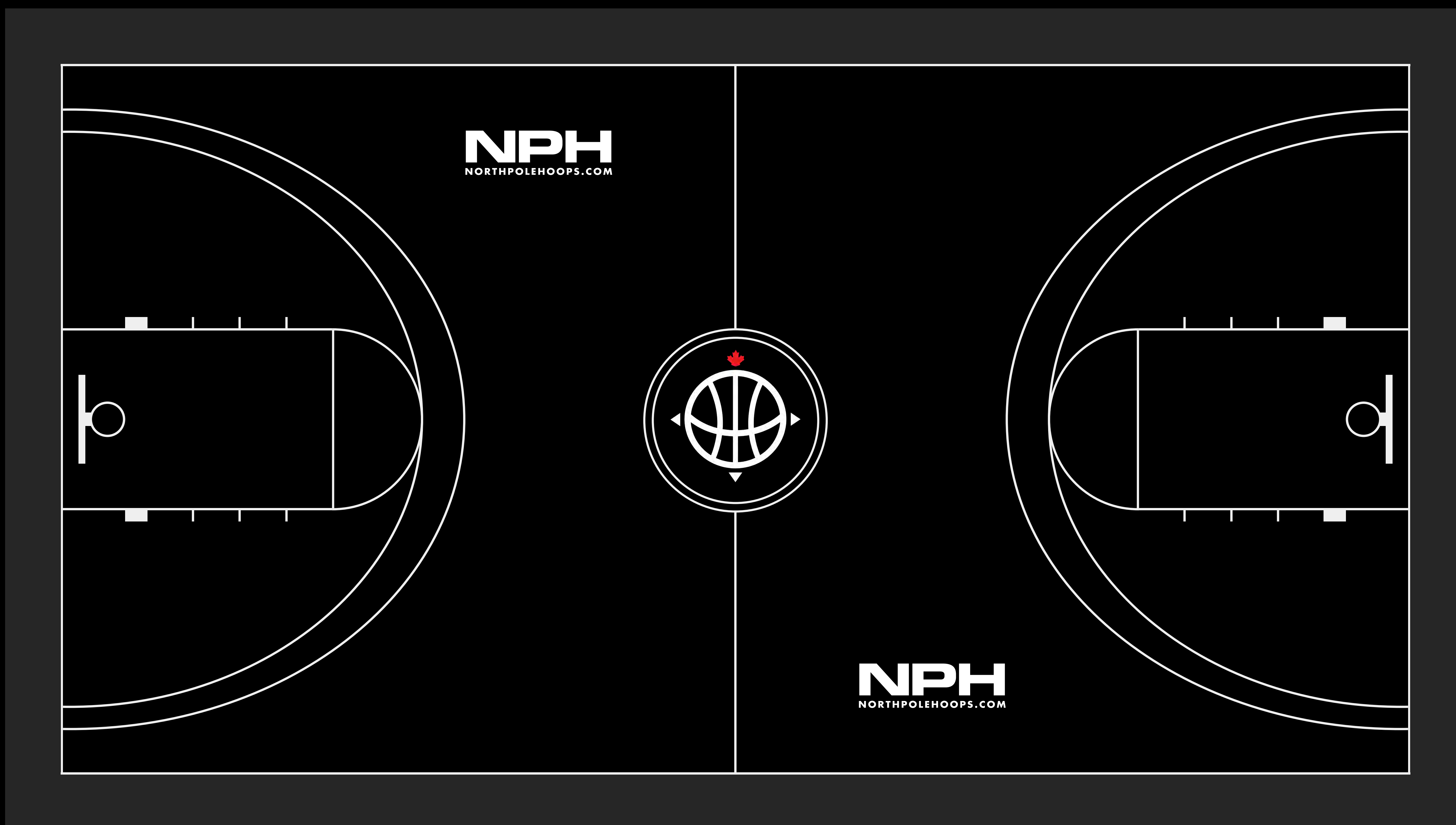




WELCOME

P A C K A G E



**NPH
SHOWCASE
LEAGUE**



SPRING / SUMMER

2024 / 2025

FALL / WINTER

TABLE OF CONTENTS

MESSAGE FROM THE C.E.O.

COMPANY HISTORY

NPH ALUMNI

OUR CULTURE

MISSION - OUR WHY

VISION



WATCH VIDEO

LEARN WHAT NORTH POLE HOOPS IS

https://youtu.be/d_UMboYkxhI?si=XeVoZU1v5vuMlMsN



MESSAGE FROM THE C.E.O.

What is NPH?

I've been asked this question at every stage of the company's existence. The truth is, it's always been a challenge to answer with precision, because North Pole Hoops has always, and continues to evolve every single year in the world of basketball.

The best way to explain it is by utilising an umbrella term that I find myself saying almost on a daily basis. NPH is an Ecosystem for growth; it transcends basketball because it positively impacts lives every day through the sport, including mine. It started with the players & families, then coaches, referees, fans, companies...and now the global basketball community at large, with an emphasis on aspiring industry professionals.

In 2023, I am focused on laying the foundation of our Global expansion, along with mass job creation in Canadian Basketball...I want more people to have the opportunity to pursue & live their dreams in this growing space. NPH will continue to invest into people who have a passion for the game, & share our values.

We have been working diligently behind the scenes to establish world class infrastructure at NPH, in order to enable our growth plan for the coming years. I am extremely excited about what the future holds at NPH for the next generation of talent, on & off the floor; and I'm equally looking forward to sharing it with you all.

Yours in Canadian Basketball,

Tariq Sbiet
CEO, North Pole Media Inc.

Company History



NPH 1.0
Garage Work



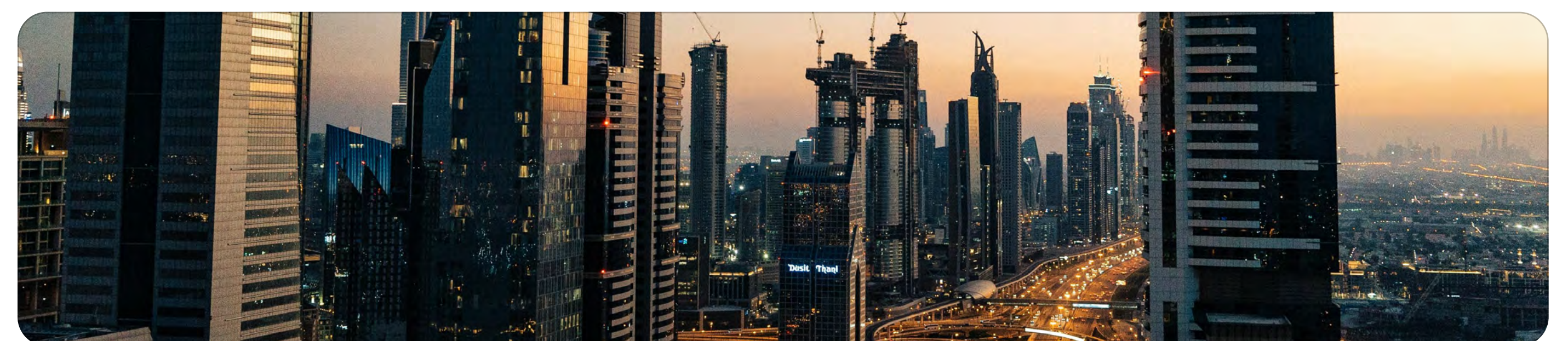
NPH 2.0
First Office



NPH 3.0
Court Facility



NPH 4.0
U.S.A. Expansion

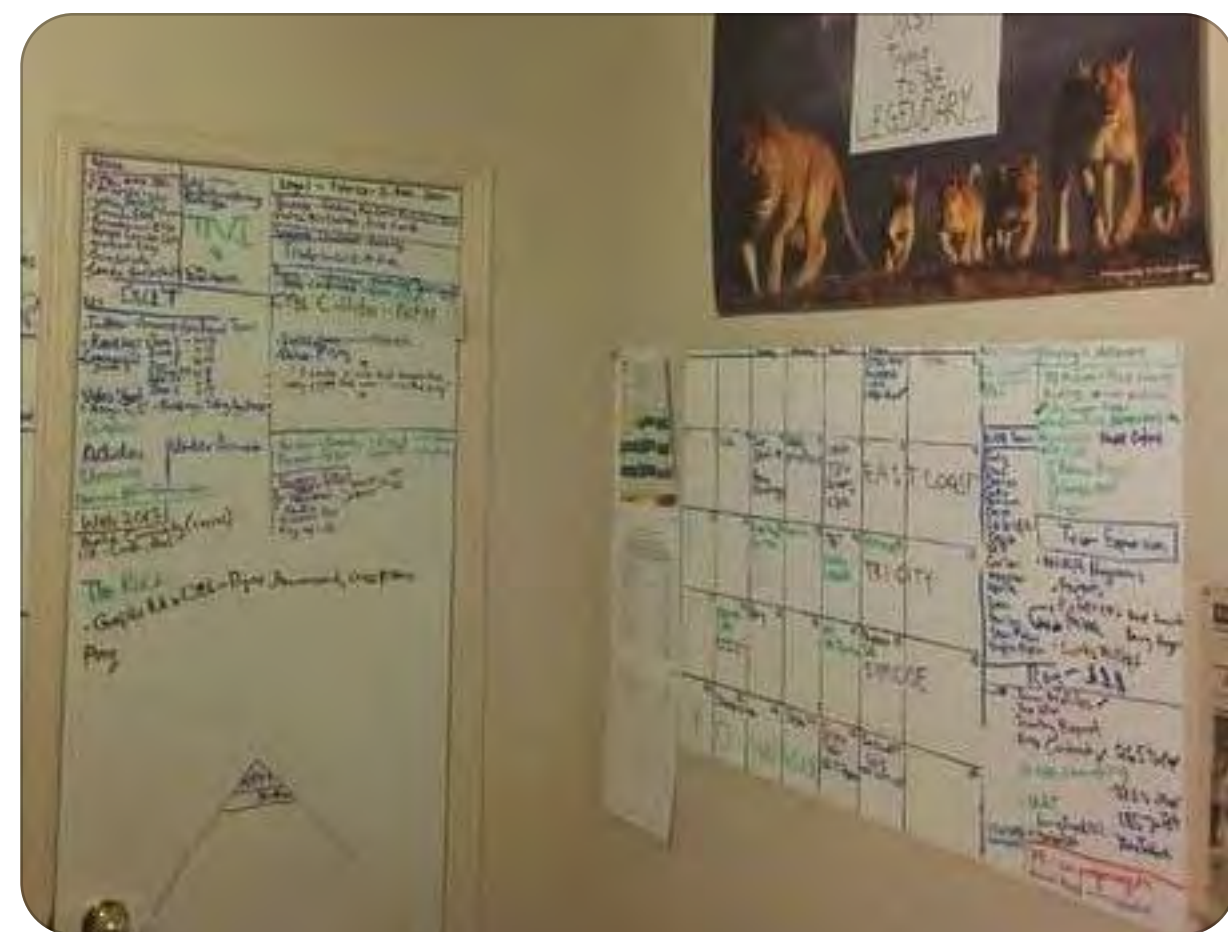


NPH 5.0
International Expansion

Starting In the Garage

Founded in 2011 by brothers Tariq and Elias Sbiet, North Pole Hoops has evolved into a leading resource for Canadian basketball prospects from coast-to-coast, based on a foundation of passion and persistence; striving to always maintain integrity with the best interest of youth, our community and the sport at large.

North Pole Hoops' birth was inspired by a lack of opportunity and exposure. Canadian basketball has always produced quality talent for over a half century, however our country was lacking the recognition it deserves for young talent to thrive at the highest levels of the game.



As a company, North Pole Hoops was born from humble beginnings, with the Sbiet Brothers operating out of their parents' garage, while sharing a bedroom in order to make room for the official "NPH Office".

In other words, NPH started in the garage, and through the brothers' persistence, tenacity, work ethic, failures, successes and commitment to their passion, they committed to the marathon and not the sprint. Today, they are able to live their dreams in basketball due to their sacrifice & commitment to personal growth; Elias is an NBA agent, as Tariq runs North Pole Hoops, with the goal of making more dreams a reality.



Since 2011, the company has and continues to evolve Each year. Starting off as a social media and website platform for Canadian basketball news, NPH began to offer services such as scouting, video exposure, broadcasting, marketing and mentorship, while hosting a National Exposure camp circuit, basketball tournaments, and Exposure leagues.

Today, Canada is the #1 producer of NBA talent in the world (outside of the USA), with an inevitable incline for years to come.

NPH Timeline

2011 NPH 1.0

Birth of NPH as a Canadian basketball news site & social media platform (NPH 1.0)



2012

Launch of Scouting Service & NPH Showcase Exposure Camp

2013/2014

Building Exposure Camp Circuit Nationally



2015

Launch of CNIT - Canadian National Invitational Tournament - The Country's Only NCAA Certified Tournament.



2016

Launch of National Preparatory Association – Canada's first and only National Basketball League at the Elite High School Level.

2017

Launch of Marketing & Broadcasting Services

2018 NPH 2.0

NPH moves into first official office in Mississauga, ON.

2019

Introduction to corporate partnerships & mainstream media



2020

The global pandemic caused diversification & restructuring, including the launch of new services - digital marketing & mentorship



2021 NPH 3.0

Launch of NPH Showcase League, relocating HQ to Playground Burlington

2022

Strengthen Infrastructure & corporate structure. Expansion of NPH Showcase League



2023

Expansion begins nationally, laying foundation to explore & build within the global market. Establishing stronger corporate partnerships



2024/2025

Launch of the WNPA Women's National Preparatory Association. Beginning of global expansion - U.S.A. (Texas, Iowa, New York, Michigan)

2026/2027

Exploring and expanding into American Markets (Florida)

2028/2029

Strengthening relationships internationally

2030

Global expansion into Middle East (Dubai and Saudi Arabia)

CHASE YOUR DREAMS, FOLLOW THE NPH BLUEPRINT

As the company grows and welcomes new personnel to the NPH family, it is extremely important that staff share the same values. NPH has created career pathways in basketball, and produced countless industry professionals -- both inside and outside the organisation. If you have a growth mindset and are an individual that is willing to put the work in, go above and beyond in your role, sacrifice for your dreams & trust the process, North Pole Hoops is the place for you.

NPH ALUMNI



Elias Sbiet

NPH Co-Founder - NBA Agent
Tandem Sports & Entertainment



Jason Thom

Director, Basketball Operations
C.E.B.L.

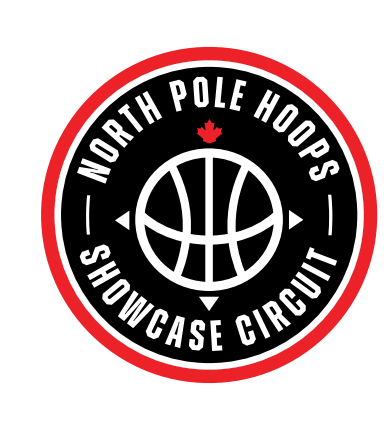


Carlan Gay

Deputy Editor, The Sporting News
FIBA Play by Play Commentator



**NPH
SHOWCASE
LEAGUE**



NPH ALUMNI

Industry Professionals

Elias Sbiet - NBA Agent, Tandem Sports & Entertainment

Jason Thom - CEBL Director, Basketball Operations

Antwi Atuahene- Ast General Manager, Niagara River Lions

Jermaine Anderson - General Manager, Brampton Honey Badgers, CEBL

Media Professionals

Carlan Gay - Deputy Editor, The Sporting News. FIBA Broadcaster

Meghan McPeak - Play-By-Play Broadcaster, WNBA, NBA G-League

Warren Ward - Broadcasting, Raptors 905

Marketing

Juan Ariado - Art Director, The Bay

Alex Navarro - Graphic Designer, Viral Nation

Zach Hirshberg - Graphic Designer, Orlando Magic

Videography

Esfandiar Baraheni - Lead NBA Reporter, SteveDanglePodcast Network

Mat Babiak - Live Sports Camera Operator, DOME Productions

Rizki Robillard - Digital Content Creator, TSN / BarDown / MUCH Music

Sam Mantini - Cinematographer, Click Funnels

Business Development

Armaan Ahluwalia - Senior Manager, Partnership Insights - Brooklyn Nets (BSE Global)

Devin Gray - Partnerships Manager, Woodbine Entertainment, Ontario Basketball Marketing

Marian Agyei-Gyamera - Manager, Business Operations, Maple Leaf Sports & Entertainment

Entrepreneurship

Joshua Dolar - CEO, The LabX, District T0

Lee Anna Osei - Founder, Canletes

Nakissa Koomalsingh - Founder, Hoop Queens

Coaches

David Tyndale - Founder, DTails Matter

Justin Alliman - Founder, Dream Chaserzzz

Kyle Julius - Head Coach, Formosa Dreamers, GM / Coach of Vancouver Bandits (CEBL)

Micaëlla Riché - Lay-Up Youth Basketball

Nik Zefi - Basketball Recruiting Coordinator, McMaster University

NPH ALUMNI

NBA Players (as of January 2023)

Jamal Murray - Denver Nuggets

Shai Gilgeous Alexander - OKC Thunder

AJ Lawson - Dallas Mavericks

Nickeil Alexander-Walker - Minnesota Timberwolves

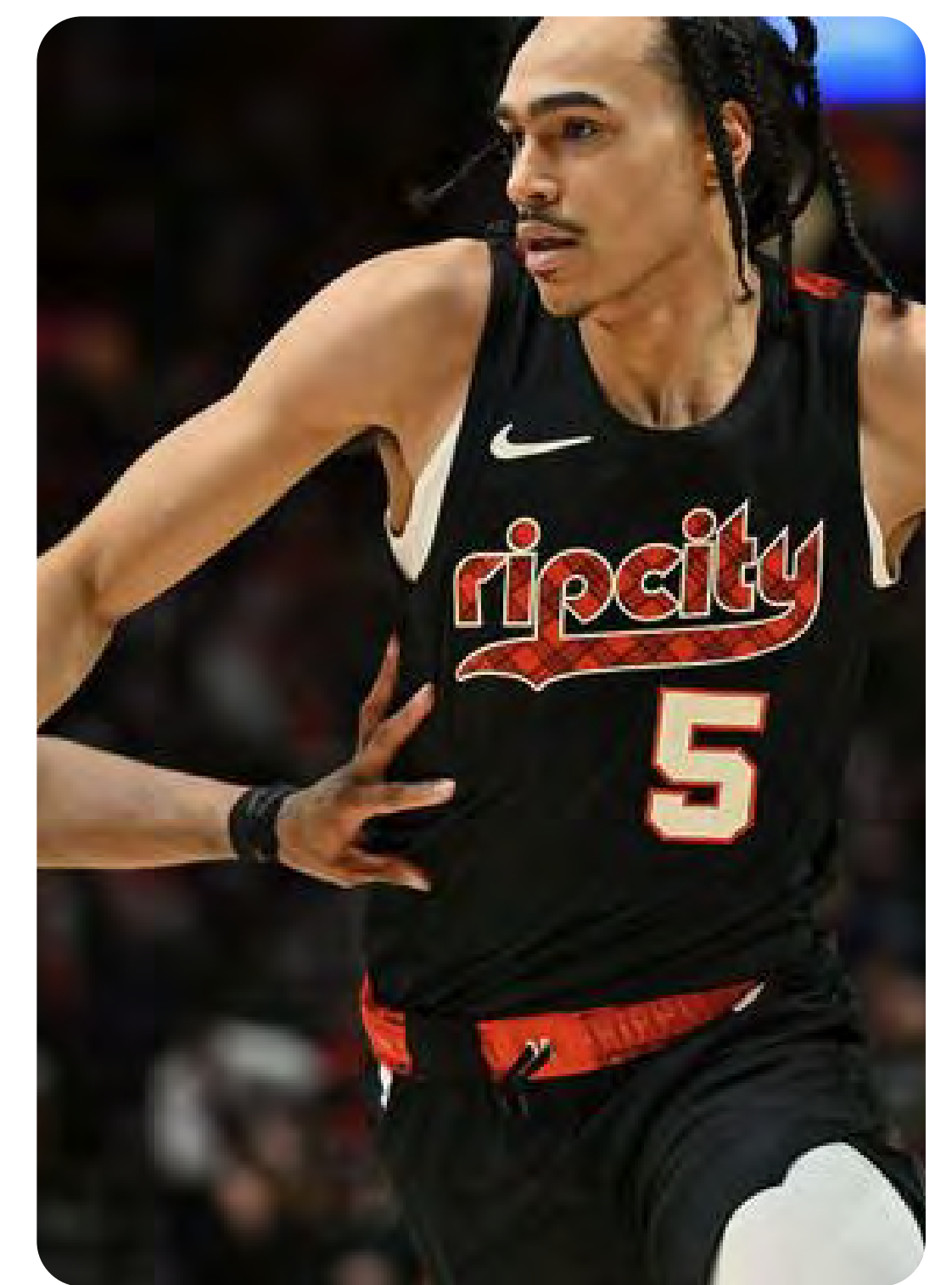
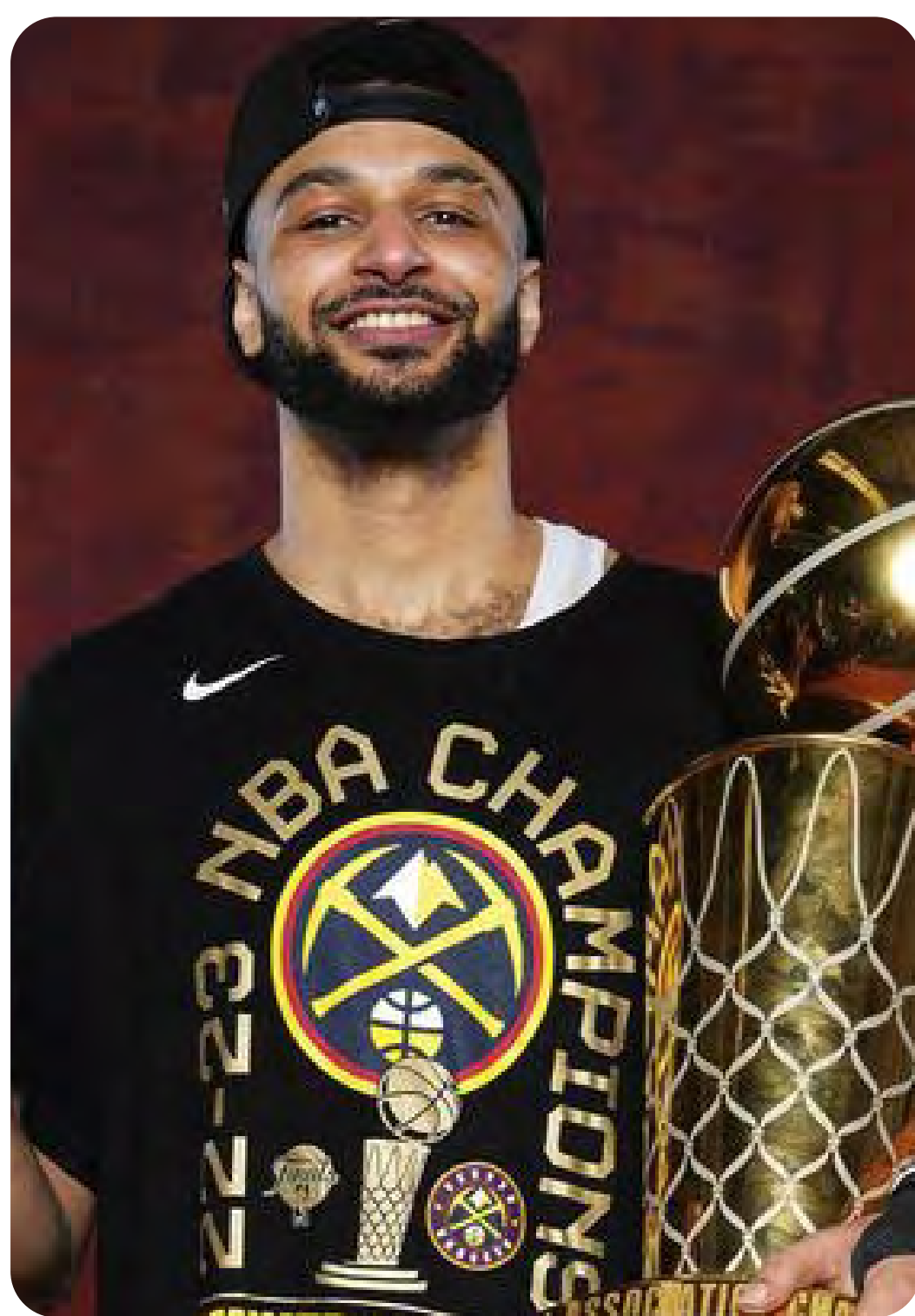
Dalano Banton - Portland Trailblazers

Caleb Houston - Orlando Magic

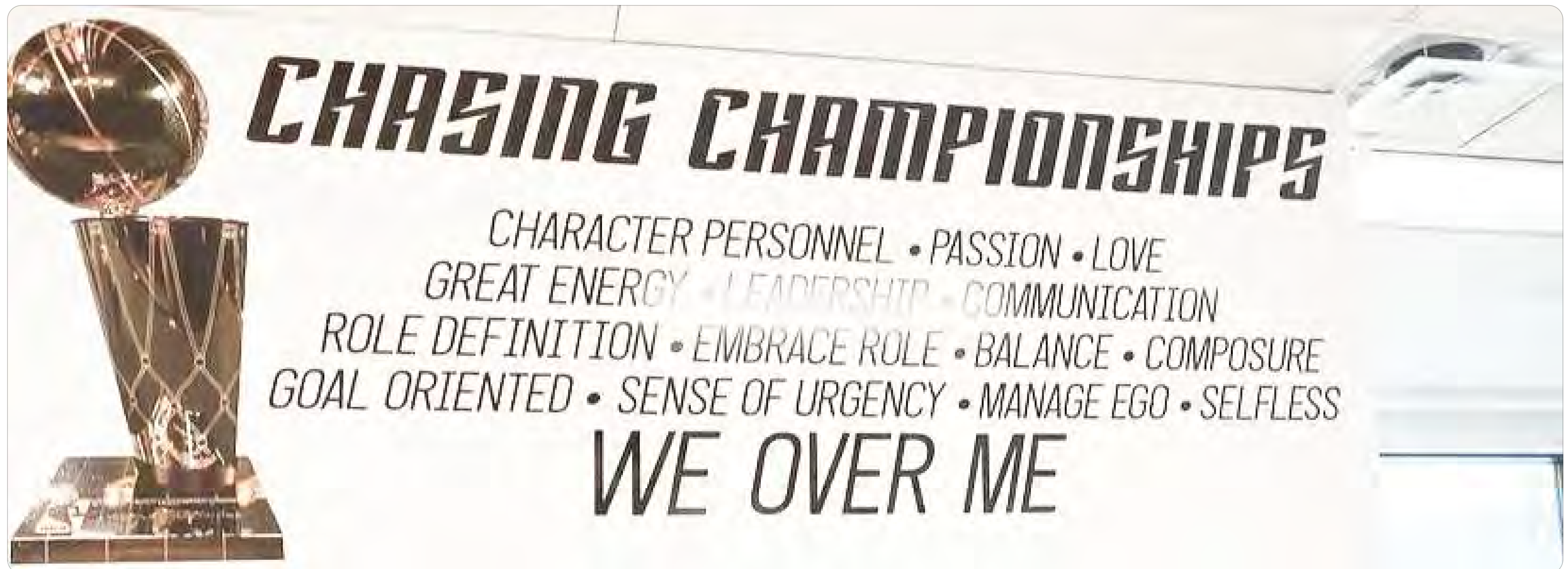
Eugene Omoruyi - OKC Thunder

Joshua Primo - San Antonio Spurs

Shaedon Sharpe - Portland Trail Blazers



OUR CULTURE



Life and basketball. Chasing Championships represents the pursuit of becoming the best version of yourself. This Championship wall serves as guidance, a daily reminder & checklist of the elements required in Leading Yourself, Leading Your Team, Executing at a high level.

At NPH, we utilise these traits as a report card, providing a self-evaluation daily, weekly, monthly, and annually. Ask yourself--Where am I at? If you're chasing championships, this is a lifetime commitment to the pursuit of excellence.

Build From Within

As the North Pole Hoops organisation continues to expand, so does its personnel, with roles at various levels. Philosophically, we want our team to Build From Within, as they look internally for their personal growth. In addition, as a company, we are constantly evaluating our internal talent to find out "Who's Got Next?" In other words, team members are constantly empowered to reach new levels within their growth process. Before looking outside of the company for new talent, our leadership team is discovering the talent that exists by getting to know each individual's passions, aspirations, goals and skill sets.

Finding Talent Within the NPH Ecosystem

1. Look inside the company for existing talent that could be ready to elevate into a new role
2. NPH Alumni - People that have been through our programming as players or coaches and that are ready to pursue a career in basketball
3. Digital Ecosystem - Posting Job Openings on Northpolehoops.com, North Pole Hoops Social media platforms, & Job boards
4. University Internship Programs
5. Affiliate Club Programs - NPH Showcase clubs recommendations. Providing jobs to young talent in clubs that have supported NPH and share our values / standards.
6. NPH Family Internal Network - Staff recommendations

MISSION - OUR WHY

Beginning locally and nationally, our mission at North Pole Hoops is to provide a positive global impact by utilising the sport of basketball as a vehicle to connect with, and empower our communities across the country.



“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination.”

- Nelson Mandela

VISION



Aspiring industry professionals, student-athletes, coaches and referees maximise growth opportunities by entering our ecosystem online and in-person through NPH events – Leagues, tournaments & camps. NPH works with the basketball community at large, along with leading organisations, creating opportunities to reach the next level.

Student athletes and families are complemented with a support system that includes guidance through competition, development, exposure, mentorship, scouting, marketing and live broadcasting on their journey to the next level.

Canada is establishing itself as a global power in basketball, and North Pole Hoops is proud to support the efforts of the entire basketball community from coast-to-coast, while contributing to a thriving culture through dynamic multi-media platforms--highlighting the country's finest talent.

Since its birth in 2011, North Pole Hoops has evolved and pivoted every year utilising a growth mindset, working to provide the needs of our community. During the COVID-19 Global Pandemic in 2020, this growth mindset was maintained through its leadership, which saw NPH experience the most growth in company history.



Through the pandemic, NPH launched its new core operation (NPH Showcase League), established key strategic partnerships, while adding new services to complement our community. From 2021-2023, NPH mastered its league operations, and thus ready for a significant expansion starting in 2024 -- with the long-term vision of establishing exposure leagues in major cities across Canada, & around the world.

In the coming years, NPH aims to create the most job opportunities in Canadian Basketball history. We are looking for hungry, motivated and hardworking personnel to help us build and develop the next generation of Canadian Basketball.



#GAMESPEAKS

@NORTHPOLEHOOPS

WWW.NORTHPOLEHOOPS.COM



O N B O A R D I N G

NPH CULTURE DICTIONARY

You Get What You Put In

Nothing more and nothing less. You get exactly what you put in. There are no refunds on the work. Once the work is put in, you automatically grow and develop. You may not see the fruits of your labour immediately, but in the long run, you get everything & then some. Life is an energy game, & these are the laws of the universe.

Example: NPH has built relationships from 10+ years ago, and today as a result of longevity and stamina, those relationships are paying dividends in multiple forms. The work NPH put in 1 month, 1 year or 10 years ago, always manifests...but not on an individual's timing...on God's timing.

Build From Within

Individually & collectively. Individually, true growth takes place when looking at how one can improve themselves mentally, physically, spiritually. "Growth is an inside job." Motivated internally by being the best version of one's self. Not being motivated by outside noise or trying to be better than someone else.

It's You Vs You every day at NPH

The only thing we want to be better than is yesterday. Individually and collectively.

Family Values

Family is forever. Family has each other's backs. Family loves each other. Family goes through tough times but true family stays together. NPH came to life through two brothers with a passion. We are building a family culture. It's bigger than basketball. It's bigger than business.



NPH
SHOWCASE
LEAGUE



Family over everything.

Go Above & Beyond

Each team member has bare minimum responsibilities & expectations for their roles. The bare minimum will translate into just that. But NPH Culture is about going above and beyond, and those are the ones that excel in NPH and in life. Ask any high level performer in any company, any industry, any sport...ask them if they went above and beyond. The answer will be YES every time.

GO ABOVE & BEYOND—do it for you, don't sell yourself short .

The Standard Is The Standard

The standard is excellence, and that doesn't change for anybody at NPH or any department. From the top to the bottom. From the CEO to the intern, the standard is the standard.

Quality Over Quantity

If we are going to do something at NPH, let's do it right. Lets focus on quality over quantity. Growth should never be rushed and having quantity of something could be very misleading (amount of teams in a league, amount of people around you). Sometimes less is more. But if quality is present, then it's time to focus on more quantity which is expected to remain at a high level.

Mission Over Money

The mission is to grow Canadian basketball. Those that are 100% committed to the mission always succeed at NPH. Those that put the money first, before the game always fail in the end. In this game & in this competitive industry, it requires stamina. Building a career in basketball is a process that one must respect. It doesn't happen overnight. You have to be mission oriented. If you are, the money will come. NPH has strong proof of concept & countless examples of success stories in this industry. With more mission oriented team members, we will create even more success stories together.

Learn Before You Earn

Everyone wants to get paid in basketball, to do what they love, but very few do anywhere in the world. It's a dream to have the opportunity to turn your passion into your paycheck. No dream comes without sacrifice. Ask any successful person living their dream. Are you willing to respect the process, learn your craft & separate yourself from countless others? You can't earn if you don't bring anything different or new to the table. NPH leadership is composed of industry professionals that can show you the ropes, develop your skills and make you an asset to North Pole Hoops. After this stage and process is complete, you begin earning. This process teaches you hard work, humility & makes you appreciate what you earn.

Versatility = Credibility

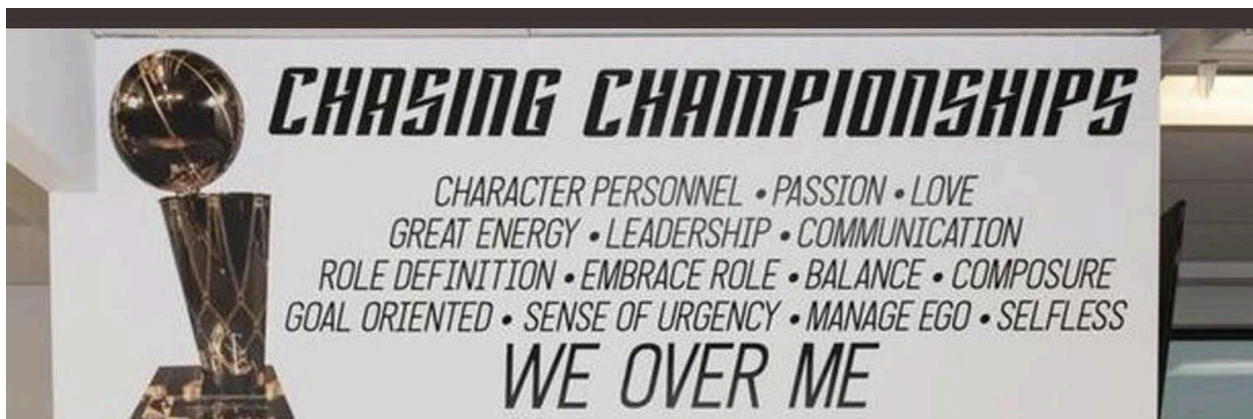
Prior to becoming an expert in any field, it requires learning. Being open to learn.

#GameSpeaks

Less talk, more action. Perform.

Chasing Championships

You can't chase championships without the following traits...



FAITH

Have Faith in God. Have faith in yourself. Have faith in your teammates. Challenges are inevitable in life, and in your role at NPH; have faith that you will be able to adjust, find the solution and grow from these challenges.

Apply Positive Pressure

Pressure is not a bad thing; pressure makes diamonds. You can't grow without positive pressure. Pressure makes you uncomfortable—good! Growth is not comfortable—but the greats know to get comfortable with being uncomfortable.

An example of Applying positive pressure on your teammates would be finishing a task, and asking for more. Or if you see something not aligned with NPH culture, calling it out. Applying positive pressure is having courage to step out and speak out with something you disagree about. Don't be afraid of conflict...every family environment has it, and it's needed to build camaraderie, relationships and ultimately to win championships.

The greatest teammates apply positive pressure.

Who's Got Next?

NPH leadership is always observing, assessing and evaluating. Just like when we evaluate basketball prospects, we always evaluate staff because we want to know Who's Next? Who's the next rising star in the industry? Performance is what leads to the rise of talent, which equates to career growth, promotions and new opportunities.

If You Don't Want It, Someone Is Coming For Your Spot

Just like in the NBA, every year there is an NBA draft and new talent enters the league hungry to prove themselves, earn roster spots and long-term contracts. Just like the NBA, at NPH you must consistently demonstrate a hunger for more—improvement, growth and a never settle mentality. Never get comfortable, someone could easily take your minutes if you are not committed to excellence.



DAWWGS ONLY !!!

High energy, no excuses, get the job done, find a way. Work hard. Commitment. Loyalty. Sincere. Loving. Always wants more.

United Front

We are all on the same team. ONE team. ONE vision. Many on the outside will come and try to divide us. We must be aware of this and remain on a United front. Although we may disagree at times as teammates, we still must have each other's back at all times.

Be Selfless

Imagine a world where everybody cares more about others' success, than their own. What type of environment would that create? One where everyone has each other's back—guaranteeing both individual and collective success at the same time.

NPH is striving to develop this culture and as it does, special things will happen. NPH requires you to be selfless. Give more than you receive. Weak side help.

At NPH, we are in service to others—To serve our teammates and to the community at large.

Be Selfless.