

# 21<sup>ST</sup> ST JOHN'S COLLEGE BASKETBALL TOURNAMENT



***SPONSORSHIP  
OPPORTUNITIES***

**FOUR DAYS**  
**FOUR AGE GROUPS**  
**67 TEAMS**  
**760+ PLAYERS**  
**170+ MATCHES**



ST JOHN'S COLLEGE



Standard Bank



# ABOUT THE TOURNAMENT



## ST JOHN'S COLLEGE IS PROUD TO PRESENT THE ST JOHN'S COLLEGE BASKETBALL TOURNAMENT 2026, TAKING PLACE FROM 19 TO 22 FEBRUARY 2026.

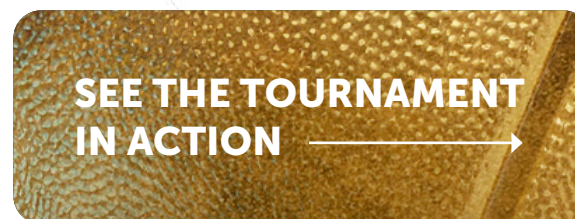
The St John's College Basketball Tournament is the biggest boys' school basketball tournament in Southern Africa, an unmissable opportunity for brands to connect with an engaged youth market and their families.

This premier fixture in the boys' school basketball calendar attracts players and spectators from across South Africa and beyond. In 2025, the tournament drew more than 4 000+ spectators (excluding players), offering sponsors access to a valuable and loyal market.

The U19A (20 teams), the addition of the U19B (8 teams), and the U15 (24 teams) divisions will deliver competitive, stop-start format basketball, with group stages followed by knockout rounds that build to an electrifying final day. The U13 division will feature 15 teams in a festival format designed to emphasise development, ensuring that every participant enjoys four days of basketball without the pressure of rankings.

The 2026 tournament will welcome top local schools, interprovincial teams from across South Africa, as well as international teams from Mauritius and Zimbabwe. Games will take place at St John's College and two additional indoor venues, utilising up to nine courts for efficient scheduling and contingency in case of rain.

With food vendors, a bar area, VIP area, merchandise stalls and chill-out lounges, the event offers multiple touchpoints for sponsors to make a lasting impression.



***This is a unique opportunity to connect with and engage young athletes, their families, and the broader basketball community. The sponsorship opportunities outlined in this pack ensure your brand enjoys strategic visibility and meaningful engagement at one of Southern Africa's most exciting youth sports events.***







# SPONSORSHIP OPPORTUNITIES



**R300 000 ex VAT**

*One of these opportunities exists*

## Branding Rights

"In association with" (e.g., "St John's College Basketball Tournament, brought to you by Standard Bank in association with ...").

## Promotional Materials

Logo included in all promotional materials from St John's College and Standard Bank.

## Prominent Branding

Courtside branding optimised for photography and live-stream coverage (specs to be provided).

3 large format fencing panels on fencing at Courts 1, 2, and 3;

2 large format fencing panels on Courts 4 and 5;

1 fencing panel each on Courts 6 and 7.

## Telescopic Banner:

20 banners placed around the festival grounds.

## Digital Presence

Brand mark on the Tournament microsite homepage with a link to your website and on the Tournament app.

## Ad & Quote

30-second ad on the sponsor page of the microsite plus a quote from a brand representative included in the official press release.

## Activation & Engagement

10x5 activation area in the Basketball Village. One daily sponsor-tagged social media post across Facebook and Instagram.

## Swag Bags

Option to include promotional items in swag bags for 800 players, 120 referees/officials, and 200 coaches.

## Tickets

10 VIP tickets per day (including VIP parking) and 50 general access tickets per day.

## College Classifieds

A half-page advert in three editions of the College Classifieds which is shared with the St John's College community.

*Please note, sponsorship excludes production costs.*



# SPONSORSHIP OPPORTUNITIES



## VIP DECK

R250 000 ex VAT

### Branding Rights

Branding of the VIP Lounge area with Standard Bank (who will have a presence).

### Promotional Materials

The logo is included on all promotional materials and mentioned in the Press Release.

### Telescopic banners

15 x Telescopic banners placed around the VIP area.

### Digital presence

Brand mark on the Tournament microsite and home page with a link to your website.

Tournament brand mark on the festival app.

### Swag bags

Option to include promotional items in the swag bags for 800 players, 120 referees and officials, and 200 coaches.

### Tickets

10 x VIP ticket per day (including VIP parking) and 30 general access tickets per day.

### College Classifieds

A half-page advert in three editions of the College Classifieds, which is shared with the greater St John's College community.

*Please note, sponsorship excludes production costs.*





# SPONSORSHIP OPPORTUNITIES



## R100 000 ex VAT

*Five of these opportunities exist*

Logo included on all Basketball Tournament promotional material

10 x telescopic banners at the Tournament

Brand mark on the 'Sponsors' page of the Basketball Tournament microsite with a hyperlink

Brand mark on the 'Sponsors' page of the Basketball Tournament app

Tags in social media posts

Mention as a Basketball Tournament sponsor in the official Tournament press release

A 3 x 6 activation area in the Basketball Village on C Field

4 x VIP access tickets per day, including VIP parking

20 x general access tickets per day

Quarter-page ad in three editions of the College Classifieds

## R50 000 ex VAT plus

Logo included on all Basketball Tournament promotional material

5 x telescopic banners at the Tournament

Brand mark on the 'Sponsors' page of the Basketball Tournament microsite with a hyperlink

Brand mark on the 'Sponsors' page of the Basketball Tournament app

Tags in social media posts

A 3 x 6 activation area in the Basketball Village on C Field

10 x general access tickets per day

Quarter-page ad in one edition of the College Classifieds

*Please note, sponsorship excludes production costs.*





# SPONSORSHIP OPPORTUNITIES



## DEVELOPMENT TEAM SPONSORSHIP OPPORTUNITY

**R150 000 ex VAT**

*An opportunity to sponsor a development team to participate in the Basketball Tournament covering the costs of team accommodation, meals, registration and transport.*

### *Benefits include:*

Branding of the Tournament kit for development including tracksuits, t-shirts and kit bags

Logo included on all Basketball Tournament promotional material.

10 x telescopic banners at the festival (Placement to be discussed)

3 x 6 activation area in the Basketball Village on C Field

A development team social media post per day during the tournament

Quote in the official Basketball Tournament press release.

4 x VIP tickets per day, including VIP parking

10 x general access tickets per day

Quarter-page advert in three editions of the College Classifieds

*Production costs included.*



**BEHIND THE SCENES**





# SPONSORSHIP OPPORTUNITIES



## OTHER

### Tournament T-Shirts & Bags

Sponsorship of branded Tournament shirts and drawstring 'swag bags' for players (approximately 800 shirts at R200k ex VAT)

Sponsorship of branded Tournament shirts for coaches (approximately 200 shirts at roughly R50k ex VAT)

Sponsorship of branded Tournament shirts for referees and officials (approximately 120 at roughly R30k ex VAT)

### Branded match balls

50 x size 7

50 x size 6

### Golden Ball Awards

12 x All Star & MVP Ball Awards

### Fence wrapping near Main Court R10k ex VAT



13

### Branding of the Basketball Court office R50k ex VAT

A





# SPONSORSHIP OPPORTUNITIES



Branding of courtside with padding at Main Courts R30k ex VAT



Branding of courtside with padding at Tennis Courts R15k ex VAT



11 12 13



# ***SPONSORSHIP OPPORTUNITIES***



Branding of stands at tennis courts x 4 R10k ex VAT



Branding of back of stands at main court R10k ex VAT



Branding of courtside grandstands (Back and sides) x 5 at R12 500k ex VAT





# ***SPONSORSHIP OPPORTUNITIES***



Branding of courtside padding at tennis courts at R50k ex VAT



15  
16



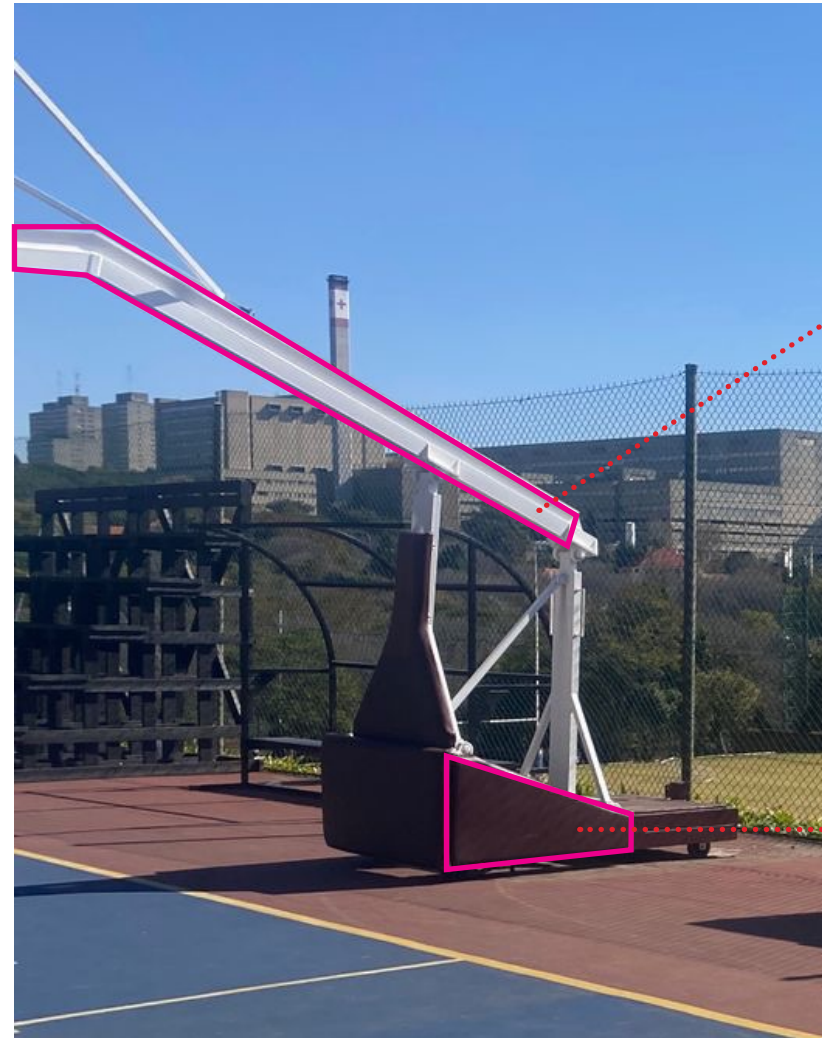
# SPONSORSHIP OPPORTUNITIES



Branding of basketball hoops x 12 at R60k ex VAT



Vinyl sticker

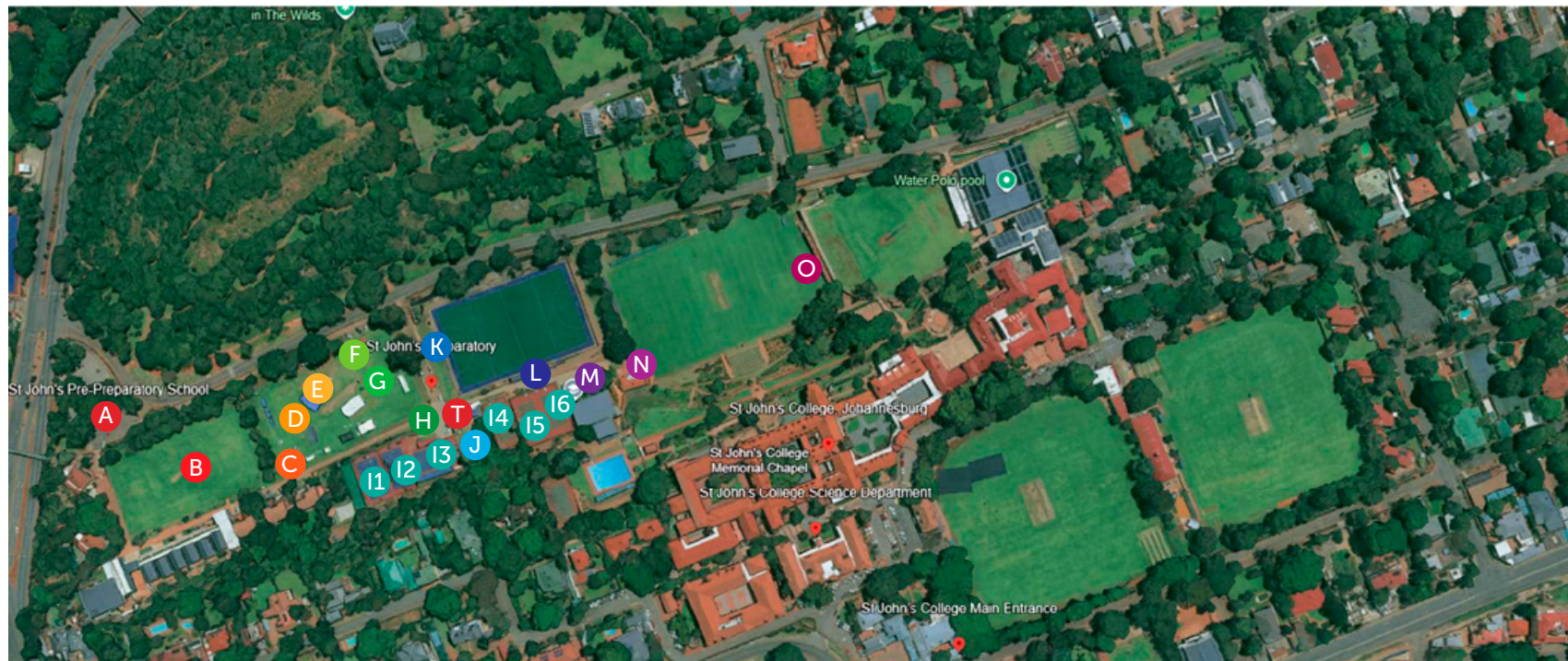


Padding

Sticker



# TOURNAMENT LAYOUT



- A ENTRANCE (PRE-PREPARATORY)
- B MAIN PARKING
- C TICKET STATION
- D ACTIVATION AREA
- E STANDARD BANK MARQUEE
- F VENDORS
- G GENERAL BAR
- H INFO AREA & LOST AND FOUND
- I COURTS 1 - 6
- J VIP LOUNGE
- K CHILL ZONES FOR PLAYERS & COACHES
- L TECH OFFICIALS
- M SECONDARY VENDOR AREA
- N TICKET STATION
- O RECOVERY STATION (SCHOOL GYM)





**NIGHT-TIME  
TOURNAMENT**



**DAYTIME  
TOURNAMENT**





# EVENT PLATFORMS



## SUPERSPORT SCHOOLS

Games streamed live via the SuperSport Schools app (with 1M registered users), with live broadcasts and secondary broadcasts of main games on SuperSport Schools DStv 216.

+ - 120 000 views in 2024



## MICROSITE

Access to all information about the 20th St John's College Basketball Tournament



## SOCIAL MEDIA PLATFORMS

Facebook 66k followers  
Instagram 14.8k followers



## TOURNAMENT APP

Available to download to your smartphone with all information about the 20th St John's College Basketball Tournament including live fixture updates and scores.





# ***PARTICIPATING TEAMS***

## ***(STILL TO BE CONFIRMED)***



### **U19s A-DIVISION**

Alma Mater International School - Gauteng  
American International School of Johannesburg - Gauteng  
Falcon College - Zimbabwe  
Hilton College - KwaZulu-Natal  
Jeppe High School for Boys - Gauteng  
Kearsney College - KwaZulu-Natal  
King Edward VII School - Gauteng  
King's School Linbro School - Gauteng  
Michael Mount Waldorf School - Gauteng  
Michaelhouse - KwaZulu-Natal  
Northwood School - KwaZulu-Natal  
Parktown High School for Boys - Gauteng  
Pretoria Boys High School - Gauteng  
St Alban's College - Gauteng  
St Benedict's College - Gauteng  
St Charles College - KwaZulu-Natal  
St David's Marist Inanda - Gauteng  
St George's College - Zimbabwe  
St John's College - Gauteng  
St Stithians Boys' College - Gauteng

### **U19s B-DIVISION**

Clifton College - KwaZulu-Natal  
International School of South Africa - North West  
Northfields International School - Mauritius  
Sacred Heart College - Gauteng  
Saheti School - Gauteng  
St Andrew's College - Eastern Cape  
St John's College - Zimbabwe  
St Peter's College - Gauteng

### **U15s**

Clifton College - KwaZulu-Natal  
Hilton College - KwaZulu-Natal  
Jeppe High School for Boys - Gauteng  
Kearsney College - KwaZulu-Natal  
King Edward VII School - Gauteng  
King's School Linbro School - Gauteng  
Mangaung Knights - Free State  
Maritzburg College - KwaZulu-Natal  
Michael Mount Waldorf School - Gauteng  
Michaelhouse - KwaZulu-Natal  
Northfields International School - Mauritius  
Northwood School - KwaZulu-Natal  
Pretoria Boys' High School - Gauteng  
Redhill School - Gauteng  
Sacred Heart College - Gauteng  
Saheti School - Gauteng  
Soweto Academy - Gauteng  
St Alban's College - Gauteng  
St Andrew's College - Eastern Cape  
St Benedict's College - Gauteng  
St Charles College - KwaZulu-Natal  
St David's Marist Inanda - Gauteng  
St John's College - Gauteng  
St Peter's College - Gauteng  
St Stithians Boys' College - Gauteng

### **U13s**

International School of South Africa - North West  
King's School Linbro School - Gauteng  
Mangaung Knights - Free State  
Michael Mount Waldorf School - Gauteng  
Northfields International School - Mauritius  
Pridwin Preparatory School - Gauteng  
Sacred Heart College - Gauteng  
Saheti School - Gauteng  
Soweto Academy - Gauteng  
St Benedict's College - Gauteng  
St David's Marist Inanda - Gauteng  
St John's Preparatory - Gauteng  
St Peter's Boys' Prep - Gauteng  
St Stithians Boys' Prep - Gauteng  
The Ridge School - Gauteng



# THANK YOU



## Thank you for considering the St John's College Basketball Tournament

As a sponsor, your brand will gain valuable exposure while supporting youth basketball and creating stronger connections within the community. Your involvement will play a vital role in the tournament's success, and together, we will create an unforgettable experience for everyone involved.

We would love to discuss how we can tailor a sponsorship package to perfectly align with your brand's goals. Please feel free to contact us—we're excited to explore these possibilities with you.



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