



AAU x NBRPA Youth Basketball Partnership Proposal

Purpose

To establish a national partnership between the **Amateur Athletic Union (AAU)** and the **National Basketball Retired Players Association (NBRPA)** designed to elevate youth basketball development through collaborative clinics, camps, and community engagement programs led by former NBA and WNBA players.

This initiative will connect the NBRPA's legacy of professional excellence with AAU's national grassroots reach—creating meaningful experiences that strengthen fundamentals, character, and community through the game of basketball.

Strategic Overview

PRO2CEO, serving as the **strategic advisory partner** to both AAU and NBRPA, will lead the design, coordination, and execution of a series of **signature youth basketball events** throughout the year that align with the NBA and WNBA calendars and AAU's national championship platforms.

Together, this collaboration will inspire the next generation of athletes while creating sustainable engagement opportunities for retired players, youth coaches, and communities nationwide.

Signature Event Series

1. AAU x NBRPA All-Star Youth Clinics

(NBA All-Star Weekend – February & WNBA All-Star Weekend – July)

- Conduct high-impact youth basketball clinics featuring former NBA and WNBA players.
- Focus on fundamentals, leadership, teamwork, and life skills on and off the court.
- Integrate community outreach and mentorship sessions led by NBRPA members.
- Include media and brand visibility opportunities for both organizations.



2. AAU x NBRPA Youth Development Camps

(AAU Boys & Girls Basketball Nationals – June & July)

- Host one-day development camps during AAU national championship events.
 - Feature NBRPA members as guest coaches, mentors, and ambassadors.
 - Deliver skill development, education on health & wellness, nutrition, injury prevention, mental health, and NIL awareness.
 - Offer branded activation zones for partners and sponsors to engage participants.
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3. AAU x NBRPA City Chapter Clinics Series

(Ongoing – Various Cities Nationwide)

- Partner with local AAU districts and NBRPA chapters to host youth development clinics year-round.
 - Emphasize access and inclusion in underserved communities.
 - Engage local coaches, referees, and community leaders to create sustainable impact.
 - Build national awareness through unified branding and media storytelling.
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Roles & Contributions

AAU Will Provide:

- National platform, branding, and event infrastructure through its **800,000+ member network**.
- Provide National Director Training Clinician to Lead Camps as need with NBRPA or co-lead training clinic participants with NBRPA trainer or player lead clinician
- **Coordinate event logistics, brand storytelling, and media relations** for all youth activations.



- Co-Branding, media, and promotional support through NBRPA's national platforms and player network.
 - **Track and measure outcomes**, including participation numbers, community impact, and brand visibility.
 - Integration of NBRPA-led sessions into AAU Boys and Girls National Championships.
 - Marketing and communications support through AAU digital channels and media partners.
 - Basketballs, t-shirts and sponsor give-aways when available
 - Coordination with PRO2CEO for event planning, logistics, and activation.
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NBRPA Will Provide:

- Participation and leadership from former NBA and WNBA players as clinic hosts and mentors.
 - Access to venues, youth teams, coaches, referees, and volunteers at AAU-sanctioned events.
 - Local chapter coordination to host and staff regional events.
 - Co-Branding, media, and promotional support through NBRPA's national platforms and player network.
 - Commitment to community engagement and youth mentorship consistent with the NBRPA mission.
 - Collaboration with PRO2CEO on sponsorship outreach and strategic funding opportunities.
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Partnership Goals

1. **Advance Youth Fundamentals:** Strengthen basketball skills and life readiness at the grassroots level.
2. **Engage Retired Players:** Provide meaningful pathways for NBRPA members to give back and stay connected to the game.
3. **Unite the Basketball Community:** Bridge professional, grassroots, and community organizations around shared values.
4. **Enhance Brand and Legacy:** Position AAU and NBRPA as national leaders in holistic youth basketball development.



Next Steps

- **Finalize MOU:** Between AAU and NBRPA to define structure, roles, and activation timeline.
- **Event Calendar:** Confirm 2026 event schedule, starting with NBA All-Star Weekend.
- **Joint Announcement:** Develop co-branded press release and social media rollout.
- **Sponsorship Strategy:** Identify presenting partners to fund clinics and camps nationwide.

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