



## Background



Hillside Connection (HC) was founded in March of 2017 and incorporated as a 501(c)(3) public charity in March of 2019 to leverage the game of basketball to create pathways to opportunities for kids in Southern Colorado Springs. HC 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.

HC began serving elementary youth, grew to serve middle school youth, and recently began serving youth in high school. Scholarships are available for all kids in need to participate.

The youth HC serves come from single parent and/or low-income households with multiple siblings in Southeast Colorado Springs. Of the youth HC serves, 90% qualify for free or reduced lunch. Their primary caregivers usually receive public assistance and/or work multiple jobs while living paycheck to paycheck. Due to their lack of income, HC's participants often experience a lesser quality of life, food insecurity, mental health challenges, and unhealthy lifestyles.

HC's guiding principle is the belief that all children should be afforded the opportunity to participate in high quality programming. Hillside Connection empowers youth and families beyond sport. The organization helps youth build discipline, resiliency, teamwork, commitment, character, responsibility, and work ethic. These skills transfer into every aspect of their lives.



*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.*

## 3v3 Summer League Sponsorship Information

Sponsorship support will allow Hillside Connection to provide the **2024 3V3 Summer Tournament for Elementary & Middle School boys and girls**. This will be the first year HC has the enrollment numbers to offer girls programming. HC expects approximately 90 boys and 60 girls will participate in the 3V3 activations in the month of June. Any extra funds will be used for sports development enrichment, community engagement, and youth support service opportunities throughout the year for underserved boys and girls.



Sponsorship checks are due **Friday May 31st**.

Since HC began in 2017, Hillside Connection has served 750+ youth (grades 1<sup>st</sup> - 12th) through basketball clinics, enrichment activities, volunteer experiences, and basketball leagues provided completely free of charge. You can be sure 100% of your donation will go towards programming.

Please make checks payable to “**Hillside Connection**” On the memo line please write: “**HC 3V3 Basketball League Sponsorship**”

Send sponsorship check to: **PO Box 1562, Colorado Springs, Colorado 80903**

Donate via Paypal here: [Donate — Hillside Connection](#)

Funding received through this request will be used to allow us to provide the following in the 2024 Summer 3v3 Tournaments for Boys and Girls:

- A. Hillside Connection branded apparel (youth and volunteer tees and shorts)
- B. Equipment (basketballs, pumps, skills ladders, cones)
- C. Youth snacks, drinks, Summer League BBQ
- D. Marketing Materials (flyers, videos etc.)
- E. Event insurance, permits, and gym space
- F. Administrative Support
- G. Certified Officials Compensation
- H. Misc tournament costs (medals, trophies, jerseys, etc.)

## 3V3 Sponsorship Levels



### **Hall of Fame Sponsor - \$2,500**

- Spotlight presence at boys and girls 3V3 summer tournaments in June
- Logo on youth jersey tops
- Logo placement on marketing materials (flyers/website)
- Banner placement at 3V3 summer tournament games
- Public recognition on Hillside Connection's social media



### **All-star Sponsor - \$1,000**

- Logo on youth jerseys
- Logo placement on marketing materials (flyers/website)
- Banner placement at 3V3 tournament games
- Public recognition on Hillside Connection's social media



### **Pro Sponsor - \$500**

- Logo placement on marketing materials (flyers/website)
- Banner placement at 3V3 tournament games
- Public recognition on Hillside Connection's social media



### **Semi-Pro Sponsor - \$250**

- Public recognition on Hillside Connection social media



*All donations are used to support youth activities.*



# BOYS 3V3 SUMMER BASKETBALL TOURNAMENT

2024 ROCKY MOUNTAIN STATE GAMES ENDORSED!

COMPETITIVE PLAY & CHAMPIONSHIP BRACKET

\$25 PER KID  
**SCHOLARSHIPS AVAILABLE**  
REGISTRATION DEADLINE: MAY 23RD, 2024

**LOCATION:**  
HILLSIDE COMMUNITY CENTER  
AND/OR MEMORIAL PARK  
BASKETBALL COURTS.  
WEATHER DEPENDENT.

**BOYS DIVISIONS:**  
HOOPSTERS: 4TH - 5TH  
MIDDLESTARS: 6TH-7TH  
GRADE BASED ON 2023-24  
SCHOOL YEAR

**DATES:**  
JUNE 8TH &  
JUNE 9TH, 2024

REGISTER HERE:



## TOURNAMENT SPONSORS:



QUESTIONS? EMAIL US AT [INFO@HILLSIDECONNECTION.ORG](mailto:INFO@HILLSIDECONNECTION.ORG)



**HILLSIDE**  
• CONNECTION •

# GIRLS 3V3 TOURNAMENT

2024 ROCKY MOUNTAIN STATE GAMES ENDORSED

COMPETITIVE PLAY & CHAMPIONSHIP BRACKET

\$25 PER KID

SCHOLARSHIPS AVAILABLE

**LOCATION:**

CARMEL COMMUNITY  
SCHOOL

**REGISTRATION**

**DEADLINE:**

SATURDAY, JUNE 15TH

**DATES:**

SATURDAY, JUNE 29TH  
SUNDAY JUNE 30TH

**GIRLS DIVISIONS:**

5TH/6TH | 7TH/8TH

GRADE IS BASED ON  
2024 - 25 SCHOOL YEAR

REGISTER HERE:



**TOURNAMENT SUPPORTERS:**



QUESTIONS? EMAIL US AT [INFO@HILLSIDECONNECTION.ORG](mailto:INFO@HILLSIDECONNECTION.ORG)