
500 MBCA Club members
Nearly 1000 games per season
> 1000 Goudsmithal visitors/weekend
> 1500 Basketball'sCool kids/year



Local and national news channels
Clubs, basketball websites & apps
> 3 million online views (all platforms)
> 2.5k Instagram followers
> 10k Youtube monthly views

Expected to 3x or 4x when entering Pro League



ELITE LINE

SPONSOR PACKAGES



STRATEGIC PARTNER

€ 25.000

- Name for all Elite teams (e.g. Kinzo Amstelveen) in all official communication (+ € 10.000)
- Front logo on jerseys of all Elite teams
- Social media & website visibility
- Social media quarterly dedicated projects
- Logo on livestreaming home games
- Logo on the Club newsletter
- Narrowcasting at Goudsmithal
- Logo on welcome board
- Company boards on Elite teams games
- Dedicated company events
- Access to Business Club & MBCA Club events
- Tickets to home games

GOLD PARTNERS

€ 10.000

- Logo on warming - up shirts of all Elite teams
- Social media & website visibility
- Social media quarterly dedicated projects
- Logo on livestreaming home games
- Logo on the Club newsletter
- Narrowcasting at Goudsmithal
- Logo on welcome board
- Company boards on Elite teams games
- Dedicated company events
- Access to Business Club & MBCA Club events
- Tickets to home games

FOUNDING FRIENDS

€ 5.000

- Looking for 20 founding friends to create a solid basis for the Pro-League
- Customized exposure & access to games and events

All packages are for minimum 3 seasons & excluding production costs

CLUB

SPONSOR PACKAGES



STRATEGIC CLUB PARTNER € 10.000

- Front logo on jerseys of all (>30) MBCA competition teams
- Social media & website visibility
- Social media quarterly dedicated projects
- Logo on the Club newsletter
- Narrowcasting at Goudsmithal
- Logo on welcome board
- Company boards
- Dedicated Club events
- Tickets to home games Pro League
- Customization of other actions in collaboration

GOLD CLUB PARTNER € 5.000

- Logo on shorts of all (>30) MBCA teams
- Social media & website visibility
- Social media quarterly dedicated projects
- Logo on the Club newsletter
- Narrowcasting at Goudsmithal
- Logo on welcome board
- Company boards
- Tickets to home games Pro League
- Customization of other actions in collaboration

TAILOR - MADE € TBD

Customized to your needs. Some examples:

- Basketball's cool sponsor
- Logo on warming-up shirts for all teams
- Company boards
- Game or ball sponsor
- Logo on social media, newsletter and/or website

All packages are for minimum 3 seasons & excluding production costs

BUSINESS CLUB

€ 1.500

Business Club – Networking Through Sport

As part of our sponsorship offering, we invite partners to join our exclusive Business Club - a dynamic network of local and regional businesses connected through a shared passion for sport.

Benefits include:

- Networking opportunities at matches, events, and dedicated business evenings.
- Community engagement by supporting youth and grassroots development.
- Shared growth by building strong local business relationships in a relaxed, sporty setting.
- The Business Club strengthens ties between sport and enterprise - offering real value beyond the court.

FRIENDS CLUB OF 100

Whether you're a parent, grandparent, volunteer, or neighbor - we welcome all as friends of MBCA. With an annual donation starting at €100, you can support projects that benefit the whole club, like uniforms, clocks, and equipment.

Just scan the QR code to contribute. As thanks, your name may appear in our annual report, newsletter and/or at the canteen.



For more info e-mail us at sponsoring@mbca.nl