



# **SSS ACADEMY**

## **BASKETBALL PATHWAY**

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**Launching August 2026 | Phoenix, Arizona**



# YOUR BASKETBALL JOURNEY STARTS HERE

SSS ACADEMY BASKETBALL PATHWAY -  
LAUNCHING AUGUST 2026 - PHOENIX, ARIZONA

## U8 TO COLLEGE



USA BASKETBALL • AAU • AIA VARSITY • NCAA

# THE PATHWAY LADDER

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## U8 to College

SSS Academy is building a full basketball ecosystem in Arizona with a transparent progression. Below is the development ladder and the exact rollout by year.

Step	Stage	Age Range	Focus / Events
1	Foundation	U8–U18	Skills Academy, shooting labs, small-group training
2	House/Local	U8–U14	In-house league + local leagues
3	AAU Club & Travel	U10–U17	AAU travel teams; regional/national events
4	High School Varsity	U14–U18	Varsity/JV competition
5	Showcase/Circuits	U14–U17	NCAA-certified exposure events
6	Post-Secondary	18+	College; placement + life skills

USA BASKETBALL • AAU • AIA VARSITY

## YEAR-BY-YEAR ROLLOUT

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What Launches When



# 3-YEAR ROLLOUT PLAN

Building Arizona Basketball Excellence

YEAR 1 (2026-27)

## LAUNCH



In-House League

- Skills + Shooting Labs

- In-House League

- Tier 3 AAU (Local/Regional)

- Varsity/JV

YEAR 2 (2027-28)

## EXPANSION



Position  
Labs



More  
Divisions

- Position Labs + Film Training

- More Divisions

- Tier 2 + Tier 3 Teams

- Structured Event Plan

YEAR 3 (2028-29)

## NATIONAL PRESENCE



Full  
Academy



Merge  
Stadium

- Full Academy + Camps

- Host Tournaments

- National Exposure Plan

- Circuit Opportunities

TRANSPARENT PROGRESSION • PUBLISHED ROADMAP

# ROLLOUT DETAILS

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## Year 1 (2026-27): LAUNCH

- Skills + Shooting Labs
- In-House League
- Tier 3 AAU (Local/Regional)
- Varsity/JV Launch
- Recruiting Education + Film Packages

## Year 2 (2027-28): EXPANSION

- Position Labs + Film Training
- Add Divisions + More Game Nights
- Tier 2 + Tier 3 Teams
- Film + Strength Standards
- Structured Event Plan

## Year 3 (2028-29): NATIONAL PRESENCE

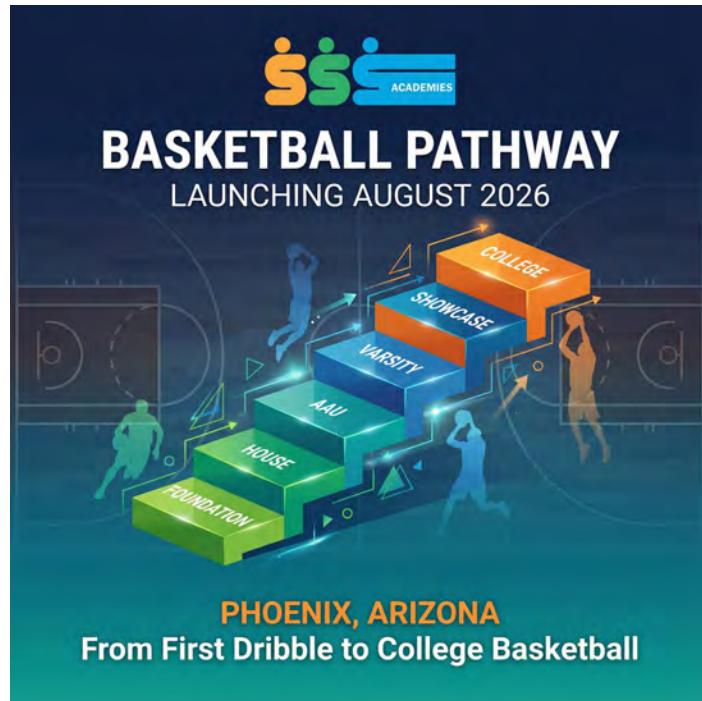
- Full Academy + Camps
- Host Tournaments + Leagues
- National Exposure Plan
- Recruiting Outcomes + State Goals
- Circuit Opportunities

# MARKETING MATERIALS

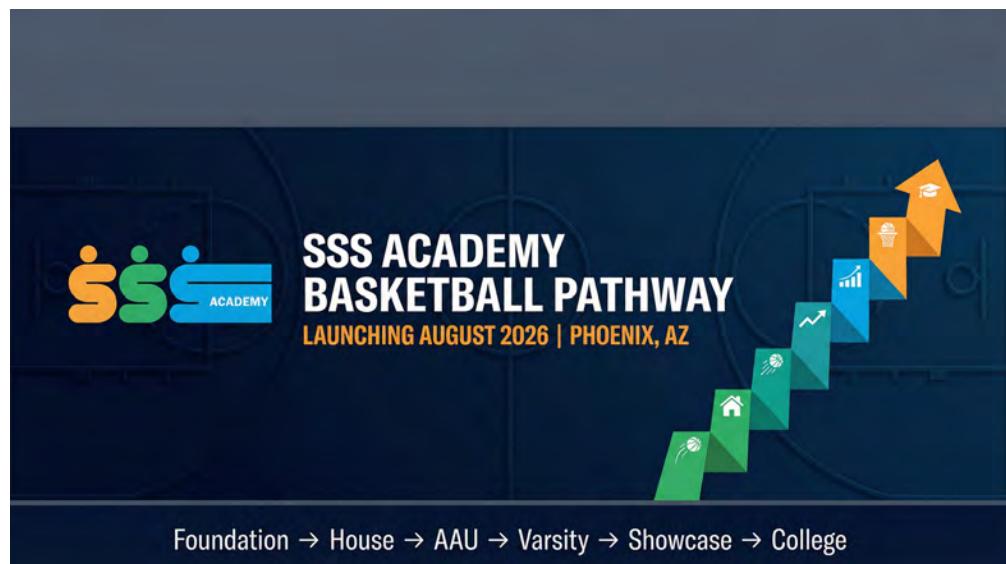
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Social Media & Email Assets

## Social Media Square (Instagram/Facebook)



## Email Banner



## Instagram Story



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