



# MARKETING PLAN FOR CHARLOTTE ELITE ACADEMY 2019

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PRT 507 – Strategic Marketing Management

## **Executive Summary**

The marketing plan will lay out steps to achieve organizational and marketing goals for Charlotte Elite Academy. Charlotte Elite Academy is an independent preparatory basketball program designed to provide Youth from the Charlotte, North Carolina area an alternative to the public/private school option for interscholastic athletic participation.

Competitive basketball is the most popular team sport for youth 12–17 years of age, with over 11 million participants nationally. In North Carolina 8,696 Girls and 10,694 Boys play interscholastic basketball. Organizational goals are to focus on strategies to reach segments of this market. Specific segments are the student athletes that do not have the option to play interscholastic basketball or choose not to play at their designated home school.

Marketing goals are to increase brand awareness, expand customer base, covers operating expenses. Achieving these goals will allow Charlotte Elite Academy to be successful in executing the strategy of 1) Increase Player Enrollment; 2) Increase Revenue; 3) Recruit Higher talent level of player.

Marketing tactics will include a grassroots approach of networking within the local basketball community, AAU coaches, former players to spread word about program. Effective utilization of social media and traditional media will bring attention and awareness to the program. Being visible in the basketball community by participating in local tournament, showcases, and games will assist with brand awareness.

Marketing tactics used will allow Charlotte Elite Academy to achieve its goal to establish a local, state, and regional prep basketball power. Increased brand awareness will help with recruiting players, increased player participation will directly increase revenue, and higher levels of talent within program will allow the team to compete and win against other area basketball programs.

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## I. INTRODUCTION

### A. Mission Statement

The mission of Charlotte Elite Academy is "to create an environment of growth and success, committed to academic and athletic excellence. We will use a strategic approach of preparation, discipline, work ethic, accountability, cooperation, and commitment to foster this environment of success for our student athletes".

### B. Background

Charlotte Elite Academy was founded in the spring of 2018 by Coach Chea Johnson. Coach Johnson has an extensive background in basketball both as a player and coach. Coach Johnson played collegiate basketball at Winston-Salem State University and has over 14 years of coaching experience. Coaching stops have been as an assistant coach at Winston-Salem State University (2001-2004) and Olympic High School (2004-2014).

Charlotte Elite Academy kicked off operations during the Summer of 2018 with training, practices, and team camp activities. Charlotte Elite Academy competed in Queens University Team Camp and East Lincoln High School Summer Jamboree. In the fall of 2018 Charlotte Elite began preseason activities, which included 4 weeks of strength, conditioning, and skills training. The team participated in EA Prep Fall league where Charlotte Elite finished with a 6-2 record.

In its inaugural season of competition, Charlotte Elite Academy fielded two (2) teams, a Junior Varsity and Varsity Boys Basketball Team. Both teams completed the season with winning records, with JV going 8-3 and Varsity going 12-5.



## II. Situational Analysis

### A. Internal Analysis

#### Strengths

- **Coaching Experience:** Head Coach of Charlotte Elite Academy, Chea Johnson, has over 30 years of playing and coaching experience. Coach Johnson played Youth, High School, and College Basketball. As a player, Coach Johnson won a State Championship in High School (Hempstead High School, NY) and won two (2) CIAA Conference Championships at Winston-Salem State University. Coach Johnson has been an Assistant Basketball Coach at Winston-Salem State University (2001-2004) and Olympic High School (2004-2014). In 2013 Coach Johnson helped guide Olympic High School to a 30-0 record and a NCHSAA State Championship. During his tenure at Olympic High School, Coach Johnson assisted in sending numerous players to college to play basketball. Some of these standout players were Kevin Clark 2005 (Hampton), Farad Morales 2005 (Belmont Abbey), Boan Weanquoi 2007 (Washburn), Reggie Arceneaux 2011 (Wright State), Josh Smith 2012 (Clemson), John Brown 2012 (South Alabama), Allerick Freeman 2013 (Baylor/NC State), BJ Gladden 2013 (Akron), Deriece Parks 2013 (Western Carolina), Javon Patton 2013 (Loyola, MD), Trey Mitchell 2013 (William Woods), CJ Jackson 2014 (Ohio St), Austin Dasent 2014 (Savannah St.), and Kenny Lemon 2014 (Northwestern Ohio) amongst others.
- **Performance:** In Charlotte Elite Academy's inaugural season (2018-2019) both Varsity and Junior Varsity teams had winning seasons. Varsity completed the regular season with a 12-5 record. While JV finished with an 8-3 record. Most newly form programs struggle to establish a winner in the early stages of the program. Charlotte Elite Academy has shown the ability to be competitive from its beginning.
- **Location:** Charlotte Elite Academy is in a unique position as it is in the heart of "ACC" country. With some of the premier college programs in the country (Duke, UNC, NC State, Wake Forest, etc.) and countless other college basketball programs located throughout the state of NC. Charlotte Elite Academy is ideally located for inspiring college basketball players to showcase their ability to an abundance of college basketball programs.
- **Uniqueness:** Charlotte Elite Academy is unique in that it is not bound to some of the restrictions public and private school basketball programs are bound to. Charlotte Elite Academy players are not restricted by school zones like public schools, as players can live anywhere within the region and still be eligible to compete for program. Charlotte Elite Academy does not impose high cost tuitions fees like private school. And, finally Charlotte Elite Academy does not deem players ineligible due to low academic performance, offering a 2<sup>nd</sup> chance opportunity to student athletes that have struggled to maintain athletic eligibility at their traditional school.

## Weaknesses

- **Facility:** Currently Charlotte Elite Academy does not own the facility that it conducts practice and training operations. Charlotte Elite Academy currently leases space to conduct training and practices. Lease fees add up and throughout an entire season the cost is significant. Also, with leasing, arises scheduling conflicts from time to time.
- **Recruiting:** Charlotte Elite Academy does not have a student body of hundreds or thousands of students. In order to field competitive teams, the coaching staff is charged with recruiting players. With other options to compete in interscholastic sports such as Public School, Private Schools, Charter Schools, Preparatory Sports Academies, Charlotte Elite Academy must be effective in persuading potential student athletes to choose Charlotte Elite Academy over the other options.
- **Finances:** Operating cost to run an independent preparatory basketball program can be expensive. Cost for uniforms, supplies, gym rental fees, referees, insurance, travel, coaches' stipends, websites, and more are just some of expenses that are incurred. Generating enough amount of funds to cover all expenses can be challenging.

## B. External environmental analysis

### Opportunities

- **Sports Popularity:** Basketball has high levels of participation for both girls and boys across all age ranges, including recreational play and organized competition. Among US children 6–14 years of age, 14.4 million play basketball, representing 39% of this age group. Basketball is the most popular team sport for youth 12–17 years of age, with over 11 million participants. At the high school level, approximately 430,000 girls and 550,000 boys play interscholastic basketball (DiFiori, J.P, Gullich, A, Brenner, J.S 2018).
- **Market Size:** During the 2013-2014 school year, North Carolina public schools had 10,694 Male athletes and 7,791 Female athletes participate High School basketball (NCHSAA, n.d.). Since this time, this number has grown larger.

There are tens of thousands of high school students in Mecklenburg County School (CMS, Charter High Schools, and Private Schools). In some cases, students have a very small chance of getting a roster spot on a public-school basketball team, leaving many students who have a desire to play school basketball, without the opportunity to play.

In 2018 Mecklenburg County had a total of 9,827 students enrolled in home school (North Carolinians for Home Education, July 2018). Currently Home

school students are not eligible to participate in athletic participation at public schools. There are also potential student athletes that attend local Charters Schools. Many of the Charter Schools in Mecklenburg County either do not offer athletic participation or their athletic programs are not very competitive. Leaving Charlotte Elite Academy as a viable option for these students.

With the popularity of basketball and the large number of high school age students in Mecklenburg County, there is a large market of potential student athletes in the Charlotte Mecklenburg Area. Providing Charlotte Elite Academy with a large market to recruit from.

### **Threats**

- **Competition:** There are some direct competitors and multiple indirect competitors offering basketball participation for student athlete in the Mecklenburg County area. These competitors can present challenges for Charlotte Elite Academy with attracting student athletes to field competitive high school basketball teams.

## **III. Competitive Analysis**

### **A. Direct Competitors**

- *Liberty Heights*: Founded in spring of 2016, Liberty Heights Athletic Institute was established to provide a collegiate-focused program to young athletes seeking to reach their highest potential within the sport of basketball (Liberty Heights Athletic Institution, n.d.). Liberty Heights, located in Charlotte, NC, also allows athletes that attend home school, traditional schools, and private schools to participate in their athletic program. Over the recent years Liberty Heights has experienced the most success as it relates to winning and recruiting top level talent. 2017-2018 season standout players included Michael Wynn (currently playing at Wake Forest University) and Chris Martin (currently playing Presbyterian College). Current standout player is Juwan Cary a top 100 National High School player, signed to play at Alabama University for the 2019-2020 season.
- *Elevation Prep Academy*: Elevation Prep Academy (Charlotte, NC) provides an opportunity for top student athletes to participate in a high school varsity basketball program. Academics will be determined by the parent. The parent can locate any online NCAA certified school, attend public school, or homeschool the athlete. Elevation Prep does not offer classes on campus (Elevation Prep Academy, n.d.). At the time of this writing Elevation Prep Academy had an 8-21 win/loss record for 2018-2019 season (Elevation Prep Academy Season Schedule, n.d.)
- *Franklin Prep Academy*: Franklin Prep Academy (Charlotte) Boys HS Basketball Team is a Basketball Program Only – For athletes that elect not to

play for their academic school team. 2018-2019 season was their inaugural season. (Franklin Prep, n.d.). At the time of this writing, Franklin Prep Academy had a 9-13 win/loss record for the 2018-2019 season (Franklin Prep Academy Basketball Schedule, n.d.).

- **South Charlotte Thunder:** South Charlotte Thunder was formed in April of 2016 in order to give North Carolina home school students in the Charlotte area an opportunity to participate in competitive middle and high school level sports. Currently, the South Charlotte Thunder offers boys middle school, junior varsity, and varsity basketball programs (South Charlotte Thunder, n.d.). At the time of this writing, South Charlotte Thunder had a 20-2 win/loss record for the 2018-2019 season. South Charlotte Thunder has had the most success attracting home school student. In only their third season South Charlotte Thunder has achieved 20-win seasons in each year of their existence. South Charlotte Thunder are the two-time defending NCHSAA state champions, looking to capture their third championship this season (South Charlotte Thunder Basketball Schedule, n.d.).

These organizations are our direct competitors because they are offering the same product (high school basketball participation), and target the same customers (home school students, students who cannot play at traditional schools, and/or students who do not desire to play at the school they are enrolled in). We are in direct competition because the majority of the market we are targeting do not have the option of interscholastic athletic participation, outside of the opportunity we are providing.

## **B. Indirect Competitors**

- **CMS Public School:** There are 19 traditional and 7 Specialty High Schools within the Charlotte Mecklenburg Schools (CMS) district, with a total enrollment of 43,165 students (Charlotte-Mecklenburg Schools District, n.d.). Student Athletes that attend these schools can compete at their neighborhood school.
- **Local Private Schools:** There are 21 Private Schools in Mecklenburg County (The Charlotte Observer, August 2018)
- **Local Charter Schools:** There are 7 High School Charter School in Mecklenburg County with a total of 5,840 students enrolled between them (CarolinaSchoolHub, n.d.).

Mostly all Public, Private, and Charter schools offer athletic participation for their students. Enrolled students in good academic standings at these perspective institutions can participate in open tryouts, in hopes of making the school's basketball team.

The advantage these competitors have is that they have a built-in market of hundreds, if not thousands, of students enrolled at their schools. Recruiting



players to fill teams is not as difficult. Most Traditional Public School in CMS enroll on average 1,500-2,500 students (Charlotte-Mecklenburg Schools District, n.d.).

However, the disadvantage these schools face, are most Basketball programs only carry 12-15 players on each of their varsity and JV teams. Totaling no more than 30 players total in any given school having an opportunity to play high school basketball. The challenge for many of these schools are there are not enough roster spots to accommodate the large number of interested student athletes.

Public and private schools are indirect competitors due to offering a similar product, competitive interscholastic athletic participation. However, public and private schools' primary targets are only student athletes that are enrolled at their school and are in good academic standings. This is not Charlotte Elite Academy's primary target, it is a secondary target.

#### **IV. Costumer Analysis**

##### **1. Customer we serve**

###### **a. Home School Students:**

The home school community is a prime market for Charlotte Elite Academy. Currently, only student who are enrolled and attend CMS schools can participate in interscholastic athletic activities. (CMS High School Athletics, March 2018). For the hundreds of home school (high school) student athletes in Mecklenburg County, this limits that options for competitive interscholastic athletic opportunities.

###### **b. Students who are ineligible to participate at their assigned school:**

There is a significant number of enrolled students in CMS that can benefit from Charlotte Elite Academy. Each year countless students fall short of the eligibility requirements and are forced to sit out an entire year from athletic participation.

These requirements are:

Must meet local promotion standards (pass 6 of 8 courses including Math & English).

Must have earned a \*2.0 GPA from previous semester (beginning second semester).

Must have passed a \*\*minimum load of work during the previous semester (beginning second semester).

Must be currently enrolled in at least one-half of the minimum academic course load.

Must attend school for at least one-half of the instructional day.

Shall not participate if he/she becomes 19 years of age on or before August 31 of said school year (CMS High School Athletics, March 2018).

- c. Student who choose not to participate at their current school:  
There are numerous Charter and Private Schools that offer athletic participation. However, some of these schools are unable to field competitive teams, which is unattractive to highly competitive student athletes who desire to play for a competitive school team. With the success of Charlotte Elite Academy in the first year of operation, Charlotte Elite Academy will be attractive to student athletes that fall in this category.
- d. Student who do not make their school team:  
With the growing interest in basketball, this has resulted in a high number of students attending open tryouts at their perspective school year. With basketball teams having limited roster spots, this will cause some talented players to be left out of making their school team. Charlotte Elite Academy will aggressive market to this segment of student athletes.

## **V. Marketing Goals**

### **A. Organizational Goals:**

Charlotte Elite Academy's goals are to field competitive Varsity and Junior Varsity basketball teams, that can compete and win against any High School basketball program in the region. In order to fill the rosters for Varsity and Junior Varsity teams Charlotte Elite Academy must successfully recruit enough student athletes to fill 20 roster spots. To achieve the status of one of the premium prep basketball programs in the region players recruited must possess high level talent or be willing to follow training regiments to develop into elite level players.

### **B. Marketing Goals:**

The marketing goal is to increase Brand Awareness and to expand Customer Base. Offering a competitive High School Basketball program which wins at the highest levels which will facilitates opportunities for student athletes to play college basketball. Achieving these goals will help establish our Brand as a premiere program in the region and attract high level talent to Charlotte Elite Academy.

### **C. Product Portfolio and Positioning:**

Charlotte Elite Academy is a High School Preparatory Basketball Program designed to provide Youth from Charlotte, NC area an alternative to the public/private school option for athletic participation. Charlotte Elite Academy provides competitive Varsity and Junior Varsity boys basketball teams. The program will also provide students with academic enrichment services, mentoring, and college planning to help with improved academic performance. By providing athletic opportunities and

academic support Charlotte Elite Academy will be a vehicle for student athletes to transition to institutions of higher learning.

Charlotte, North Carolina is currently a fertile ground for top basketball talent. Many current standouts in college basketball hail from Charlotte, NC (Grant Williams-University of Tennessee, Devon Dotson-University of Kansas, etc.). Charlotte, and North Carolina in general, currently claim some of the top high school and youth basketball players in the country. This is the recruiting ground in which Charlotte Elite Academy is pulling talent from.

Charlotte Elite Academy is one of only a few programs that offer athletic participation for home school students, students who are academically ineligible to participate in public school or choose not to play for their academic school team. Entering in the space before the market is saturated is a huge advantage for Charlotte Elite Academy.

Leaning on the experience and connections of the Coaching staff, Charlotte Elite Academy was successful in recruiting 16 players and fielded two (2) teams in their 2018-2019 inaugural season. The talent attracted by the coaching staff allowed Charlotte Elite Academy to achieve a winning record and be competitive versus established public and private school basketball programs in the region. Varsity completed its inaugural season with a 12-5 win/loss record, while JV finished with an 8-5 win/loss record. Charlotte Elite Academy is one of a few independent preparatory basketball programs in the region to achieve a winning record during the 2018-2019 season.

#### USP

“When the traditional path is not an Option, try the Elite Alternative”

#### Value Proposition

Charlotte Elite Academy uses methods that prepare student athletes to excel in the classroom and on the basketball court and providing platforms for our student athletes to be recruited by college basketball programs. Charlotte Elite Academy provides athletic participation for students who do not have the opportunity to play at local public or private high schools. Charlotte Elite Academy offers competitive sports teams, sports training, academic support, ACT/SAT Prep. Charlotte Elite Academy uses preparation, discipline, work ethic, accountability, commitment, and a team focused approach to achieve success in the game of life.

## **VI. Marketing Strategy**

Building on the success and accomplishments of the first year of operations, Charlotte Elite Academy plans to increase its level of competition and achieve a higher level of success on the court. Specific marketing strategies are designed to:

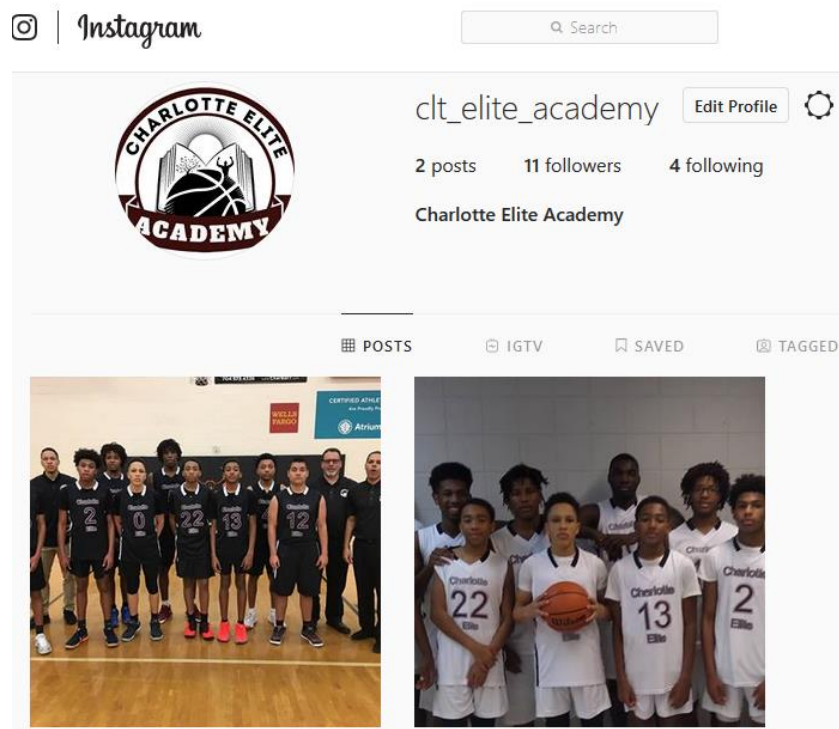
- Increase player enrollment
- Increase Revenue
- Recruit Higher talent level of player

## VII. Marketing Tactics

### Strategy: Increase Player Enrollment

Utilizing all forms of traditional and non-traditional media to increase awareness of the program. Increasing awareness will assist with attracting potential student athletes.

1. Dedicated Webpage; to provide potential recruits with general information about program, contact information, schedule of events, etc.
2. Social Media Presence; Instagram, Twitter, YouTube  
[https://www.instagram.com/clt\\_elite\\_academy/](https://www.instagram.com/clt_elite_academy/)



[https://twitter.com/elite\\_charlotte](https://twitter.com/elite_charlotte)



Final OT  
Charlotte Elite Academy 57  
Cabarrus Charter 54

CEA pulls out a tough game in OT on a poor shooting night!

TJ Hardy 14 pts  
Jahaan Johnson 12 pts  
Malik Burgess 11 pts  
Trey Green 10 pts

CEA 11-5 on the season

6:31 PM - 7 Feb 2019

4 Retweets 3 Likes



Game #2- Legacy Charter vs Charlotte Elite



10:26 AM - 21 Dec 2018

2 Retweets 5 Likes

[https://www.youtube.com/channel/UCO\\_h8Cr4hqOh8O1pnWt-znQ](https://www.youtube.com/channel/UCO_h8Cr4hqOh8O1pnWt-znQ)

**Charlotte Elite Academy**  
 8 subscribers

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads ▶ PLAY ALL

Charlotte Elite Academy vs Charlotte Learning Academy  
11 views • 1 month ago

Charlotte Elite Academy vs Charlotte Learning Academy  
13 views • 1 month ago

Charlotte Elite Academy vs Charlotte Learning Academy  
37 views • 1 month ago

Charlotte Elite Academy vs Charlotte Secondary School  
55 views • 2 months ago

### 3. Media Interviews;

[https://youtu.be/STB\\_J57kwc0](https://youtu.be/STB_J57kwc0)



4. Worth of mouth: The Charlotte basketball community is a tight net group, and word can travel fast. Charlotte Elite will utilize former colleagues and players to help spread the word about newly established program. Players are encouraged to inform friends and former teammates about the opportunity Charlotte Elite Academy can provide for student athletes who desire to develop as a player, compete, win, and play college basketball.

#### **Strategy: Increase Revenue**

Increasing revenue will allow Charlotte Elite to cover all operating expenses and provide a higher quality experience for student athletes

1. Player Participation Fees: Summer Team Camp Fees will be increased from \$75 in the summer of 2018 to \$125 for the summer of 2019. Regular Season Fees will be increased from \$350 for Varsity players and \$250 for JV players in 2018-2019 to \$400 for Varsity players and \$300 for JV players in the 2019-2020 season. A slight increase in fees will assist with meeting operating expense, without deterring players with a drastic fee increase.
2. Fundraisers: Player Participation Fees do not cover all operating expenses so an aggressive fundraising campaign will be developed.
  - Panthers Stadium Concessions: Delaware North Sportservice, the official provider of food, beverage and retail service for the Carolina Panthers at Bank of America Stadium, partners with non-profit organizations by giving them the chance to increase their fundraising income. Non-profit and civic organizations can raise money for their groups by working in concession stands at Bank of America Stadium events. Organizations can bring 8-45 volunteers per event are staffed in concession stands and as vendors in the stadium bowl to receive a percentage of their total net sales (Carolina Panthers Football Sportservice, n.d.).
  - Preseason Jamboree: Invite 6-8 teams for preseason scrimmage. Team will be required to pay \$50 registration fee. Fans will be required to pay admission fee to enter and concession stand will be set up to generate revenue.
  - Snap-Raise! fundraising for student groups and teams
3. Home Games: hosting games will allow Charlotte Elite Academy to charge admission fee and operate concession stand at games to generate revenue.
4. Donations: Players will identify family, friends, church members, etc. and send donation letters to generate money for program.

#### **Strategy: Recruit Higher talent level of player**

1. Competitive Schedule: Elite Players want to play against top level talent. Charlotte Elite will offer a highly competitive schedule, playing in some top-level holiday tournament, and top-level regular season opponents.

2. Recruit at Spring/Summer AAU Tournaments and Showcases: Majority of the elite basketball players play spring and summer basketball with AAU and Travel Ball Clubs. Coaches from Charlotte Elite Academy will be active in attending events to identify and recruit potential players. The peak season for AAU and Travel Ball teams are April through July. These will be the time and places where coaches will focus a lot of attention towards recruitment.
3. Showcasing players in front of college coaches: Top level talent wants to be ensured they will receive the necessary exposure to achieve their goal of playing college basketball. To achieve this Charlotte Elite Academy will conduct off-season and pre-season workouts where college coaches will be invited. Participate in summer team camp activities at area colleges and universities

## VIII. Implementation and Control

### A. Action Plan & Budget

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Cost
Off season Workouts										\$540 Gym Fees
Player Recruitment AAU/Showcase										\$120 admission fee
Team Camp @ UNCC/Queens										\$750 Camp Fee
Panthers Stadium Concessions Fundraiser										\$0
Preseason Workouts/College Coaches Invite										\$360 Gym Fees
Donation Letter Writing Campaign										\$0
Social Media Campaign										\$0
Website Design										\$500
Snap Raise Campaign										\$0
Preseason Jamboree										\$860
Develop Competitive Season Schedule										\$0
<b>Total</b>										<b>\$3,130</b>

### B. Evaluation

Charlotte Elite Academy will measure effectiveness of goals and objects by analyzing several components. Success of the program and its marketing efforts will be evaluated through:

- Increased Player Enrollment from previous year
- Increased Revenue from previous year
- Amount of traffic on Website and Social Media sites
- Amount of media coverage
- Increase winning percentage from previous year
- End of season exit meeting with players

Increases from previous year will reflect successes in marketing efforts. Any decrease or lack of progress in areas will be cause for reevaluation of tactics and methods. Feed back from players and parents will be vital in determining if goals and objectives are being achieved and/or if changes/improvements are needed.



## Appendix



### Inaugural Season Schedule

<u>Date</u>	<u>Opponent</u>	<u>Time</u>
Nov. 3, 2018	Pre-Season Jamboree	TBD
Nov. 17, 2018	<b>Phoenix Montessori Academy</b>	(JV) 11:00 (V) 2:30
Dec. 11, 2018	<b>@ Charlotte Secondary School</b>	(JV) 6:00 & (V) 7:30
Dec. 14, 2018	<b>Charlotte Learning Academy</b>	(JV) 6:00 & (V) 7:30
Dec. 18, 2018	<b>@ Cabarrus Charter</b>	(V) 6:00
Dec. 20-22, 2018	<b>Victory Christian Millennium Invitational</b>	TBD
Jan. 4, 2019	<b>@ Comenius</b>	(JV) 6:00 & (V) 7:30
Jan. 8, 2019	<b>@ Charlotte Learning Academy</b>	(JV) 6:00 & (V) 7:30
Jan. 11, 2019	<b>@ Phoenix Montessori Academy</b>	(JV) 6:00
Jan. 12, 2019	<b>@ EA Prep</b>	(V) 7:00
Jan. 17, 2019	<b>@ Arborbrook Christian</b>	(V) 7:30
Jan. 18, 2019	<b>Charlotte Secondary School</b>	(JV) 6:00 & (V) 7:30
Jan. 19, 2019	<b>MLK Peace Basketball Classic</b>	(V) TBD
Jan. 21, 2019	<b>Victory Christian MLK Classic</b>	(V) TBD
Jan. 22, 2019	<b>Cabarrus Charter</b>	(JV & V) 6:00
Feb. 7, 2019	<b>EA Prep</b>	(V) 7:00
Feb. 28-Mar. 1	<b>USA National Prep Tournament</b>	TBA

# MLK

## PEACE.

### BASKETBALL SHOWCASE

**SATURDAY  
JANUARY 19**

DOORS OPEN AT NOON

HISTORIC 2<sup>nd</sup> WARD GYM  
800 E. MLK JR. BLVD  
CHARLOTTE NC, 28202

ADMISSION \$10  
5 & UNDER FREE

BOYS & GIRLS ACTIONS

4 GAMES FEATURING

2PM = WC LADY LIONS VS ROCK HILL LADY BEARCATS

4PM = HARDING VS CHARLOTTE ELITE

6PM = WINSTON SALEM PREP VS COMENIUS

8PM = ROCKY RIVER VS WEST MECK

BROUGHT TO YOU BY





#### THURSDAY

GAME 1	5:00 PM	VANCE	VS	ROCKY RIVER
GAME 2	6:30 PM	HOPEWELL	VS	HARDING
GAME 3	8:00 PM	WEST CHARLOTTE	VS	NORTHSIDE CA

#### FRIDAY

GAME 4	5:00 PM	GARINGER	VS	CHARLOTTE ELITE
GAME 5	6:30 PM	OLYMPIC	VS	COMENIUS
GAME 6	8:00 PM	INDEPENDENCE	VS	UNITED FAITH

#### SATURDAY

GAME 7	10:00 AM	LOSER 1	VS	LOSER 4
GAME 8	11:30 AM	LOSER 2	VS	LOSER 5
GAME 9	1:00 PM	LOSER 3	VS	LOSER 6
GAME 10	2:30 PM	WINNER 1	VS	WINNER 4
GAME 11	4:00 PM	WINNER 2	VS	WINNER 5
GAME 12	5:30 PM	WINNER 3	VS	WINNER 6

# J.V. BASKETBALL TOURNAMENT

COREY BAKER FOUNDATION  
Building a Better Community

DiFiori, J.P., Güllich, A., Brenner, J.S. et al. Sports Med (2018) 48: 2053.  
<https://doi-org.prox.lib.ncsu.edu/10.1007/s40279-018-0950-0>

NCHSAA (n.d.) “Athletic Participation Numbers” retrieved from:  
<https://www.nchsaa.org/about-nchsaa/athletic-participation-numbers>

North Carolinians for Home Education (July 2018), “2018 North Carolina Home Schools Statistical Summary”, retrieved from:  
<https://files.nc.gov/ncdoa/17-18%20Home%20School%20Annual%20Report.pdf>

Liberty Heights Athletic Institution (n.d.), retrieved from:  
<http://libertyheightshoops.com/>

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<https://www.elevationprepacademy.com/about-us>

Elevation Prep Academy Season Schedule (n.d.), retrieved from:  
[http://www.maxpreps.com/high-schools/elevation-prep-academy-honey-badgers-\(charlotte,nc\)/basketball/home.htm](http://www.maxpreps.com/high-schools/elevation-prep-academy-honey-badgers-(charlotte,nc)/basketball/home.htm)

Franklin Prep (n.d), Retrieved from:  
<https://www.franklinprogram.org/copy-of-post-grad-charlotte-sc>

Franklin Prep Academy Basketball Schedule (n.d.), retrieved from:  
<http://www.maxpreps.com/local/team/schedule.aspx?gendersport=boys,basketball&schoolid=a3d88672-a3c0-4497-8354-567903e33ba7>

South Charlotte Thunder (n.d.), retrieved from:  
<http://southcharlottethunder.website.siplay.com/>

South Charlotte Thunder Basketball Schedule (n.d.), retrieve from:  
[http://www.maxpreps.com/high-schools/south-charlotte-thunder-thunder-\(matthews,nc\)/basketball/schedule.htm](http://www.maxpreps.com/high-schools/south-charlotte-thunder-thunder-(matthews,nc)/basketball/schedule.htm)

Charlotte-Mecklenburg Schools District (n.d.), retrieved from:  
<https://www.usnews.com/education/best-high-schools/north-carolina/districts/charlotte-mecklenburg-schools-102653>

The Charlotte Observer (August, 2018), “Charlotte-area private schools”, retrieved from: <https://www.charlotteobserver.com/living/living-here-guide/article99111312.html>

CarolinaSchoolHub (n.d.), “Best Charter Schools in Charlotte, NC Area”, retrieved from:

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