

# BC Aragats: A Performance-Driven Sponsorship Opportunity

Maximize Your Brand's Reach, Engagement & Impact with BC Aragats. We offer a high-impact marketing platform that delivers global brand exposure, authentic engagement, and measurable results. Join our journey in making history with Guinness World Record attempts and championship ambitions.

 by Carl Walden





# Why Partner with BC Aragats?

## Global Brand Exposure

International competition & potential world-record achievements put your brand in the spotlight.

## Measurable Results

We track ROI metrics, providing customized reports on engagement, impressions, and conversion rates.

## Authentic Engagement

Our grassroots initiatives build deep, community-based brand loyalty.

## Custom Brand Activations

From jersey branding to interactive fan experiences, we create unique sponsorship opportunities.

# Championship Legacy & World Record Opportunities

## Championship Pedigree

**Armenian League A Champions (2019)** and multiple-time regular season leaders.

## Guinness World Record Milestones

- **Bruce Ed Hudson** (60 years old) – Oldest professional basketball player.
- **Jordan Hudson** (14 years old) – Youngest professional basketball player.



# Who We Reach – Audience Demographics

12

## Age

18-34 (Millennials & Gen Z, the most engaged sports consumers)



## Interests

Sports, fitness, youth empowerment, and urban lifestyle brands



## Location

Armenia, U.S., and international markets with basketball influence



## Engagement

Strong social media presence with interactive content that drives measurable fan engagement

# How We Drive Business for Our Sponsors

1

## Integrated Branding & Visibility

Logos on uniforms, courtside banners, and team merchandise. Product placement in viral digital content and game broadcasts.

2

## Digital & Social Media Activation

Co-branded social media campaigns with player endorsements. Exclusive content & giveaways featuring your brand.

3

## Fan & Community Engagement

Live in-game experiences, youth development programs, and cause marketing initiatives co-sponsored by your brand.

4

## Data-Driven Marketing & Performance Reporting

We provide sponsorship impact reports with key performance indicators (KPIs) such as brand impressions and audience sentiment analysis.



# Activation Opportunities – How We Deliver Results for You

## Apparel & Gear Sponsorship

Jerseys, warm-ups, and fan merchandise with your logo.

## Event Title Sponsorship

Presenting sponsor for BC Aragats special events & tournaments.

## Exclusive Digital Content Partnership

Co-branded web series, social media takeovers.

## Player Endorsements

Custom campaigns featuring our record-breaking athletes.



# Our Performance-Based Approach



# BC Aragats Sponsorship Packages

## Silver Package - \$5,000

Elevate your brand with logo placement on our website and promotional materials. Enjoy monthly social media shoutouts, select courtside LED advertisements, two VIP tickets to games, and signed team gear.

## Gold Package - \$10,000

Maximize your exposure with all the benefits of the Silver Package, plus your logo on team warm-ups. Benefit from bi-weekly dedicated social media promotions, a sponsor booth at games, and four VIP tickets for premium experiences.

## Platinum Package - \$20,000

Become a premier partner with all the benefits of the Gold Package, including prominent logo placement on team jerseys. Amplify your brand with weekly content promotions, exclusive player meet-and-greets, and eight VIP tickets for unparalleled access.

# Our Team – The Vision Behind BC Aragats



Bruce Ed Hudson

CEO, Founder | Strategic Sports Executive & Talent Developer  
& Record-Breaking Athlete Mentor



Dr. Carl A. Walden

Co-Founder | Visionary Leader in Sports & Business  
Development & President of Sponsorships and Athlete  
Relations



# Let's Build a Winning Partnership

**Your Brand + BC Aragats = High-Performance Marketing Success**

Sponsoring BC Aragats isn't just an opportunity—it's a strategic business move that puts your brand in the spotlight, generates real engagement, and delivers measurable returns.

Let's collaborate and create an innovative sponsorship program that meets your marketing goals.

# Contact Us



Official Website

[Next Level Select Equal Opportunity Alliance / BC Aragats](#)



Email

Dr. Carl A. Walden –  
[carl.walden@nextlevelselecteoa.org](mailto:carl.walden@nextlevelselecteoa.org)



Instagram

[@AragatsBasketball](#)



Phone

908-900-5022