

SPONSORSHIP & COMMUNITY PARTNERSHIP OPPORTUNITIES



Invest in Players. Strengthen Our Community.
Grow Your Local Brand.

20+

YEARS IN FCYBL

18-20

TEAMS EACH SEASON

350+

PLAYERS AT TRYOUTS

100sARLINGTON FAMILIES
REACHED

PARTNER WITH ATB

Arlington Travel Basketball (ATB) is a volunteer-run nonprofit providing competitive basketball for Arlington boys and girls in grades 5-8. ATB fields 18-20 teams each season in the Fairfax County Youth Basketball League (FCYBL), competing with more than 20 programs across Northern Virginia.

Our program develops talented young athletes while emphasizing teamwork, sportsmanship, leadership, and community. Sponsorship partners help ATB expand player-development opportunities, provide need-based scholarships, support teams and coaches, and keep high-quality competitive basketball accessible to Arlington families.

An ATB partnership is an opportunity to invest directly in Arlington's young athletes while building meaningful connections with the families and community you serve.

WHY PARTNER WITH ATB?

ATB partnerships combine community impact with meaningful local visibility. We want sponsors to be part of the program, not simply a logo on a page.

01

REACH ARLINGTON FAMILIES

Connect with hundreds of local families through ATB teams, games, practices, communications, events, and digital channels.

02

SUPPORT YOUNG ATHLETES

Help fund scholarships, player development, equipment, uniforms, league and tournament fees, and community programming.

03

BUILD COMMUNITY VISIBILITY

Create repeated, season-long recognition through apparel, email, web, social media, events, and selected program activations.

04

DEMONSTRATE LOCAL COMMITMENT

Show customers, employees, and neighbors that your organization invests in Arlington's youth and community.

05

CREATE A PARTNERSHIP THAT FITS

ATB can develop customized opportunities that align with a sponsor's audience, community priorities, and marketing goals.



YOUR PARTNERSHIP AT WORK

Sponsor support helps ATB ensure that talented young athletes can participate regardless of financial circumstances; provide strong coaching and player-development opportunities; equip teams for competitive play; and create programs and events that strengthen Arlington's basketball community.

2026-27 SEASON

PARTNERSHIP OPPORTUNITIES

A range of investment levels makes it possible for businesses of all sizes to support ATB. Top-tier partnerships are intentionally limited to preserve value and visibility.

PRESENTING PARTNER

\$5,000

EXCLUSIVE

Premier ATB recognition and a customized season-long partnership.

- ✓ Premier logo placement on ATB shooting shirts/apparel, where feasible
- ✓ Premier website placement with link
- ✓ Recognition in club-wide communications
- ✓ Four dedicated social media features
- ✓ Two dedicated club-wide sponsor emails
- ✓ Category exclusivity
- ✓ Opportunity for a customized ATB community or player-development activation
- ✓ Use of "Official Presenting Partner of Arlington Travel Basketball" designation

ALL-STAR PARTNER

\$2,500

LIMITED TO 4

High-visibility partnership across ATB's season and communications.

- ✓ Prominent logo placement on ATB shooting shirts/apparel, where feasible
- ✓ Website logo and link
- ✓ Recognition in club-wide communications
- ✓ Two social media features
- ✓ One dedicated club-wide sponsor email
- ✓ Opportunity to support an ATB clinic, event, or community initiative
- ✓ Use of "Official Partner of Arlington Travel Basketball" designation

COMMUNITY PARTNER

\$1,000

An accessible partnership for local businesses seeking meaningful ATB visibility.

- ✓ Website logo and link
- ✓ Recognition in selected club-wide communications
- ✓ One social media feature
- ✓ Season sponsor recognition

ATB SUPPORTER

\$500

Entry-level community support for local businesses and families.

- ✓ Website sponsor directory listing
- ✓ Season social media thank-you
- ✓ Recognition as an ATB community supporter

BEYOND THE SEASON LEVELS

BUILD A PARTNERSHIP AROUND IMPACT

In addition to season-long sponsorship levels, ATB welcomes targeted partnerships that connect a sponsor with a specific program, priority, or community experience.



ACCESS & SCHOLARSHIP PARTNER

Support need-based assistance so financial circumstances do not prevent deserving players from participating.



PLAYER DEVELOPMENT PARTNER

Support clinics, skills training, and development opportunities that help athletes grow on and off the court.



COACHES PARTNER

Help strengthen coaching resources, training, and tools that benefit every ATB team.



TOURNAMENT / EVENT PARTNER

Build visibility around an ATB tournament, clinic, kickoff, celebration, or other special event.



COMMUNITY IMPACT PARTNER

Work with ATB on a service project or community initiative that brings players, families, and local organizations together.



GIRLS BASKETBALL PARTNER

Support opportunities that strengthen and celebrate girls' participation and development in competitive basketball.

LET'S BUILD SOMETHING TOGETHER

Every organization has different community-engagement and marketing goals. ATB welcomes customized partnerships with businesses and organizations that share our commitment to Arlington's young athletes. Have an idea? We would love to build something together.

START A CONVERSATION

Jane Wishneff

Community Partnerships & Sponsorships

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