



WE ARE

BRAMPTON





# BASKETBALL IS CANADA'S SPORT

- **50% YoY growth** in participation in minor basketball programs across the country.
- **#1 most played sport for children in Canada** (33% basketball vs. 27% soccer).
- **#2 favorite sport among millennials.**
- Canada is the **#1 provider (non-American) of players in the NBA.**
- **#1 coolest sport amongst 18-24-year-olds and for newcomers and immigrants to Canada.**
- Youth basketball participation in Canada **grew by 230,000 new participants** in 2019-2020.
- **56% increase** in viewership ratings for basketball content across Canada.
- A record **6.9 million** broadcast impressions were gained in 2021 by the CEBL.





# THE GROWTH OF CANADA'S LEAGUE

**INAUGURAL SEASON (2019)**  
**6 TEAMS**  
**4 PROVINCES**

- Edmonton
- Fraser Valley
- Guelph
- Hamilton
- Niagara
- Saskatchewan

**YEAR FIVE (2023)**  
**10 TEAMS**  
**6 PROVINCES**

- **Brampton (formerly Hamilton)**
- Calgary (formerly Guelph)
- Edmonton
- Montreal (established 2022)
- Niagara
- Ottawa (established 2020)
- Saskatchewan
- Scarborough (established 2022)
- Vancouver (formerly Fraser Valley)
- Winnipeg (established 2023)





### NEW TEAMS, NEW CONFERENCES AND FUTURE EXPANSION PLANS

Three new teams join the CEBL in 2023 – the Calgary Surge, Winnipeg Sea Bears and Brampton Honey Badgers - as the league shifts to a Western and Eastern Conference model, creating stronger rivalries across Canada.

The CEBL plans to expand to a 14-16 team league that spreads from coast-to-coast over the next four years. Some of the preferred expansion markets include BC, Ontario, Quebec and the Maritimes.



## CANADIAN BASKETBALL TALENT IS OFF THE CHART



**200+**

Number of Canadians currently play overseas internationally

**200+**

Canadian women currently playing NCAA basketball

**5th**

Current world ranking for Canadian women

**26**

Canadians playing in the NBA (only behind the US)

**18th**

Current world ranking for Canadian men

**119**

Number of Canadians currently playing in NCAA schools

Players in the CEBL came from the NBA, NBA G-League, top international leagues, the Canadian National Team program, top NCAA programs as well as U SPORTS.

### In 2022:



**63**

Players have played in a U SPORTS program



**32**

Number of players who have suited up for Team Canada



**6**

Players with NBA Experience



**104**

Players came from NCAA D1 Schools



**37**

Players have NBA G-League Experience



**12**

Non-American Imports

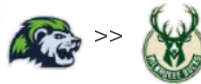


## 9 PLAYERS

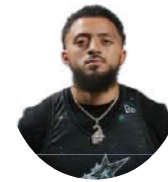
SIGNED NBA CONTRACTS SINCE 2021 CEBL SEASON



Javin DeLaurier



Cat Barber



Jalen Harris



Xavier Moon



Xavier Sneed



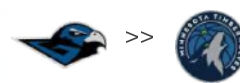
EJ Onu



Lindell Wigginton



AJ Lawson



Christian Vital





# LEAGUE ATTENDANCE

- Six sellouts in 2023 home openers.
- A league-record single-game attendance of 7,303 in Winnipeg Sea Bears' inaugural game and home opener.
- **Honey Badgers franchise record 3,435 in the inaugural School Day game on June 7. However, due to timing of the recent move to Brampton, additional marketing is required to bring Honey Badgers attendance on par with the rest of the CEBL.**
- League-wide average 2,739 attendance through first 28 games of the season (as of June 12).

*"Our successful launch to the 2023 season is a testament to the continually growing support of our great fans, partners, and staff across the league. With more eyes on our league both in our venues and through our new broadcast partnership with TSN, we're looking forward to showcasing our CEBL brand to more basketball fans in 2023 than ever before."*

*Mike Morreale, Commissioner and Co-Founder of the CEBL.*



# HONEY BADGERS HISTORY

- 55 wins in 85 games all time (*as of June 12*).
- *Four playoff appearances:*
  - 2019 - Finalist
  - 2020 - Semifinalist
  - 2021 - Quarter-Finalist
  - 2022 - Champions
- 79% (50 of 63) of players have played professionally in the fall following their CEBL season with the Honey Badgers.
- Three former Honey Badgers have signed with NBA clubs:
  - Nino Johnson (2021) - Utah Jazz
  - **Lindell Wigginton (2022) - Milwaukee Bucks**
  - Christian Vital (2022 - Present)- Toronto Raptors
- 10 players have represented three different countries (Nigeria, Great Britain, and Canada) at the international level in various FIBA events.
- Former Assistant Coach Brittini Donaldson is now an Assistant Coach with the Atlanta Hawks, the first female coach in franchise history, and is one of seven active in the NBA.







## BASKETBALL IS THE CONDUIT TO BUILD COMMUNITIES

The CEBL has a robust community relations strategy in each of our ten major markets. CEBL teams have been very active in their respective communities year-round. Using the sport of basketball, coaches, players, and staff have proactively engaged and volunteered in several health, education, youth-based and cause-based programs, events, camps, fundraisers, community initiatives and more.

Since 2019, teams volunteered more than **6,000 hours** to community service having participated in more than **800 community events** and over **90+ school visits** countrywide.





# CAA CENTRE A COMMUNITY HUB

Announced permanent relocation to Brampton and the CAA  
Centre on November 28, 2022





# COMMUNITY ENGAGEMENT

Participated in 50+ community events in the city of Brampton since relocation in December.



## BRAMPTON HONEY BADGERS IN THE COMMUNITY



DEC/JUNE

Brampton Minor Football Opening Day | Halton Walk for Down Syndrome | Dolson Public School | 9th Annual "Walk The Path" Walk-a-thon | Brampton Challenger Baseball Opening Day | Free For All Foundation After School Program | Eastbourne Drive Public School | Thorn Lodge Public School | St. Lucy Elementary School | Peel Police's Community Cup | Esker Lake Public School | Calderstone Middle School Cultural Showcase | Fallingdale Public School | Our Lady of Good Voyage | Father Clair Tipping School | National Youth Week Closing Ceremonies | Blessed Michael J. McGivney Elementary School | Crestwood Preparatory College | IIHF Women's World Championships | Earth Day Clean Up and BBQ | Aspire for Higher All Star Day | Susan Fennell Youth Hub Grand Opening | Hickory Wood Public School Basketball Tournament | Larkspur Public School | Mississauga BizCon | Brampton Hockey Weekend of Champions | Celebrating the Love of Literacy: A 2023 Black History Month Event | Brampton Cup | Brampton Warriors House League Playoffs | Brampton Minor Basketball Association All Star Weekend | Breakfast Club at Peel Youth Village | Canadian Plasma Donor x KISS FM Radiothon | Juel League of Ontario: End Women's Cancers Weekend | Sports Day in Brampton | Courage Polar Bear Dip for World Vision | Brampton Lady Warriors at Juel League of Ontario Weekend 2 | ORHL Mid-Winter Classic Tournament and Showcase | Brams United Soccer Club Season Launch Event | Rogers Monday Night Hockey Watch Party | Brampton Board of Trade Overtime Goals | 8th Annual Sports, Media and Entertainment Career Fair at the Schulich School of Business | Hooping with The Honey Badgers and Officer J at Peel Youth Village with the Peel Regional Police | Footlocker Brampton Grand Opening | Brampton Lady Warriors at Juel League of Ontario, Weekend 1 | Silver Stick Tournament





# WE ARE BRAMPTON

- Launched "We Are Brampton" city jersey on June 8 in collaboration with Foot Locker Shoppers World in Brampton.
- The Honey Badgers became the first team in the CEBL to sell its merchandise at a Foot Locker, aligning Brampton with a global A-List brand.
- The launch event was supported by Honey Badgers community partner, Brampton Minor Basketball Association.
- The new "We Are Brampton" jerseys will be worn during the nationally televised game July 26 at CAA Centre.



**Foot Locker**



WE ARE  
**BRAMPTON**

**THE PINSTRIPES:**

Represents the 250 ethnic groups and 171 different languages spoken in Brampton.

More than 52 percent of Brampton's population were born outside of Canada.

**"WE ARE"**

Celebrates diversity by unifying Brampton.

**"BRAMPTON"**

The bold "Brampton" font signifies the pride of people who work, live and play in Brampton.

**YOUR TEAM. RALLY TOGETHER.**

▶ **WE ARE BRAMPTON** ◀

**"WE ARE BRAMPTON" IS A RALLY CRY FOR A CITY THAT DESERVES PRO BASKETBALL.**



# NATIONAL SPOTLIGHT ON BRAMPTON

Wednesday, July 26

8:00 P.M | CAA Centre

Brampton Honey Badgers vs. Scarborough Shooting Stars

Live on **TSN**





# BRAMPTON HONEY BADGERS BUSINESS COUNCIL



- The Brampton Honey Badgers Business Council (BHBBC) will be launched in late June, with a call for applicants and a Terms of Reference established.
- The Council's role is to share business best practices that may assist in the long-term business development of the franchise, to introduce new potential partners to the team, and leverage professional basketball in Brampton as a B2B asset.
- A similar Council was created in Ottawa, forging new partnerships, while aligning municipal priorities including economic development and tourism.



# PRIORITIES

- Community. Community. Community
- Long-term agreement with CAA Centre.
- Local awareness.
- Greater engagement with City of Brampton, including Economic Development Office, Brampton Entrepreneur Centre, Downtown Brampton, Recreation, Sponsorship, BHive, and Brampton Innovation District ... leveraging the Honey Badgers as a promoter of the City.
- **Educating the business community about the unique role pro basketball plays in transcending sport to include:**
  - Music
  - Art
  - Fashion
  - Culture
  - Technology
  - Media
  - Community





2022

HOME 16 2:13 PERIOD 1 GUEST 16

BRAMPTON Power City

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BETVICTOR

ASPINUS SHOWROOM

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airlines



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