

**Wallis - Orchard, Texas**  
**Mid America Youth Basketball ( MAYB )**  
**Tournament Opportunities**



**"The best way to predict the future is to help create it."**

***Fun For Everyone !!!***



# Wallis - Orchard, Texas Youth Basketball Tournament Opportunities

## What is Mid America Youth Basketball (MAYB) ?



MAYB has been organizing and providing youth basketball tournaments since 1993.

What started as one summer tournament with 69 teams, grew into more than 170 summer tournaments involving 3700 teams from at least 27 states and two foreign countries.

MAYB added a winter season in 2000 to accommodate the demand for year-round opportunities.

In 2004, MAYB started offering a spring schedule to accommodate increased demand. MAYB has tournaments in numerous states, and continues to expand into new areas.

MAYB is now one of the largest organizations of its type in the United States.

MAYB is a nationally recognized youth basketball organization with many regional tournaments.



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## What is Rising Stars Sports Association (RSSA) ?



RSSA is a non-for-profit ( 501c3 ) youth organization founded in 2003 that promotes youth basketball tournaments by partnering with schools and local communities.

RSSA promotes education by providing college scholarship funds to students from tournament partnering schools on an annual basis.

RSSA is an organization that supports numerous local charities in order to give back to the communities in which it serves.

The Founder & President of RSSA is the MAYB Area Director for your region.

What started as a local community involvement effort, has grown into an organization providing youth in various communities the opportunity to participate in nationally recognized basketball tournaments year-round, while supporting community groups across a select geographic region.



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## Benefits of Partnering with MAYB / RSSA ?

Tournaments are fundraising opportunities for each of the individual communities involved. All of our events are locally hosted and sponsored. Unlike other organizations, our events and the majority of the proceeds stay in the community.

Tournament play helps improve skills as individuals and as a team. With our tournaments, teams get to play in a guaranteed number of games, and are organized by grade level, not age, allowing many school teams to compete together in the off-season.

MAYB offers one NCAA sanctioned tournament in the summer to allow student-athletes the opportunity to be exposed to college scouts !



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- **Economic Impacts**

  - Chamber of Commerce

  - Restaurants

  - Hotels

  - Other Local Merchants

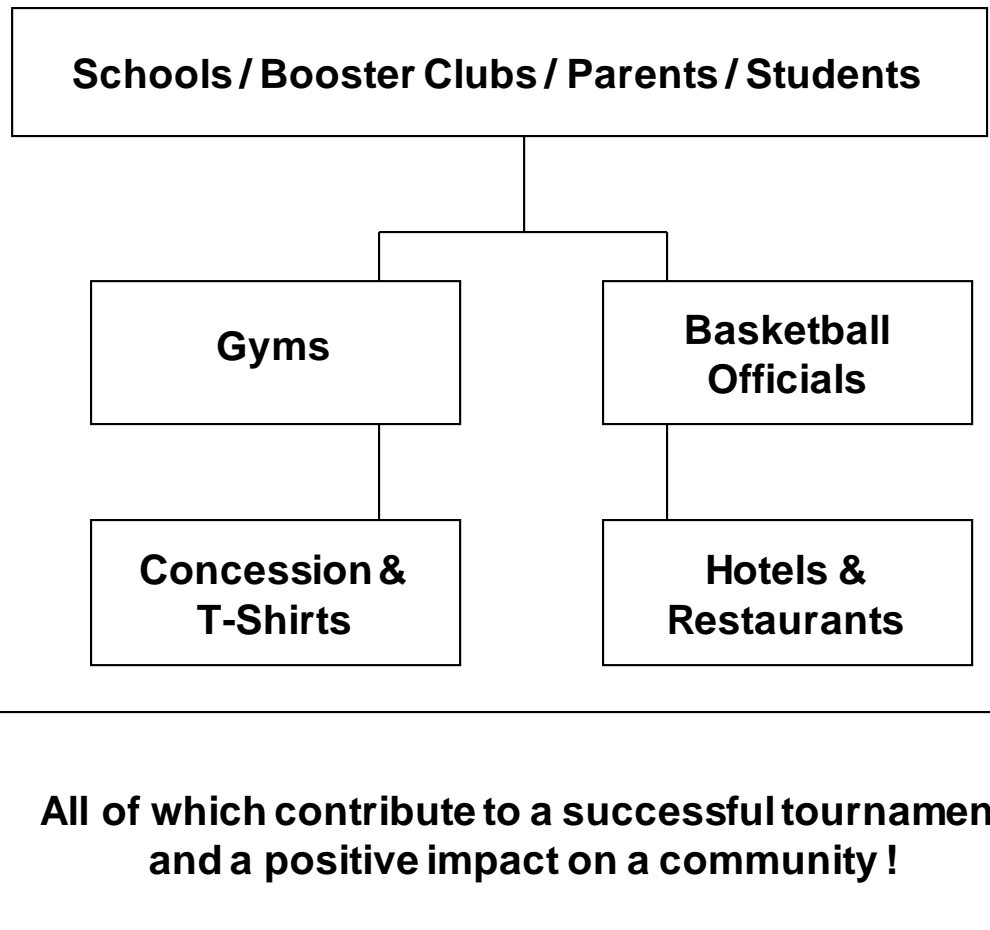
- **Community Promotion**

- **Youth Activity / Empowerment**

- **Annual Events – Ongoing Impacts**

- **Fundraising for School Organizations**

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**What is in it for your School District / Athletic Booster Club / Student-Athletes ?**

- ✓ Fundraising for school Booster Club and/or select school groups
- ✓ Opportunity to host nationally recognized youth basketball tournaments
- ✓ Exposure to other competitive teams in order to enhance individual and team skills
- ✓ Access to NCAA Sanctioned Tournaments in order to expose athletes to college scouts

**What is the average number of teams that participate in a tournament ?**

- ✓ Varies based on how the tournament is marketed and promoted
- ✓ Typically in the winter Min / Max numbers are : 25 – 45
- ✓ Typically in the summer Min / Max numbers are : 45 – 60+  
( Hosting site can limit the number of teams based on available gym space )



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**What is the average impact on a community as a result of a youth basketball tournament ?**

- ✓ **Varies based on the size of the event although averages are listed below :**
- ✓ **Using the average of 25-45 teams in the winter : \$135,000 - \$205,000+**
- ✓ **Using the average of 45-60 teams in the summer : \$270,000 - \$350,000+**
  - **This includes : Lodging, Meals, Gas, Shopping, Other Local Merchant Services**

**How many members of the community need to be involved to manage the tournament activities ?**

- ✓ **We encourage sub-committees ( number varies based on size of event ) :**
- ✓ **Concessions ( 2-4 People ) / Gate Entry ( 2-4 People )**
- ✓ **Time Clock ( 2-3 People ) / Referees Contact ( 1-2 People )**



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What are the expense items associated with hosting a tournament ?

- ✓ Basketball Officials ( Referees )
- ✓ Awards ( 1<sup>st</sup> – 3<sup>rd</sup> Place Individual Awards & 1<sup>st</sup> – 2<sup>nd</sup> Team Awards )
- ✓ T-Shirts ( Optional – If you elect to use MAYB's apparel program you can profit at no cost )
- ✓ Newspaper / Radio Advertising ( optional )
  - Some newspapers and radio stations offer free limited advertising to non-for-profits

What are the average profits from hosting a tournament ?

- ✓ Varies based on the size of the event although averages are listed below :
- ✓ Using the average of 25 teams in the winter : \$3,000 - \$8,000
- ✓ Using the average of 50 teams in the summer : \$9,000 - \$15,000+



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## Why host a tournament in your town ?

- ✓ Wallis - Orchard is known for Quality Athletes, Community Support and PRIDE in its town!
- ✓ There is a void for competitive basketball tournaments in this segment of the region.
- ✓ It provides additional options for local youth to participate in competitive sporting events.
- ✓ Tournaments provide fundraising opportunities for Booster Clubs or select school groups.

## How do tournaments get marketed and promoted ?

- ✓ Both [www.MAYB.com](http://www.MAYB.com) & [www.RSSAHOOPS.com](http://www.RSSAHOOPS.com)
- ✓ Email Distribution by Area Director, MAYB, and hosting site
- ✓ Local flyers designed, printed and posted by hosting site
- ✓ Multiple Social Media Outlets ( i.e. Facebook, Twitter, etc. )



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When are MAYB tournaments hosted throughout the year ?

- ✓ Winter ( November – March )
- ✓ Spring ( April – Early May )
- ✓ Summer ( Mid May – July )
- ✓ Fall ( September – October )

**\*\* Tournament Dates Available In Your Area : July 8-10, 2017 ( Subject To Schools Availability )**

How many gyms does it take to host a tournament in the Winter vs. Summer ?

- ✓ Varies based on the size of the event although averages are listed below :
- ✓ Using the average of 25 teams in the winter : 2-3 gyms
- ✓ Using the average of 50 teams in the summer : 4-6 gyms
  - LIMITED GYM SPACE ? : No Worries - we can control the number of teams to accommodate !!



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**Is Liability Insurance provided to hosting sites as a means of minimizing venues from liabilities ?**

- ✓ **Liability insurance is provided at all facilities during tournaments only. No individual health insurance is provided at events, during practice, or during team travel.**

**What can you do to make this tournament one of the best around and prompt teams to return ?**

- ✓ **Friendly Staff | Good Officials | Nice Venues | Good Concession Stand Selections**
- ✓ **Reasonable Gate Fees | Maximize The Number of Games Per Team | Nice Awards**
- ✓ **Work with local Restaurants & Hotels to provide Discounts ( i.e. Coupons and Room Rates )**

**What is the recommended price for Day Passes and Weekend Passes for Adults and Students ?**

- ✓ **Adult Weekend Pass : \$10.00 - \$15.00**                      **Adult Day Pass : \$5.00 - \$7.00**
- ✓ **K-12 Weekend Pass : \$7.00 - \$10.00**                      **K-12 Day Pass : \$3.00 - \$5.00**



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**We look forward to partnering with you ongoing as a fundraising opportunity as well as providing college scholarship funding to your students for years to come !**

Respectfully,

A handwritten signature in black ink that reads "Ray Magruder".

**Ray "Bird" Magruder**

President & Founder: Rising Stars Sports Association (RSSA)  
Area Director: Mid America Youth Basketball (MAYB)

Cell : 573.268.5567 | [RSSAHOOPS@GMail.com](mailto:RSSAHOOPS@GMail.com) | [www.RSSAHOOPS.com](http://www.RSSAHOOPS.com) | [www.MAYB.com](http://www.MAYB.com)

