

2019- 2020
YEAR 9



RICHMOND
ELITE

WWW.RICHMONDELITEBASKETBALL.COM

DEAR POTENTIAL PARTNERS

We would like to invite your business to become a sponsor by partnering with Richmond Elite. You can increase your business exposure amongst our working-class fan base. Get face to face with thousands of new customers! If you're seeking creative and interactive ways to reach new, loyal and active customers consider our sponsorship opportunities.

ABOUT RICHMOND ELITE



Richmond Elite is a part of the American Basketball Association (ABA); The largest professional league in the world. There are over 100 teams in the ABA competing in 12 division across the nation. Richmond Elite has reached a 1st place ranking in the Nation and 1st in the Mid-Atlantic Division with an overall record of 105 wins and 20 losses, made the ABA playoff each season, won 5 division championships and our best accomplishment to have 14 players advance to play basketball overseas. We are currently ranked #4 in the Nation. The Elite was formed in 2011 by Joyce Patterson and was coached by George Lancaster and Reggie Tennyson. Since the inaugural season, we have grown each year in attendance and continue to work hard to provide a positive impact in the Richmond community. We are proud of our accomplishments on and off the court.



Joyce A. Patterson has always had a passion for basketball. She was born in Richmond, VA and has two wonderful sons, Jason and CaRes Patterson, two grandsons, Jeremiah & Elijah and daughter-in-law Ashleigh Patterson. She has worked with Godwin-Jones & Price, P.C. since August 1994, started a Mental Health Agency in 2010 and in 2011 she became the proud owner and operator of the Professional Basketball Team "Richmond Elite".

As the only locally owned and operated Professional Team in Richmond, she is dedicated to the community and offers a unique and professional basketball team that prides itself on providing family entertainment to build communities in the Richmond and surrounding counties. We are proud to be 4x Division Champions and have awarded 12 young men the opportunity to fulfill their basketball dreams overseas.

She has a dedicated and committed board that is always seeking ways to offer new and entertaining events to enhance the organization. She is proud of the efforts the staff and players have made to give back to the communities and making a difference in the life of others!!!!



Who Are We



VISION

We intend to provide every family in the city of Richmond the best basketball game experience and to influence younger players to be the best they can be on and off the court. With plans to expand and create our own community center where we can teach, mentor and entertain the citizens of Richmond.

MISSION STATEMENT

It is our desire to offer a unique and professional basketball team that prides itself on providing family friendly entertainment to the city Richmond and surrounding counties. To assist local basketball players in achieving their dream to become professional basketball players and to teach youth the fundamentals and history of the sport.



The Elite

105-20

**COMBINED
RECORD**

5

**DIVISION
CHAMPIONSHIPS**

8

SEASONS

Accomplishments

Mid-Atlantic Division Champions in 2012, '13, '16, '17, 18
2018 - Held #1 national ranking for three weeks.
Ranked in the top 10 every season
Combined record of 105 – 20
Fourteen players selected to play at a higher level of basketball:

Jamar Abrams - Japan
Brandon Rozzell - Holland
Anthony Sally – Columbia
Aaron Mitchell - Montenegro
Calvin Lee - Kosovo
Brandon Macklin - Australia
Daz Starke – Chile
Darien Brothers – Spain
Will Estrella – Dominican Republic
Du'Vaughn Maxwell - Japan
Cadarian Raines - Morocco
Justin Coleman - Harlem Globetrotters
Jestin "Tutu" Lewis - Germany
Evictor Nickerson - Germany

Four year player, Jack Browne, was selected to play on the First Team ABA National All StarTeam.

Community Involvement

Richmond Elite participated in the 2016 Military Charity Basketball Game

- Partnered with the City of Richmond Police Department to sponsor Community Day in Creighton and Mosby Court
- Sponsor Clothes Closet for the homeless
- Participates annually in the "Make Strides for Breast Cancer Walk" and "Walk to End Alzheimer's".
- Assist with Friends Helping Friends Annual Basketball Camps in Petersburg and Richmond
- Host free annual basketball camps.
- Participated in the Charles City Christmas Parade.
- Volunteered in the VUU Special OlympicsProgram.
- Mentor High School Basketball Teams.
- Host Toy Drives for needy children at Christmas
- Participated in the Johnson Christmas Parade and Toy Give-A-Way
- Annually sponsors players for the Varina Recreation Football team
- Host camps and sponsor children at the Richmond Boys & Girls Club

"Richmond Elite has been a tremendous asset to the community since their inaugural season in 2011.

They have used their platform as a professional basketball team and resources to support a multitude of community initiatives. The Elite have contributed to the efforts of the Special Olympics, Richmond Police Department, Breast Cancer Awareness, and the Boys and Girls Club to name a few.

Richmond Elite has been just as impressive on the court. In 8 seasons, The Elite have 5 division titles, 6 consecutive top 10 rankings, helped 14 players secure lucrative overseas contracts, and was awarded the host site for the 2016 ABA All-Star. Owner Joyce Patterson has been on the executive board of the league for several season and in 2015 was named executive of the year.

The Elites dedication to the community, their players, fans and sponsors has been the key to their longevity and success. We would like for your organization to join us as we embark on a mission of becoming one of the premiere sports brands in Virginia and all of the ABA!"



www.nbc12.com/story/15743643/abas-richmond-elite-features-vcus-rozzell

<http://wtvr.com/2012/03/03/interview-richmond-elite-basketball-team-celebrates/>

<http://urbanviewsweekly.com/2014/06/24/richmond-elite-ceo-promotes-community-service-on-and-off-the-court/>

<http://wric.com/2016/02/02/above-beyond-mom-starts-richmond-elite-citys-only-professional-basketball-team/>

ATTENDANCE PROFILE

- 45% Families
- 25% Basketball Fans
- 15% Entertainment Seekers
- 10% College Students

ATTENDEE GENDER

- 35% Women
- 65% Men

ATTENDEE AGE

- 15% 18-25 Years old
- 25% 25-34 Years old
- 40% 35-44 Years old
- 20% 45 Years and Older