



Sponsorship Request

Hillside Connection was established in March 2017 to convene and empower youth. Using basketball as its primary medium, Hillside Connection brings together youth from the Hillside neighborhood and surrounding areas throughout the Pikes Peak Region to play basketball, and develop resiliency, teamwork, and leadership skills.

Hillside Connection was founded by Terrell Brown as a way to give back to the Southeast Colorado Springs community. From 1999 to 2008, his father Nathan Brown served as a youth basketball coach/mentor for at-risk youth in the Hillside Neighborhood. Growing up, the Hillside Community Center and the game of basketball saved his son, Terrell, from falling victim to the environment in which he grew up. After overcoming several obstacles both athletically and personally, Terrell became determined to use sports as a medium to empower youth in Southern Colorado Springs.



“I saw the impact negative choices and bad decisions had on my family and in my community. I want to be a living example for these kids. If you come to a clinic or a game, you will see a bunch of kids having fun. But what we’re doing is so much more than that. These kids are struggling with issues that will affect them for the rest of their lives - food insecurity, unemployed, absent and incarcerated parents, drugs and criminal activity right next door. How can I coach them and ignore these bigger social issues? Sports is a medium to bring people – kids, parents, neighbors, volunteers, local businesses - together. That intersection is where change happens.” Terrell was honored to be recognized as the 2017 Mayor’s Young Leader Award Winner for Innovation in Sports and Wellness.

Hillside Connection currently serves youth boys (grades 1st -6th), many of whom are from single-parent and/or low-income households. Participants learn the sport of basketball through year-round basketball clinics. They also benefit from enrichment experiences like field trips to the zoo, local museums and sporting events, and the Olympic Training Center as well as community service projects like re-stripping the basketball courts in Memorial Park. Participating youth receive coaching, t-shirts, and mentorship, and all programming is provided free of charge, in a safe and inspiring environment.

Hillside Connection’s vision and mission is simple: to leverage the game of basketball to create pathways to opportunity for kids in Southern Colorado Springs.

Sponsorship Levels



Hall of Fame Sponsor - \$2,500

- Spotlight presence at summer league award ceremony and photo op
- Hillside Connection polo (adult size)
- Logo on youth jerseys
- Logo placement on marketing materials (flyers, website)
- Banner placement at summer league games
- Public recognition on Hillside Connection social media



All-star Sponsor - \$1,000

- Logo on youth jerseys
- Logo placement on marketing materials (flyers, website)
- Banner placement at summer league games
- Public recognition on Hillside Connection social media



Pro Sponsor - \$500

- Logo placement on marketing materials (flyers, website)
- Banner placement at summer league games
- Public recognition on Hillside Connection social media



Semi-Pro Sponsor - \$250

- Public recognition on Hillside Connection social media

All donations are used to support youth activities!

Hillside Connection does not have an office or full-time staff. Our organization runs on volunteer power! You can be assured that 100% of your donation will go directly to programming for the kids.

Since we began in 2017, Hillside Connection has served 115+ under privileged boys (grades 1st - 6th) through basketball clinics, enrichment activities, volunteer experiences, and basketball leagues provided completely free of charge.

Funding received because of this request will be used to allow us to provide the following in the 2019 Summer League:

- A. Hillside Connection branded apparel (youth jerseys and shorts)
- B. Equipment (basketballs, pumps, skills ladders, cones)
- C. Youth snacks and drinks
- D. Marketing materials and office supplies
- E. Insurance
- F. Program Director compensation
- G. Officials (2) compensation