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MILITARY “MARCH MADNESS”

...But in APRIL, actually!

COLORADO SPRINGS, CO, February 1, 2019. The Military Basketball Association (MBA) and the Pikes Peak Chapter of the Association of the United States Army (PPC-AUSA) recently formed a Strategic Alliance. This partnership synergizes the missions and strengths of both non-profit organizations to achieve maximum results in the sponsorship for, and the execution of, an annual multi-service basketball tournament in one of our nation’s most military-supportive communities.

Every spring the MBA hosts its Finals Tournament in Colorado Springs. This year sixteen (16) varsity-level teams from all U.S. military services qualify and compete to determine the best installation in Military Basketball. Also, this year the MBA will introduce a Women’s Tournament for the first time that will consist of eight (8) teams. **The 2018-2019 Finals games will be held April 12-14 at the United States Air Force Academy.**

The strategic alliance allows PPC-AUSA (<https://ausappc.org>) to manage many of the sponsorship, fundraising and promotional aspects of the tournaments, so that the MBA (<https://www.facebook.com/militarybasketballassociation/>) can focus primarily on basketball tournament planning and execution details.

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Akin to the collegiate March Madness basketball fervor, these military tournaments are widely attended as off-duty competing teams converge from all over the country and from all services. The enthusiasm is amped-up by the inter and intra-service rivalries, which only add to the friendly fun. The tournament is not financed by public funding. Therefore private, commercial, business, and corporate sponsorship opportunities abound, and donations offer outstanding return-on-investment results.

The Tournament sponsorship campaign kicked off on January 7th. The tiered-benefit Sponsorship Package is available at <https://ausappc.org>, then go to the bottom of the homepage and click on the red “MBA Sponsorship Opportunities” button.

The **Military Basketball Association (MBA)**

<https://www.facebook.com/militarybasketballassociation/>

provides volunteer basketball coaches and players an organization that seeks to further promote the Military Athlete. The nonprofit Association is governed by its Commissioner and ten (10) Board members. It currently has accepted three (3) Military Basketball Conferences that make up a total of thirty-four (34) active installation varsity level programs.

The **Association of the United States Army (AUSA)** — <http://ausa.org> — is the Army’s nonprofit professional and educational organization serving Active, Guard, Reserve, Retired Soldiers, civilian workforce, industry partners, veterans, family members, and concerned citizens. AUSA’s dual mission provides a ***Voice for the Army and Support for the Soldier***. The Pikes Peak Chapter — <https://ausappc.org> — is one of 123 AUSA chapters worldwide.

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If you would like more information about this topic, contact Major Mike Meyers, Commissioner of the MBA; or Colonel (Retired) Doug Harris, President, PPC-AUSA, at the phone numbers or email addresses above.