



Cambodia Basketball 2036 Proposal Framework: Partnership Between SEA JBL Cambodia & Cambodian Basketball Development

Vision

To create a sustainable basketball ecosystem in Cambodia that increases participation, develops elite-level talent, strengthens the national team pipeline, and generates long-term funding for Cambodian basketball.

**THERE IS ONLY ONE WAY
TO EAT AN ELEPHANT, A
BITE AT A TIME**

DESMOND TUTU

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1. National Team Player Support

24-Hour Training Access

Provide national team athletes with:

- Free 24-hour access to gym facilities
- Strength & conditioning equipment



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- Basketball training courts
- Equipment and shooting facilities where available

Purpose

- Remove barriers to consistent training
 - Give players additional development support
 - Increase player commitment and preparation standards
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2. Grassroots Basketball Growth

Engage Kids Before Other Sports Do

Basketball competes with football, volleyball, and other activities for youth participation. The earlier children enter the basketball ecosystem, the greater the long-term talent pool becomes.

Proposed Initiatives

- School basketball outreach programs
- Beginner-friendly youth competitions
- Free trial clinics and community events
- Affordable development pathways
- Parent education and engagement

Objective

Increase the total number of young basketball players in Cambodia and build lifelong participation in the sport.

3. Cambodia Junior Basketball Competition (CJBC) as a Development Feeder System



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Role of CJBC

Position CJBC as a structured development pathway for:

- Beginner players
- Undersized or inexperienced athletes
- Late-developing players
- Youth requiring long-term skill development

Development Philosophy

Not every athlete is immediately ready for UNBL or national team selection. A proper development system allows:

- Time for growth
- Fundamental skill development
- Exposure to structured competition
- Character and discipline building

Goal

Create a clear feeder pathway:

Youth Basketball → CJBC Development → UNBL → National Team

This allows the federation to widen the talent pool instead of relying only on already-established players.

4. National Competition Endorsement

Federation-Endorsed National Competition

Support and endorse a national basketball competition open to:

- Cambodian players
- Expatriates living in Cambodia



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- International residents and workers
- Mixed-level and developmental teams

Why This Matters

A stronger domestic competition:

- Raises overall basketball standards
- Gives Cambodian athletes more competition exposure
- Increases fan engagement
- Builds commercial opportunities
- Creates a stronger basketball culture nationwide

Key Principle

The league should represent basketball in Cambodia as a whole — not only Cambodian nationals — while still prioritizing Cambodian player development opportunities.

5. Sustainable Revenue Sharing Model

Basketball Development Revenue Allocation

Create a transparent revenue-sharing framework where a percentage of league and basketball-related revenue is reinvested into national basketball development.

Potential Revenue Sources

- League registrations
- Memberships
- Sponsorships
- Events
- Facility rentals
- Merchandise
- Livestreaming/media rights



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Suggested Allocation Areas

- National team international travel
- Youth scholarships
- Coaching development
- Referee development
- Equipment for schools and provinces
- Elite player support

Core Principle

Basketball activity in Cambodia should directly contribute to growing Cambodian basketball.

6. Long-Term Outcome

With federation support and a unified basketball ecosystem, Cambodia can:

- Increase youth participation dramatically
- Develop a larger and deeper national talent pool
- Create financially sustainable basketball operations
- Improve international competitiveness
- Build a recognizable basketball culture across the country

The focus is not only on elite players today, but on building the next generation of Cambodian basketball players over the next 10–20 years.

Financial & Operational Contributions Between Parties

Initiative	What CBF Provides	What CBF Receives	What SEA JBL Provides	What SEA JBL Receives
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1. 24-Hour Gym & Equipment Access for National Players	- Official endorsement of national athlete program	- Better prepared national athletes	- Free gym access	- Stronger relationship with federation
	- Player eligibility and access approvals	- Reduced training costs for federation	- Court access	- Increased facility credibility
		- Improved player development standards	- Equipment and training environment	- More player traffic and visibility
		- Secondary training environment	- Facility operations and staffing	- Opportunity to build elite training culture

2. Grassroots Youth Basketball Growth	- School introductions and government support where possible	- Larger future talent pool	- Coaching staff	- Increased memberships and participation revenue
	- Federation branding and promotion	- Increased basketball participation nationwide	- Beginner programs and clinics	- Long-term customer/player pipeline
	- Assistance with outreach campaigns	- Stronger long-term national team pipeline	- Community events and youth competitions	- Brand growth and community presence
			- Marketing and player recruitment	

3. CJBC Development Feeder System	- Recognition of CJBC as an official development pathway	- Broader and deeper talent identification pool	- Structured player development	- Player progression success stories
	- Scouting and player identification support	- Development of overlooked or late-stage athletes	- Coaching and mentorship	- Stronger reputation for development
	- Pathway visibility toward UNBL/national selection	- Lower pressure on national programs to develop beginners	- Competition exposure	- Increased retention of junior athletes
			- Daily / weekly training environment	



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4. Federation-Endorsed National Competition

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|---|---|---|--|
| <ul style="list-style-type: none"> - Official endorsement/sanctioning - Assistance with national promotion and legitimacy | <ul style="list-style-type: none"> - National basketball visibility - Improved domestic competition standards - Increased engagement with basketball community - Federation revenue share | <ul style="list-style-type: none"> - League operations - Scheduling and administration - Venues and staffing - Marketing and sponsorship activation | <ul style="list-style-type: none"> - League revenue opportunities - Commercial partnerships - Increased participation numbers - Stronger national basketball ecosystem |
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5. Revenue Sharing for Basketball Development

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| <ul style="list-style-type: none"> - Transparency and oversight support - Alignment on development priorities - National team representation and accountability | <ul style="list-style-type: none"> - Sustainable funding stream for national basketball - Funding for international trips and development programs - Reduced reliance on one-off sponsorships | <ul style="list-style-type: none"> - Revenue generation through leagues, memberships, events, sponsorships, and facilities - Financial reporting and agreed percentage contributions | <ul style="list-style-type: none"> - Federation partnership stability - Public credibility and trust - Long-term ecosystem growth supporting SEA JBL operations |
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6. National Basketball Ecosystem Development

- Strategic alignment with national basketball objectives
- Official support and recognition

- Stronger basketball infrastructure nationwide
- Long-term national team competitiveness
- Sustainable development model

- Daily execution and operational management
- Facility investment
- Community building and competition management

- Position as leading basketball development operator in Cambodia
- Long-term operational sustainability
- Increased commercial and sponsorship opportunities