



Ontario Basketball

2019-20 Annual Report

Executive Report

Report prepared by Jason Jansson, Executive Director

As we witnessed, sport was halted globally this year. Prior to the provincial shutdown due to Covid-19 in March, Ontario Basketball (OBA) was projected to have its most successful year to date with record revenue generation and program / activity output. Unfortunately, all Ontario Basketball events, programs and activities from March 13 until August 31, 2020 were cancelled. This includes but is not limited to shutting down the rest of the club / rep season (remaining Ontario Basketball League weekends and OBA Championships), coaching certification clinics, provincial team programming and summer development programs, which for one age group was scheduled to compete at the Ontario Summer Games (which were postponed).

It was a year that started off high, reaching unimaginable peaks, only to result in the most difficult year in the organization's history. This report touches on the highlights and lowlights.

Finance

As indicated in the 2019–20 Audited Financial Statements, and despite the impact of a global crisis, this past year was positive financially for Ontario Basketball. Despite the loss of \$2.0M in projected revenue and refunds for cancelled events / programs, the excess of revenues over expenses reported puts OBA into a healthy position to navigate through the continued challenges related to government restrictions. Moving forward, OBA will continue to implement fiscally responsible protocols and make decisions for the sustainability and longevity of the organization.

Human Resources

The COVID-19 pandemic resulted in unprecedented challenges for our society. These challenges resulted in increased pressure on our business that led us to making very difficult decisions, which included terminations or temporary layoffs of full-time staff. OBA would like to recognize the efforts of active staff in supporting the organization throughout this time.

Governance

As the recognized Provincial Sport Organization for basketball in Ontario by the Ministry of Heritage, Sport, Tourism and Cultural Industries, Ontario Basketball continued to meet all expectations and criteria of the Sport Recognition Policy throughout 2019–20. OBA complied with and followed all government restrictions and legislation to ensure the health and safety of all Ontarians by creating a Return to Play Plan, which acts as a multi-phased approach to safely resuming basketball activities both for its membership and the basketball community at large.

Clubs and Competitions

Prior to the provincial shutdown, Ontario Basketball League reached over 900 registered team (up from 760 registered teams the previous year). OBA managed to host the OBA Championships for U10 boys and girls, but the remaining weekends of competition were cancelled. We would like to recognize our member club hosts for all the efforts that were put into creating memorable culminating events. With longer hiatus of club / rep basketball than we are accustomed to over the summer, we have prepared for 2020-21 by offering basketball programming that falls within the guidelines of the Ontario government.

Ontario Scholastic Basketball Association

Fortunately, the Ontario Scholastic Basketball Association (OSBA) Final 8: High School Championships concluded at Ryerson University on March 8, 2020 with the crowning of two Champions. On the women's bracket it was the Crestwood Prep Lions who completed the back-to-back run with a 93-70 win over Niagara Prep in the Finals. The Men's OSBA Championship was claimed by the Orangeville Prep Bears who completed their undefeated season by taking down Bill Crothers Prep by a score of 96-74.

Additionally, 2019-20 saw the introduction of the OSBA Junior and Challenge Series, with a championship weekend held February 7-9 at George Brown College - Casa Loma Campus.

OSBA continues to gain unprecedented momentum and support from the basketball community, and the talent in the league – at the athlete and coach level – continues to become world-class.

We encourage you to follow the continued rise of Ontario prep schools at www.ontariosba.ca.

Team Ontario

Due to the impact of Covid-19, Canada Basketball had to cancel the National Championships for 2020. Unfortunately, we were unable to execute our provincial team program this past summer and were unable to showcase our boys before a home crowd by hosting the boys' event as scheduled for August 3-8, 2020 in Kingston. OBA would like to recognize Tourism Kingston and Queen's University for all the efforts in advance to prepare for the event.

Partnerships

We like to acknowledge and recognize our corporate sponsors, funding supporters and partners in development. It is through their support that OBA is able to deliver high-quality basketball programs to its membership and the basketball community.

Thank you

On behalf of Ontario Basketball, we would like to thank our members and all stakeholders for their tireless support of and commitment to amateur basketball across the province. This has been a challenging year, but OBA appreciates the cooperation and understanding in navigating through a global crisis by keeping the health and safety of Ontarians at the forefront. We have engaged the basketball community in what will be a new vision for Ontario Basketball. The strategic plan will be unveiled over the coming months and will help guide our great sport through this global crisis.

Finance Report

Report prepared by David Coulthard, Treasurer

In spite of the global pandemic, Ontario Basketball was able to deliver a solid year financially.

As a result of the provincial shutdown in March, total revenue for Fiscal 2020 decreased by 34%, while total expenditures also decreased by 32%. As part of its commitment to its membership, Ontario Basketball refunded over \$1.3M in cancelled events and programs.

Net income or excess of revenues over expenditures at year-end is \$127,540 compared to last year's ending balance of \$295,660. Additionally, OBA had an ending total equity/net asset position of \$1,494,553, compared to last year's balance of \$1,367,013.

With a substantial decrease in revenue, Ontario Basketball utilized the Canadian Emergency Wage Subsidy (CEWS) to subsidize part of its employees' wages. During Fiscal 2020, OBA was eligible for \$171,615.71 in CEWS support.

Ontario Basketball continues to be in a strong position financially. We not only have the resources to meet our obligations going forward, but we have sufficient reserves to invest in programming, community initiatives and our employees as we navigate through these uncertain times and plan for, at the appropriate time, the full resumption of our normal basketball activities.

Fiscal responsibility will continue to be a strategic priority for Ontario Basketball. We will continue to review our core operations to ensure that they are self-sustainable and not reliant on various programs or grant funding to offset costs.

Clubs & Competitions Report

Report prepared by Mike Barbin, Director of Clubs & Competitions

OBL

About Ontario Basketball League

In its fifth year, the [Ontario Basketball League](#) (OBL) continued to expand and provide an inclusive, province-wide league structure that allows all participating teams to receive meaningful competition for both genders and all age categories. The Ontario Basketball League continues to grow in participation becoming the largest basketball league in the country.

Participation

This season participation numbers increased from 760 participating teams to 924 registered teams for the 2019-2020 season. Even with the unfortunate and abrupt end of the year due to Covid-19, OBL still managed to have a record number of teams.

Administration

The 2019-2020 OBL season provided athletes, coaches and parents a one-stop shop for all things OBL. The OBL website delivered on its promises as it housed all OBL schedules, results, registration, photos and videos, FAQ's, Player of the Week nominations, and content from our All-Star showcase.

In its fifth year, we continued to streamline the registration process as we only accepted online payments and continue to set hard deadlines in order to release schedules for participating teams in a timely manner. The registration process also allowed for teams to register for their desired level of competition to allow the most competitive divisions possible for participating teams.

Thank You

We want to thank all the teams that have participated in the OBL this year. But most importantly, we want to thank all our volunteers, hosts, coaches, parents and everyone else involved for making this year a success!

OBA CHAMPIONSHIPS

About Ontario Basketball Championships

As an annual culmination to the club basketball season, Ontario Basketball organizes and stages the Ontario Basketball Championships, which are open to all member clubs.

Ontario Basketball Championships is divided into two culminating events. The Provincial Championship is the highest level of competition for OBA clubs. And the Ontario Cup provides a platform for all other teams who do not qualify for the Provincial Championship.

Teams entered into Ontario Basketball Championships are made up of community "rep" and club team programs. Ontario Basketball Championship offers a competitive playing environment by hosting competitions in various divisions for male and female athletes in nine age categories from U10 to U19.

Participation

2019-2020 was setting up to be the largest team participation for Ontario Basketball on record. Unfortunately, due to Covid-19, only the U10 boys and girls OBA Championships were completed and the rest of the championships cancelled.

Hosts

Ontario Basketball would like to thank the Ontario Basketball Championship hosts for their continued dedication and advance planning to growing the game of basketball in Ontario. The success of each Championship is due in large part to their efforts.

Ontario Basketball would like to thank the following hosts:

- Brampton Warriors
- C2C Sports and Entertainment

- EOBA/Ottawa Tourism
- KW Vipers
- London 86ers
- London CYO
- London Gold Medal
- London Ramblers
- Malton Mavericks
- Milton Basketball
- Sault Ste. Marie Tourism/Sault Steel City Slam
- Toronto Pan Am Sports Centre*
- Whitby Wildcats/Durham Tourism
- Windsor Valiants

**PROVINCIAL CHAMPIONSHIP HOST*

Basketball Development Report

Report prepared by Kauri Lafontaine, Senior Coordinator, Basketball Development

Coach Development

Overview

The 2019-2020 Ontario Basketball season saw the delivery of National Coaching Certification Programs and evaluations grow in numbers for our coaches. Ontario Basketball continued to offer the FUNdamentals course to community groups and club house leagues, as well as the Learn to Train and Train to Train courses to our coaches who are actively coaching within Ontario Basketball programs.

This season we delivered:

6 FUNdamentals Clinics	80 Coaches Trained
23 Learn to Train Clinics	400 Coaches Trained
11 Train to Train Clinics	76 Coaches Trained

We certified:

357 Coaches

Ontario Basketball will continue to provide each club across the province with a breakdown of the coaches that were currently in our system and where they were at in their certification process. This will be a practice that we will continue as it has been extremely beneficial in assisting clubs in getting their coaches certified at the correct level for the age and stage of

competition they coach, as well as keeping open communication with clubs as to where their coaches are along the pathway.

We were able to achieve our goal of delivering Learn to Train in each region of Ontario and were one short of a Train to Train in each region before the COVID shut down. During the “shut-down” the Coach Development team was able to provide nine dynamic coaching webinars for the membership that featured coaches from OUA and high-performance streams. It was a great opportunity to learn and network with the coaches across the province. We hope to bring more sessions in the coming years.

Quest for Gold Coach Bursary

Quest for Gold (Q4G) provides education-based subsidies for competitive to high performance coaches, including those at the club, high school and post-secondary level. Q4G is also instrumental in delivering financial assistance to Provincial Sport Organizations for coach training related costs. The program aims to ensure that Ontario’s developmental and high-performance athletes receive the best coaching possible by providing a series of enhancement programs and resources for coaches and PSOs. The Q4G Coach Bursary, which is offered through the Coaches Association of Ontario, has been a major support to the training and certification of coaches in Ontario.

This past year, 56 coaches were approved for and received the Q4G coach training bursary, which covers seventy-five percent of course costs. This opportunity will continue to provide for Ontario Basketball coaches through the 2020-2021 season.

Community Development

Overview

Ontario Basketball’s community portfolio continued to push the momentum gained from previous years; in 2019–20, OBA ran, facilitated and supported programming for over 8,000 youth across Ontario. With our physical literacy-based curriculum, we delivered [Mega Hoops](#) programming through schools and at special events. Through promotion, program delivery, gear and monetary donations, we have supported various organizations and programming that is affecting change in the communities where it is needed most.

Mega Hoops

Mega Hoops continues to be Ontario Basketball’s main grassroots program offered out to our membership. The program has been activated with community groups, clubs and schools. This year we reached approximately 4,000 youth with the program delivering in gyms across the province.

In the spring of 2019 we signed a partnership deal with TDSB to be the exclusive basketball clinic provider for the elementary schools within their board. Ontario Basketball will activate this partnership beyond 2020.

This year we trained a street team of 10 coaches across Toronto who actively delivered programs within the TDSB and with a handful of clubs. We also updated the curriculum aligning it with school needs and hope to work further to assist educators in the province to deliver basketball programming. With this in mind, we are also in the process of diversifying the Mega Hoops delivery model in order to meet the needs of all our current and potential members wanting to grow the game within their communities (i.e., house league & community partners).

Jr. NBA Youth Basketball

With the amalgamation between NBA Canada's Jr. NBA Rookie Division and Canada Basketball's Steve Nash Youth Basketball, the Jr. NBA Youth Basketball Program was born and in full effect this season.

The program was led by two Ontario Ambassadors, with the support of Ontario Basketball, and saw 106 programs offer Jr. NBA sessions to their communities.

MLSE Partnership

Over the last few seasons, OBA and MLSE have collaborated to provide awesome opportunities for youth basketball players in Ontario. These opportunities include:

- 1 spot in each of their [Toronto Raptors Clinics](#)
- 20 [Game Ball Delivery Opportunities](#): Young basketball players have a chance to deliver the game ball to the team captains at a Raptors home game and have their picture taken with the Raptors team captain
- 20 Practice Sessions: Ontario Basketball member clubs and community partners have the opportunity to [practice at the Toronto Raptors Training Centre](#)

All of these opportunities were well-received by our clubs and community partners. We are grateful for our partnership with MLSE as it allows us to make our connections within the provincial basketball community stronger. We look forward to continuing this partnership during the upcoming season.

OBA Cares

OBA Cares has been put in place to support groups who are doing positive work in their communities by using basketball as a catalyst. In 2019-2020 we have partnered with several groups to assist them in executing their events.

We are hoping to continue to work with these partners through the 2020-2019 season and create new relationships and opportunities for programs and players through our OBA Cares application form.

Ontario Summer Development Program

About Ontario Summer Development Program

[Ontario Summer Development Program](#) (OSDP) is for U12 and U14 athletes who strive to grow their personal, social, and athletic skills through involvement in programming that emphasizes teamwork, leadership, and learning.

As the landscape of basketball in Ontario changes, so too does our programming, and the rebranding of TIDP to OSDP reflects this new landscape, while also remaining true to the Long-Term Athlete Development (LTAD) Model. The rebrand is less about programming or structural changes, and more about effectively communicating the nature of the programming that we offer. OSDP is an opportunity for holistic development (with camp as a true growth opportunity); talent is not the only outcome or objective.

OSDP provides athletes with a well-rounded basketball experience allowing them to work on their game in the off-season. Training sessions combine the fundamental movement skills of coordination, balance and agility with age-appropriate basketball skills in a fun and inclusive environment. Sport is a training ground for life, and through OSDP, athletes have the opportunity to develop physically, socially, and emotionally by working with new coaches and teammates, learning new skills, and attending overnight camp.

2020 Summer Development Program

Prior to the COVID-19 shut down OBA was prepared to deliver the program as scheduled and had secured coaches in all regions for the U12 Girls and Boys as well as the U14 Boys and Girls teams who would attend the Ontario Summer Games.

Ontario Basketball will look to deliver this program in the summer of 2021 and support the Ontario Government as they look to host the Ontario Summer Games in London.

3x3

About 3x3

[3x3](#) (pronounced 3-on-3) is a basketball discipline that involves three players per team and uses one basket. 3x3 is the most developmentally appropriate form of basketball for young players learning the game. Fewer players on the court means that there is more space for players to move and more opportunities for players to handle the ball. Additionally, athletes control substitutions and timeouts, which decreases their reliance on coaches and increases the opportunity to develop their decision-making skills.

Ontario Basketball planned to offer a 3x3 regional model that would culminate with winners from each region taking part in the finals at the OVO Centre during the Canadian National Exhibition but COVID-19 did not allow this program to be executed.

Ontario Basketball will look to bring 3x3 to the basketball community in the Spring/ Summer of 2021 in a similar model in order to introduce the stream to our membership.

Tall Player Project

Ontario Basketball's Tall Player Project provides specialized training for tall female basketball players. The program is specifically designed to develop skills Canada Basketball has identified as important for tall players to succeed at the international basketball level.

At the highest levels of play, tall players have a tremendous impact on the outcome of the game. For this reason, Ontario Basketball is focusing on encouraging more tall players to not only begin playing basketball but to stay in the game. Too often young tall players drop out at later stages of development.

15 female athletes between the of ages 14 and 17, who met the height requirements participated in 3 tall player training sessions (three hours each) this past year (fourth cancelled due to COVID-19).

These athletes were given instruction and spent time developing players in Canada Basketball's four pillars of basketball development: basketball, physical, mental and social-emotional.

High Performance Report

Report prepared by Carmelo Mallia, Manager, High Performance

Ontario Scholastic Basketball Association

The OSBA Final 8: High School Championships concluded at Ryerson University on March 8, 2020 with the crowning of Champions.

On the Women's bracket it was the Crestwood Prep Lions who completed the back-to-back run with a 93-70 win over Niagara Prep in the Finals.

Crestwood was led by UCONN-commit Aaliyah Edwards who turned in 32 points and 18 rebounds in her Finals MVP performance.

"For seven of us it's our last high school game so we're just overjoyed and embracing that moment together was just amazing," said Edwards. "If I could do it and I'm just a little girl from Kingston, Ontario then anyone can do it - you've just got to grind and make the sacrifices and have your group of people you can rely on."

The Men's OSBA Championship was claimed by the Orangeville Prep Bears who completed their undefeated season by taking down Bill Crothers Prep by a score of 96-74.

Orangeville's deep pool of talent was on display with contributions coming from all over the floor and unsung hero Justice Prentice finally getting his due and being recognized as OSBA Finals MVP after recording a 20 point, 6 assist, 4 rebound Championship game.

"It feels great and it's been a long road getting here and I'm just grateful," said Prentice. "It's a blessing knowing that the hard work I'm putting in is paying off and being prepared at the right moments like this there's no greater feeling."

All Final 8 Championship games were streamed live on [OSBA TV](#).

Get caught up on the season by watching [OSBA: All Access](#) on OSBA TV
Download the [OSBA FINAL 8 2020 EVENT PROGRAM](#)

WOMEN'S LEAGUE MVP
Aaliyah Edwards, Crestwood Prep

MEN'S LEAGUE MVP
Jefferson Koulibaly, Lincoln Prep

WOMEN'S DEFENSIVE PLAYER OF THE YEAR
Aaliyah Edwards, Crestwood Prep

MEN'S DEFENSIVE PLAYER OF THE YEAR
Javonte Brown, Thornlea S.S.

WOMEN'S SPORTSMANSHIP AWARD
Isabella Gaudet, Capital Courts

MEN'S SPORTSMANSHIP AWARD
Aleer Aleer-Leek, Bill Crothers S.S.

WOMEN'S COACH OF THE YEAR
Marlo Davis, Crestwood Prep

MEN'S COACH OF THE YEAR
Tony McIntyre, Orangeville Prep

View all [OSBA 2019-20 season award](#) winners

OSBA Series Championship Weekend

The culminating Junior and Challenge Series' Championships were held February 7 - 9 at George Brown College - Casa Loma Campus.

The Junior Series Championship saw eleven teams competing for the title. The two highest ranked teams, TRC Jr. Academy and Pine Ridge Secondary School, cruises to the final on Sunday. In a close fought game that went all the way to extra time, TRC Jr. Academy edged Pine Ridge 93 - 81 to be named OSBA Junior Series Champions. TRC's Adrian Uchidiuno was named MVP, having impressed throughout the competition and consistently being TRC's top scorer through each session they played in.

The Challenge Series Championship saw five teams competing for the title. Once again, the two top ranked teams heading into the weekend would compete in the final - J. Addison School and M Catholic Prep (out of St. Martin Secondary School). J. Addison would edge M Catholic 74 - 59.

Paul Greene, a player who impressed in J. Addison's three Challenge Series appearances, was named Finals MVP.

Photo gallery from the weekend is available [here](#).

[YouTube - Mix Six Project: OSBA Junior Series Final](#)

[YouTube - Mix Six Project: OSBA Challenge Series Final](#)

Team Ontario

Team Ontario consists of the top male and female basketball players in the province in the U15 and U17 age categories, and the teams are a continual medal favourite at the annual Canada Basketball National Championships. Team Ontario's coaching staff also represents some of the top coaches in Ontario. Between the four teams, Team Ontario has won gold at over 70% of the national championships since 2002. In addition to the four provincial teams that compete at Nationals, Ontario Basketball established the U14 Boys and Girls development teams to support the Team Ontario program by preparing young players to compete at the provincial level.

Canada Basketball 2020 National Championships Cancelled

Unfortunately the 2020 National Championships were [cancelled due to the COVID-19](#) pandemic and no Team Ontario provincial team was fielded this summer. Ontario Basketball was scheduled to host the boys' 15U/17U event, August 2-9 in Kingston and Charlottetown, Prince Edward Island and Basketball PEI were to host the 2020 Canada Basketball 15U/17U Women's National Championship. The OBA wants to thank our hosts from Queen's University and Tourism Kingston for their preparations for the event and look forward to working together to host the event in the future.

[Team Ontario 2020 Head Coaches](#)

[Full Team Ontario coaching roster 2020](#)

Ontario Men's Success on National Teams

- OBA's Men's Technical Lead, Jason Dawkins, was selected as an Assistant Coach on the CMNT staff.
- OSBA Head Coach, Charles Hantoumakos (Thornlea S.S.), was selected as a Team Manager on the CMNT staff.

FIBA U16 Americas Championship 2019

- 9 of 12 (75%) athletes from Ontario
- 1 of 12 (8.3%) have competed in the OSBA
- 6 of 12 (50%) have played Team Ontario
- Silver Medal

FIBA U19 World Championship 2019

- 9 of 12 (75%) athletes from Ontario
- 6 of 12 (50%) have competed in the OSBA
- 6 of 12 (50%) have played Team Ontario

Ontario Women's Success on National Team

- OSBA Head Coach, Fabienne Blizzard (Capital Courts), was selected as an Apprentice Coach/Team Manager for the CWNT.
- Current OSBA student-athletes Aaliyah Edwards (Crestwood Prep), Merissa Russell (Capital Courts) and former OSBA student-athlete Shaina Pellington (Durham Elite) were selected to the SWNT roster for the European exhibition tour in Belgium.

FIBA U16 Americas Championship 2019

- 4 of 12 (33%) athletes from Ontario
- 4 of 12 (33%) have competed in the OSBA
- 4 of 12 (33%) have played Team Ontario
- Silver Medal

FIBA U19 World Championship 2019 – Training Camp Roster

- 8 of 16 (50%) athletes from Ontario
- 11 of 16 (69%) have competed in the OSBA
- 6 of 16 (37.5%) have played Team Ontario

Quest for Gold Recipients

Ontario Basketball (OBA) is pleased to announce the final list of athletes and alternates who have been nominated for Ontario Cards under the 2019-2020 Quest for Gold – Ontario Athlete Assistance Program (OAAP). The athletes nominated were selected using the sport specific selection criteria developed by Ontario Basketball and applied by (the) Selection Committee.

[Quest for Gold recipients 2020](#)

Centre for Performance (CP)

10 Girls Regions

- CP Prep = 47
- CP Girls = 97

13 Boys Regions

- CP Prep = 69
- CP Boys = 156

The CP Centralized training session took place during the holidays and saw over 100 student-athletes & 40 coaches participating in the on-court lead sessions by our technical leads and newly announced Team Ontario coaches.

Girls Centralized Training #1
Date: January 4 & 5, 2020
Location: [Brampton Soccer Centre](#)

Boys Centralized Training #1
Date: December 21 & 22, 2019
Location: [Humber College – North Campus](#)

Marketing & Communications Report

Report prepared by Devin Gray, Manager of Marketing & Communications

Intro

The conclusion of the 2019-20 season was a difficult one with the cancellation of OBA Championships, and summer events including Team Ontario, OSDP, and hosting National Championships that the communications and marketing team had extensive coverage plans for. With ongoing staff lay-offs the communications team has been reduced to a single individual and the capacity to produce social media content was greatly reduced. The following report focuses on the successes that preceded the pandemic, and the COVID-related shortfalls this season.

Brand Manual

In an effort to maintain the integrity of the Ontario Basketball brand amid the growing programs and services offered the Marketing team created an OBA Brand Manual as an internal document. This provides clarity on brand colours, logo usage, and program context for current and future staff.

Communications Brief

All departments work through the communications team to publish results of programs and to promote new opportunities to the basketball community, but the process of submission for publication needed refinement. To this end, Emily Acton created a Communications Brief template form that will be included with future asks for the communications team including all event details, images, and design requests to help coordinate posting with minimal back-and-forth.

MailChimp Growth

As our membership has grown we wanted that reflected in OBA's mailing list through MailChimp and, in working with our partners at SportSavvy, were able to update the mailing list from 24,000 to 33,000 members to more accurately reflect our total audience. This was especially vital in communicating health protocols related to COVID-19. The expanded reach has been greatly appreciated by OBA's sponsors to maximize their brand messaging and advertising.

Partnerships

The unprecedented challenge of the pandemic meant many sponsorship were upended when OBA programming was cancelled. All efforts were made to provide make-good value but mailing

blasts, sponsored social media content, and contesting can only provide so much value and cannot rival the reach and impact of provincial championships.

The marketing staff has maintained good faith relationships with all partners throughout the shutdown and although certain sponsorship money was not conveyed in 2020, the standard resolution to most partnership deals is to extend the contract by one year. This provides valuable booked revenue for when OBA is able to safely resume activities. Affected partnerships include Nike, Dairy Farmers of Ontario (MilkUP), Raptors, Summer Camps, NBA and Mega Hoops, and National Sports.

MilkUP Patches

At the inception of the OBL season there were MilkUP-branded patches mailed to the coaches of 700 OBL teams in the U11-U14 age groups, providing branding on team jerseys, bags, and gear for OBA's largest sponsor and fulfilling a significant ask within the partnership agreement. Three teams were selected through a concurrent contest by showing off their MilkUP-branded jerseys to win Raptors championship rings and a season's supply of chocolate milk (to be conveyed in 2021).

Campaigns & Activations

Find a Team Page with National Sports

As part of the renewed partnership with National Sports the OBA worked to fully integrate a campaign around increasing membership. The goal was to get "driveway" players or those interested in the Raptors to find a team and get started with a ball and shoes from National. National Sports doubled their previous sponsorship amount, and their advertisement can be found on the Find a Team page that OBA used the funds to redevelop. Players can then receive 10% off their purchase. While we directed players to National Sports they directed customers to this page with OBA-branded signage on the front doors of all their locations province-wide at the start of basketball season.

Clothing Revenue

Ontario Basketball's partnership with OnSpot apparel had yielded nearly \$60,000 profit at last season's OBA Championships but that profit was lost with the cancellation of the event. OBA's webstore through Entripy remained active but few people purchased custom team gear without a season to wear it for.

Communications

COVID Communications

Communications staff led the direction on a 5-Phase Return to Play system and released timely OBA Guidelines that reflected government restrictions when new protocols were announced. The OBA worked with its insurance broker, legal counsel, and Board of Directors to approve and implement these Return to Play Guidelines for the benefit of its membership and utility for the broader basketball community who leaned on the leadership of the PSO during this time.

As part of the efforts to communicate the challenges and regulations as well as dispel any misconceptions the OBA Town Hall was broadcast live through Facebook and YouTube on August 12. The event had [tremendous impact](#) with over 1.2k views and the response was very favourable while providing critical information in an open and honest setting.

In total the OBA COVID-specific communications generated a staggering response.

OBA Website top page views:

Return to Play Phase 3 Guidelines – 12,846

Statement on COVID-19 – 9028

Return to Play Phase 2 Guidelines – 7316

Total basketball.on.ca web posts related to COVID-19: 25

Mailchimp mailing views:

Return to Play Phase 3 Guidelines – 15,269

COVID-compliant Drill Book – 14,153

Return to Play Phase 2 Guidelines – 9861

OBA Statement on COVID-19 – 9819

Total mass mailings sent to all OBA members related to COVID-19: 7

Twitter Impressions (by month):

Oct 29k

Sept 23k

Aug 22k

July 52k

June 21k

May 17k

April 33k

March 35k

TOTAL – 232,000 impressions on COVID-related tweets

Facebook – 62,000 total reach on COVID-related posts

Instagram – 17,000 likes on COVID-related posts

COVID Content

After the disruption of the season there were several initiatives to engage to OBA audience virtually with OBA Live interviews on Instagram, Mega Moves drill sessions, and Coaching Webinars archived through OBA's YouTube channel after the live session.

OSBA Expanded Coverage

This OSBA season the communications team took an extensive effort to cover the prep league. This included a written OSBA Spotlight Series of the top athletes, profiled on the OSBA website and each of the 12 athletes got a mixtape from Universal Hoops.

Broadcasting of live games was expanded significantly thanks to the tireless efforts of Yoram Kerbel who traveled the province to livestream an incredible 56 games “Game of the Week” broadcasts from member schools.

Finally, the OBAXRyersonGSX partnership took off in 2019-20 with “OSBA All Access” documentary-style episodes being filmed and released throughout the season. A total of 13 episodes can be found archived on the [OSBA YouTube](#) page. The Ryerson students also teamed up to broadcast the OSBA Final 8 Championships in HD with replay and multiple cameras, giving a professional look and feel to the culminating event that was well-received.