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D.S.B.V.
PUNCH

AMBITION PLAN 2012-2013



An overview of the current needs and future plans of Punch Basketball |
Board 2012-2013





Preface

Hereby, the ambition plan of D.S.B.V. Punch is presented. An ambition plan is a policy document which elaborates on the ambitions and goals of an organization on the long and short term. The current status of different aspects of the organization is used as a basis for the setup of this plan. The ambition plan has multiple functions. It is a document that can be of great use for board members, for instance to look up certain information or to fall back on when making decisions. It can also give members of Punch more insight in the association they are part of. Another function is providing information for (possible) sponsors. An ambition plan helps them to relate to the organization. Since the Unit Sport of the TU Delft is our biggest sponsor, and most important external relation, one of the functions is to inform the Unit Sport regarding our organization, policy, finances and goals for the next years. Besides the structure of D.S.B.V. Punch, the levels of our teams as well as the activities which are organized are shown.

We hope you will enjoy reading. Please do not hesitate to contact us for more information.



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D.S.B.V. Punch, also known as Punch Basketball, is currently the only student basketball club in Delft. Approximately 200 people are a member of Punch, of which the vast majority is student at the TU Delft. The members play across a selection of 12 teams - 9 men and 3 women teams. The main focus of Punch is to offer basketball to students and employees of the TU Delft on any level.

Punch has an important relationship with the Unit Sport. Punch is not a part of the Unit Sport but the Unit Sport can be seen as the main sponsor of Punch. The TU Delft values sports highly and the Unit Sport offers an as broad selection of sports as possible. Punch, being the lone basketball club, fulfills a roll in broadening this spectrum through offering basketball to a large audience.

Besides being able to cater to the Unit Sport, Punch has set goals to be able to offer a complete basketball package to anyone who is a student or employee of the TU Delft. The main goals are to be able to offer basketball to anybody on any level, to provide means for players to develop themselves, both on and off the court and to allow members to build social contacts. Punch also values being able to teach members life skills through committees, events and teamwork.

Punch is now in a situation where major changes will take place, mostly monetary, which leads to a reevaluation of our goals and future plans. This ambition plan will describe Punch's plans for the coming years, showing what our current status is and where we would like to see ourselves in the near future.

This ambition plan will describe the competition levels Punch plays at, starting with the regional and rayon playing teams and affairs this brings along, followed by affairs concerning Punch's participation in the national competition. Activities are an important aspect within Punch and will be considered after. The ambition plan will close with the internal structure, discussing the organization, communication and finance of Punch. In every part of the ambition plan, the current situation is described, as well as goals for the future.



1. National Competition

Since the championship in the 'Eerste Divisie' in 2002-2003, the men first team has been playing at the highest amateur level of the Dutch competition, the 'Promotiedivisie'. Together with the 'Groene Uilen' from Groningen, Punch is the only student basketball club playing at this level and is thus at the highest level of student basketball.

Context

Punch thinks it is important to be able to continue playing at this level. Because the 'Promotiedivisie' is such a unique place to compete in as student basketball, we would like to maintain this prestigious position. It completes part of our goal to be able to offer basketball at any level to any student. In the past years it has been proven that students and employees at the TU Delft have an exceptional level regarding basketball, a level that Punch has been able to provide in the past years and hopefully also in the coming years.

Being able to play in the 'Promotiedivisie' has given Punch a positive reputation in the 'Haaglanden' region. We have been able to attract students that played at different clubs due to the high level that Punch offers. Because D.S.B.V. Punch is a student basketball club a large come and go has been seen. This makes it relatively hard to be able to fill a team yearly. As no youth teams are part of Punch, a smaller selection of players needs to be trained internally. For us to be able to set up a team in the coming years it is important to attract players at this high level. One of the things that can be set up is a high intensity training. Last year some Men 1 players did more work outs than the others and that had a favorable effect on their basketball playing capabilities.

Men 2, and lately Men 3, compete in respectively the Rayon first class and Rayon second class. Especially Men 2 has been serving as a talent pool. The roster of Men 2 is annually selected by the head coach of Men 1. Young players with talent have a chance to train and sometimes have the option to be a bench player with Men 1. It is not uncommon for these players to make the step to Men 1. The existence of Men 1 is consequently determinative for the overall level of Punch.

Every year the decision has to be made whether Punch wants to continue playing the 'Promotiedivisie'. The level of play and accompanying costs are important factors in making this decision. In case Punch becomes champion of the 'Promotiedivisie', there is the option to promote to the 'Eredivisie'. This is, in Punch's current position, financially not possible. It is not uncommon for 'Eredivisie' clubs to have a budget of over €1,000,000. Unless a big sponsor is found, as in the seventies, 'Eredivisie' is financially an impossible option. In recent years 'Promotiedivisie' is becoming more and more expensive. It is therefore important to look at the option of playing in the 'Eerste Divisie' and what effects this would have on Punch. If we were to decide to play in the 'Eerste Divisie' or lower, it is expected that the majority of our high level players, including Men 2 and Men 3, will look for other clubs in the region that would allow them to continue playing at a higher level. Besides a loss of image, demotion would lead to losses in subscriptions and outside interest in Punch. For Punch it is important that this will not happen because loss of members is unwanted, but for the Unit Sport it is also essential that this does not happen because a loss of sports card members is also unwanted.

Foreign students

Although basketball is not a very popular sport in the Netherlands, it certainly is in the Southern parts of Europe. Punch has multiple foreign MSc students playing in the higher teams. If Punch keeps playing at a high level, the opportunity for MSc students to play at such a high level is an important factor in making the decision of where they want to pursue their MSc, and potentially PhD, careers. In this way Punch can help



attract foreign students to the TU Delft. Having foreign players in the 'Promotiedivisie' does come with extra costs, for which Punch has to reserve money in order to accommodate the wishes of these foreign players. Examples of these costs are clearance letters from the original club, the FIBA and extra subscription fees for the Dutch association (NBB). Since the amount of students in Men 1 is important for the unit sport as well as the presence of international students within the unit sport, it is suggested that these costs are split between the unit sport and Punch.

Games

Besides the direct benefits to players, Men 1 also serves as entertainment value for the rest of the club. The experience tells that other Punch members enjoy watching Men 1 matches. This also serves as an extra factor in club bonding, as we have seen that supporters of the Men 1 team also become more involved in Punch's secondary activities. Members are simply proud of such a high level in Punch. It is important that a lot more people (not only members) attend the games of Men 1. This can be achieved by an active promotion via a promotion committee. This will increase the enthusiasm Punch and the members have for Men 1.

Practice

Punch thinks it is very important for our first team to keep playing at this high level in the coming years. However, this high level comes with extra internal and external costs. This makes the first team take a major part in the yearly budget. As a club Punch needs to provide extra training hours, as 3 hours per week does not suffice. We currently offer 4.5 hours per week, which is, when compared to similar teams, still a low number. Men 1 also has a longer training schedule, where training starts during the summer break and ends in June. These extra training hours translate in additional costs.

Refereeing

Along these internal efforts, the NBB has extra requirements for teams in the 'Promotiedivisie'. Teams need to supply a D-level referee, who has to fulfill 22 refereeing duties throughout the Netherlands. Besides making this attractive, Punch has to compensate for expenses made, such as traveling costs. Punch has also setup a sponsoring committee to make money available as a reward for the D-referee. Making the D-referee of Men 1 a sports card trainer might also make it easier to find a referee.

Coaching

Coaching is very important for Men 1. First of all, it is required to have a coach, but also the level of the team is inseparable from the level of the coaching. For the coach of Men 1 it is mandatory to be in the possession of the BT4 coaching license. Due to the low amount of sign ups nationally, this has become a very expensive course, requiring extensive hours and work. Because Men 1 is vital for the character and existence of Punch, there should be more deliberation between the Unit Sport and Punch on the education of a new BT4 coach. Without a coach, Punch will be demoted and educating a new trainer will take some time.

Last but not least, also responsibility comes with being in Men 1. Besides the privileges of being H1, there needs to be a return by the team to the club. Especially players at such a high level can bring a lot of new aspects and inputs to other players by being their coaches or trainers. A few players of H1 are already either trainers or coaches, however, more engagement in the association of the team as a whole is needed.

The ambitions Punch has regarding Men 1 are in short:

- Keeping Men 1 in the 'Promotiedivisie'
- Increasing the percentage of students by active promotion
- Keeping the ability to attract foreign students



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- Attracting more people to the games of Men 1
- Making sure the conditions for a proper practice are met
- Attracting a D-referee who is linked to Punch for multiple years
- Making sure everything concerning the coach is organized properly, which also means educating a new coach on time



2. Rayon/Regional Competition

One of the goals of Punch is to provide members easy access to play games against other clubs. Members who want to make use of this possibility will be assigned to Punch teams. These Punch teams are then enrolled in competitions organized by the 'Nederlandse Basketbal Bond' (NBB) and Rayon West. The NBB facilitates all the national level basketball competitions in the Netherlands. Rayon West is an organization which is in charge of the regional and rayon level competitions in its specific region (the other rayons are: Noord, Oost, Noord-Holland, Zuid). In this section the requirements to play in competitions organized by Rayon West are explained as well as facilities Punch wants to provide to support teams and members playing at this level.

Level system

Rayon West uses a classification system which arranges teams of similar age and skill level to play against each other. The highest age groups are 'U22' for players under the age of 22 years old and 'senioren' for players of age 22 and older. Because Punch is a student basketball club, there is no possibility to arrange teams with the same skill level in age classes below the senior level. All Punch teams will thus be subscribed in the age class 'senioren'.

In the 'senioren' age class, there are several different levels. The teams in the lowest levels play against teams in close vicinity in the regional divisions. Higher level teams play against teams in a wider radius. This is called the rayon level. Sometimes it is even possible that there are not enough teams of the same high skill level in the rayon area. In this case it is possible for different rayons to collaborate. This result in a class called 'inter-rayonaal'.

Regional level

The level of play in the regional competitions ranges from beginner to advance. The games tend to be more casual and less competitive than the games played in the rayon competitions. Still organizing and regulating these games is far from easy. Clubs joining regional competitions have to comply with several rules stated by Rayon West. During the games members of other teams are supposed to fill in supporting roles.

There are two regional competitions a year. In the regional level it is possible to promote or degrade independent of your rank at the end of the previous competition. This means the two competitions are completely independent of each other. Every team joining one of these competitions is assigned to a pool with 6 to 8 teams in total on a certain level. Rayon West has 6 different levels in which teams can enroll freely. In these pools, teams play against each other twice; once at home and once away. This results in 10 or 14 games per competition. The club of the home playing team is responsible for the game. This club needs to arrange the date, the hall, the material and the supporting cast.

Game organization and requirements

Arranging the games is done using software provided by the NBB. This program is a planner and is part of the 'Informatie Systeem Sportorganisaties' or ISS software bundle. In short the clubs have to agree on a date. The home playing club has to do a proposal in the software, after which the away playing club needs to confirm this date. The home playing club is responsible for any problems or irregularities. This is why it is important to set the hall dates and times well before each season.

To schedule the games, a hall is required for a minimum of 1:45h. More time is preferred because then teams can do a proper warm-up and there is more leeway between the games. The hall should satisfy several regulations which are declared every year in a document called hall regulations. These regulations include proper floor with correct field lines, baskets and dressing rooms.



During regional games several materials are also required. The minimal necessary materials include: panel table, game ball, game clock, score board, possession arrow, a signal, two whistles, two flags, pens and a game sheet. However, it is expected from the home club to have at least two balls for each team to warm up before the game. This means that a minimum of eight balls need to be available during regional games (two courts).

The supporting cast is very important in basketball. In regional games this supporting cast consists of a minimum of four people; a timer, a scorer and two referees. The tasks of this supporting cast are filled by other people of the club. In Punch, these people are other competition playing members. This means that if you sign up for the competition, you also sign up to do tasks. The tasks are evenly divided by the games commissioner over the members. Members performing a task during a game are called taskers. Because during a basketball game only ten players are on the field, the ratio of taskers to players is high compared to other sports. This makes it more challenging to get everyone there and set a game up.

Rayon level

Players playing in the rayon level are in general better in playing basketball and more competitive than regional players. At the rayon level, the same competition system is used as at the regional level. There are, however, just two levels. Every team joining the rayon competition starts at the second level. In contrast to the regional level it is only possible to promote to the first level after proving the strength of the team.

For rayon level games, a minimum game time of 2 hours is required. Also there should be an opportunity for a 10 minute warm-up. Extra material includes: electronic scoreboard, electronic possession arrow, electronic shot-clock.

Game organization and requirements

The supporting crew is even bigger at the rayon level because there needs to be a shot-clock operator. In total there will thus be a supporting crew of 5 members.

Because the level is significantly higher, there should be higher trained independent referees managing the game. These referees have attended an additional course and are of the E-level as opposed to the F-level necessary for regional games. For the men first rayon level, referees present should even to own a D-diploma. These referees are scheduled and provided by Rayon West. The other three taskers are from the home playing club.

Every team joining the rayon level has to assign one E-level referee to Rayon West for a minimum of 22 games or two E-level referees each for a minimum of 14 games.

In addition every team playing at the rayon level also needs to have a licensed coach with them at every game. These coaches can be players of the team or other members of the club, but they need to have followed an extensive course to obtain a Basketball Trainer 3 license. It is preferred that the coach is not a player of the team because this will probably not increase the level of the games. Without the game organization fixed it is not possible to maintain this level of basketball at Punch.

Training

It is important for competition playing members to have sufficient quality training hours to develop their individual skills, their play as a team and to have fun. To be able to keep a good rhythm going, training twice a week is a necessity.

As is proven in the last few years, trainings of 1.5 hours each are excellent. This guarantees a proper training. Especially because it is possible to do some slight warm-up on the side of the court during preceding practices.

It is possible for two evenly matched teams to train together on one court. This way 4 teams in total can practice at the same time. Training this way requires one trainer per court, thus two trainers at all time. This



can be a combination of an experienced and a less experienced trainer who has the motivation to improve him or herself.

With four teams training at the same time, there is an estimated 28 players on the field. A good training also includes individual training sessions. This means all 28 players need to have a basketball for themselves. Thus a minimum amount of 28 balls should always be available. Right now the balls for practice are provided by the Unit Sport. Together with the board of D.S.B.V. Punch they can check the quality and quantity of the balls regularly to see if new balls need to be ordered.

Talented players in the rayon teams should get the opportunity to improve their performance for example by joining an extra training of Men 1 or doing the high intensity training which is discussed in the previous chapter. This can help to improve the talent pool to serve Men 1.

Supporting cast

According to the philosophy of Punch all members can contribute to the efficacy of the practices. Because of the high task to player ratio, all competition members should be able to do their share of basic tasks. Basic tasks include operating of the jury table and F-level refereeing. To be able to do these tasks, mandatory and optional courses are organized. All members should follow the mandatory courses. Members who do not participate in these courses will be fined.

Jury tasks

All jury table tasks are allowed to be performed without a license. These tasks include: scoring, timing and operating the shot-clock. Although a license is not mandatory, Punch wants to give their members an opportunity to learn these skills in a pressure free environment. Both to comfort the new taskers in their ability and to raise effectiveness with which they can do their tasks.

Especially the operation of the shot-clock has been proven to be a difficult task for most. This clock is only used in the higher level games, it is important that especially at these games the jury table is competent.

There are courses available by Rayon West to teach the basics of these tasks. It is also perfectly possible for Punch to organize courses like these themselves. Organizing the courses ourselves leads to the advantages of being free of charge and more flexible. These courses can be provided by every Puncher with experience. The exact execution of these courses should still be defined.

F-level refereeing

Another task all competition playing Punchers have to be able to perform is refereeing regional games. To be allowed to referee regional games, a F-license is necessary. Therefore obtaining such a license is obligatory when entering D.S.B.V. Punch.

F-licenses are only to be acquired by following an F-course. These courses can be requested at Rayon West. Each of these courses costs €150 and educates 30 players.

Every year about 10 new members do not own a license yet. Also, there are currently 60 competition playing members who do not own one either. These players should get a license in the upcoming years. To achieve our goal that all competition members own an F-license, at least one F-course should be organized every year. To be able to settle with only one course a year, it is crucial that all participants show up for the course. This has proven to be a problem. Focusing more on members showing up at the course is a must.

Acquiring an F-license is just the beginning however. It allows you to referee regional games, but it does not guarantee the skill level of the referee at all. It might still be quite scary to have to referee the first game without knowing the exact procedure. Also it takes time to develop adequate refereeing capabilities. This is why Punch intends to organize refereeing training days especially for beginner referees. The idea is that the new referees get the opportunity to referee during practice games while experienced referees give them pointers on their game. These non-competitive game environments can range from trainings to internal tournaments. These training days are extremely important to improve the overall refereeing level of Punch in any way.



E-level refereeing

To be allowed to play the rayon level, every rayon team needs to assign one or two E-referees for the whole year. Punch has enough talented players who can play at this level. At least two men and one ladies team can play there. Nevertheless, there is always a shortage of people who can or want to perform the corresponding refereeing task. In general it is the responsibility of the team to arrange the referees. They should find one of their teammates willing to do the task or actively ask for other Punch members interesting in refereeing at a higher level. To be certain that there will always be a big enough pool of potential E-referees, at least half of the rayon team members should obtain an E-license. Any Punch members outside of these rayon teams that want to help out by being a referee for one year should be supported in every way possible and should be allowed to follow the course as well. Because there is a shortage of E-referees in Punch, it is believed that a reward the Unit Sport can give the E-referees is making them a sports card trainer. The availability of referees is important for the TU because enough referees on a high level guarantees the level of the high teams in Punch.

Every rayon team should be allowed to educate 2 new E-referees every year. This results in 6 E-course members per year. The costs per member for the course are approximately 40 €, or 240 € in total per year. The E-courses should also be requested at Rayon West. Because Punch does not have enough members to fill a whole course, there should be some collaboration with other clubs in the vicinity to organize courses together.

D-level refereeing

The second men team has proven that they can compete in the highest rayon competition. The team gets demoted after playing for half a year, because Punch is not able to provide a D-caliber referee yet. There are not many players who are capable of refereeing at this level. Only a few selected E-referees get an invitation of the refereeing committee to join a course and increase their skill level. Members who are willing to obtain a D-license and referee at this level should thus be highly encouraged. This is especially important because they can even potentially help the first team in the future. A D-course costs approximately 65 €. Because of the trend of recent years, it is not expected that many members will want to follow the course. It is however extremely important that the opportunity should be there. Money should thus be reserved every year for at least one course.

Punch wants to make it more attractive for a member to be a D-referee for Punch. This is why a committee is established to raise sponsor money. This way a reward can be given to the D-referee. Since the sponsor committee started last year, it is not yet known how much can be achieved in this matter.

For the D-referee, the same believe counts as for E-level refereeing. The reward the Unit Sport can give for showing dedication to Punch and Men 1 is making the referee a sports card trainer.

Coaches

A new rule by the basketball federation is that every rayon level team needs to have one BT3 level coach present at every game. These coaches can be Punchers who are enthusiastic and willing to help out the higher teams or, if there is no other possibility, players of the team itself. Currently there are 3 rayon teams, so there needs to be a minimum amount of 3 active BT3 coaches. Next to the minimum 3 coaches, a back-up coach is advised. The goal should thus be to maintain at least 4 active BT3 coaches. This is only possible if a new coach is educated every year. One course currently costs €875 and should be requested at the NBB. For the performance of the teams it is important that the coaches stay with the same team within Punch for a couple of years. This creates a better relationship between the coach and the team and will thus increase the level of the team.

Because the coaches are offering a lot of their free time to join all the games, it should not be expected that they have to make any expenses. This is why traveling expenses should be covered by Punch. The importance



of educated coaches is easy to explain because of the fact that it is obligatory for all rayon and higher teams to have a coach with a license.

Expected members

Last year Punch was able to assemble 11 teams to play in competitions for Rayon West; at rayon level 2 men teams and 1 ladies team and in the regional levels 6 men teams and 2 ladies teams.

Problems occurred because the attendance in the lower ladies teams was not as high as expected. This is why especially in the first half of the year, enrolling new teams should be done with great caution. It is preferred to have too many players and have to enroll more teams later over the option to have too few players to even be allowed to start games.

This is why for next year there is opted to enroll 2 ladies teams and 7 men teams. It is expected that more new members will subscribe in the beginning of next year. How many loyal players is unknown though. There is thus a possibility that more players sign up for competition than spots available. The left over players should then become training members first and join the teams in the second competition of the year.

Conclusion

Playing in the basketball competitions organized by Rayon West demands quite a few contributions by members of Punch as well as a resupplied material stock. It is important that all members help to make playing in the competitions possible. Extra costs made by individuals purely to support Punch should be covered by Punch or the Unit Sport.

Becoming an E- or D-referee should be encouraged; this is why any expenses they make should be covered. These expenses include courses, referee jersey, whistle and traveling costs. The traveling costs are already covered by 'Rayon Commissie Scheidsrechters' and thus indirectly by the participating teams.

The referee-courses provide the Unit Sport the possibility to offer TU students basketball at high levels (both rayon and potential national level) and providing means for TU students to develop themselves. This is why it would be logical for the Unit Sport to cover the remaining costs.

Punch also wants to organize an E-course every two years. To do this, a hall is necessary for 3 mornings. Here the Unit Sport can help out as well by including the hall reservations in the sponsoring contract.

Punch members who follow a Basketball Trainer course to help out providing basketball to TU students should also be able to do so without making costs themselves. It should be possible to make an agreement with the Unit Sport for every participant: If these members help out by giving quality trainings and being a coach for a high level team, it is believed that the Unit Sport can help to cover their educational costs.

Also, for every member whom is not only willing to take the effort to follow a proper education, but also is willing to spend time using this education should be rewarded with a sports card. This is a small gesture, but it might just be enough to pursue an active Punch member to do the job.

Other ambitions in this matter are:

- Keeping Ladies 1 at rayon level
- Attracting a D-referee for Men 2 to provide continuity in the first rayon class
- Attracting enough E-referees to maintain the rayon teams at their level
- Providing basketball at as many levels as possible
- Increasing the amount of female members to be able to provide women basketball at any level
- Providing high quality practices with good trainers
- Giving talented players the opportunity to develop themselves
- Providing proper support for referees, coaches, trainers and the jury table



3. Training Members

A lot of basketball players just want to play basketball without the need to play competitively. These players just need a basket, a basketball and some fellow basketball players. Sometimes these players also still want to improve their skill level, conditioning and experience a somewhat enduring training from time to time. This group would also need a real court and a trainer.

These recreative basketball players are often present at the Unit Sport. They play inside the hall or outside, alone or with some friends. Also as a club, Punch receives a lot of requests every year from players who just want to play for multiple times a week without having to play competition. In short: A big group of basketball players wants to enjoy basketball without competition games.

This is why Punch also wants to provide proper facilities for this type of player. We will call him the (potential) training member.

Currently the Unit Sport supports this kind of player by sponsoring one training a week for Punch and having an 'open hall' for basketball on Friday.

Although these facilities are good to have, this is not providing enough of the kind of basketball the training members are looking for. The result of the current situation is that there are on the one hand training members that decide to become a member of Punch and train once per week during our training members practice and on the other hand groups of friends that play friendly games in the open hall on Friday and are not a member of Punch.

Although it is nice for groups of friends to play together on Friday, it is not really 'open'. The people that present there on Friday are mostly Asian people who know each other already. It is difficult for new people to join this group. Another problem is that it is really hard for the Unit Sport to get a grip on who has a sports card and who does not have one. These players just walk in and out of the Unit Sport without any registration whatsoever.

As for the group that joins the Punch training: most of these players are really disappointed to only have one training a week. Because they do not have a game during the weekend, it is especially important for these players to have another opportunity to play basketball somewhere during the week. There are even training members who try to join a team just to have another day that they can play basketball. This is unwanted for Punch, because Punch wants to provide opportunities for the teams to practice as a team without other players running around on the court. As stated before, the 'open hall' is often not a really attractive alternative to these training members.

The training member trainings of Punch are also used for members who are new to basketball to learn the basics of the game before they join competition playing teams. Currently these players have to join other practices. There they have to do team exercises with the more experienced players, which often results in a lot of frustration for both kinds of members.

Another option to let these newer players learn the basics more quickly is to reserve the hall before the start of the regular practices. This is a proven concept as it was already applied in the past; Punch was allowed to use a hall for one hour before practice at a calm time.

Conclusion

The group of (potential) training members should not be underestimated. There are a lot of these players. These players also include new players who want to play practice only the first year before they start playing competition as well.

At the moment the possibilities for these players are very shallow. It is very important for training members to have more opportunities to play. This is why Punch wants to provide another training hour per week. The second training does not necessarily have to be a supervised practice; a fixed time where members only can



meet to train themselves and organize some games is a big improvement already. For Punch to be able to fill this gap, the Unit Sport should provide a bit more hall time.

More hall time is also desired to provide basic training to new members at a quite time. It does not have to be at prime time; one basket before normal practice starts should be enough. Another, less desirable, option is to reserve one basket during the training members training. An experienced Puncher will provide the training then. For the TU it is important to sponsor these kinds of needs because not only the top level is of importance. When it comes to the quality of a basketball club, possibilities to develop for less experienced player is also important because it is part of the recreational sport.



4. Organization

The way an association is organized, is important when getting an overview of this association as a whole. This is why the structure of Punch will be explained in this section. You will see why it is important to have a clearly defined organization structure. This includes the board, the committees, team captains, volunteers and the involvement of members in general. It is easier to get members involved when there are different types of committees. Getting members involved is especially for a student sports club important since there is no money involved for a lot of tasks that are necessary to keep Punch running. This means a lot of volunteers who put their spare time into the association are needed that are dedicated to the sport and the Punch environment

Board

Since 2011, the board of D.S.B.V. Punch consists of six board members. The constitution of the board is as follows:

Table 1: Functions of board members

Function	Description
Chairman	Has a controlling function, divides tasks, communication within the board, prepares and chairs board meetings. He or she is also in charge of important external relations.
Secretary	Subscribes/unsubscribes members, takes care of correspondence with interested students and of the internal communication.
Treasurer	Is responsible for the finances and having a financial overview. Also collects membership fees, finds (new) sponsors, controls all expenses and incomes.
Game Commissioner	Plans the competition games, including making a schedule for the games. Is in charge of the communication with the NBB, arranges the hall at the Unit Sport, finds referees and creates task schedule.
Commissioner Technical Affairs	Arranges trainings and trainers, keeps inventory up to date, makes a team division and is in charge of the communication with coaches and team captains.
Activities Commissioner	Is involved in organizing all the activities besides the regular competition, including internal tournaments, parties, drinks and external tournaments.



Besides the official activities of each person, the board as a whole is responsible for finding enough people to help with keeping Punch running. It is very important to have a good organization within and outside the board to make everything work out. The board is not a full time job, which means that sometimes activities will be shifted temporarily to someone else when they have more time available. Also it helps a lot to have enthusiastic people in the committees around you to help. A good organization structure is indispensable in inspiring members to get involved more and more.

Committees

At this moment Punch has the following committees in D.S.B.V. Punch. They appear in the order of how big they are.

International Tournament Committee

The international tournament has been organized at Punch for fifteen years now and it is the biggest tournament organized by D.S.B.V. Punch. The average amount of teams that participate is around 32, which means that it has to be taken care of about 300 people for the whole weekend. This takes a lot of organizing, which makes this the biggest committee that Punch has at the moment. Six members, plus one board member, are working on this between September and May the following year to make it an amazing tournament every year again.

Activities Committee

The activities committee is helping the activities commissioner with all the other activities that are being organized. These are mainly internal tournaments, parties and drinks. The idea is to have an activity once or twice a month; this is why it is really important to have an activities committee to help with this.

Sponsoring Committee

The sponsoring committee helps the treasurer creating extra revenue. The committee was set up this year, for now the focus has been to get support from people who have a relation to Punch: The Punch Partners. A banner will be hung during all the competition games with the Punch Partners. To become a Punch Partner a set amount is paid per year. Later on the ambition is to approach a lot of different companies as well to become Punch Partner. Also next year new plans will be made regarding sponsoring on the website. From the sponsoring money we will create a budget to start rewarding E- and D-referees extra or attract external ones. Also a budget will be used for international students that want to play on a high level at Punch. It costs a significant amount of money to get a transfer from the FIBA. If they are planning to stay for at least three years, they can apply for an allowance from Punch.

Ongeplukt Committee

Ongeplukt is a tournament where Punchers create a team with roommates and friends that are not experienced in basketball. The tournament takes one day, in which students get a good impression of what the sport is really about. It is a real fun way to introduce a lot of new people to Punch. Together with one of the board members a couple of meetings are needed to set everything up. A couple of years ago the tournament was a lot bigger than it is now, with two halls instead of one, allowing twice the amount of teams to participate. When the committee is initiated sooner and there are opportunities provided by the Unit Sport for a second hall, this could happen again.

OWee Committee

The OWee is the introduction week for all the first years in Delft. This is the week to present yourself as a student sports club in order to get new members for the following years. The main two activities are the information symposium and the sports and culture event. This does not take a lot of time, but the ambition is



to make this committee a little more important and create some new ideas, especially for the sports and culture event. A lot of students want to try out a new sport when arriving in Delft, so this is a great opportunity for them to do that and for Punch to increase their amount of members.

Ambition

As discussed before the committees are also very different in the amount of people that participate and the target that Punch is aiming for in these committees. You can see that Punch has a lot of different committees in the sense of how much time they cost. As a new member of Punch it is really easy this way to roll into one of the smaller committees and then onto the bigger ones the next year for example, and eventually maybe the board. There are some other committees that Punch would like to create in the near future:

H1 committee

The men first team plays in a very high national league, and this deserves some attention. First of all it is important to have experienced taskers during these games. They play very fast, without some experience it is very likely to make mistakes and this is very annoying for all the parties involved. When being part of the H1 committee no other tasks need to be performed. The H1 committee will also promote the H1 games by making posters, attracting Punchers, other basketballers and other people to come and watch their games. At a lot of other clubs you have to buy entrance tickets to watch games with such a high level of basketball, while here usually not even half the stands are full.

Media committee

Next year the new website will be introduced. Every Puncher will have a login code and can post game reports, photos, etc. The media committee will be very active in promoting Punchers to write something for the website. They will also write a lot themselves, collect photos from the parties and put them online, write a blog et cetera. This way Punchers will be more actively connected to the club, which makes them more involved in the activities.

Team captains

Team captains have an important role in the internal communication. They function as an intermediary between the board and the team they represent. They help the board to make sure that people with a task are present and on time. They are also a contact person considering other issues like handing in of the jerseys at the end of the season, inventories of team members for next season et cetera. Our hope is that members are more willing to commit to Punch Basketball when a team member asks it rather than a board member.

Involvement of members

It is already quite clear from the text above, that it is really important to have a lot of members involved within Punch. At the moment there are barely enough people to fill up the existing committees, while Punch has a lot of plans for other committees as well. It is hard to find a way to make people more committed to Punch, and organizing internal tournaments and drinks are one of the ways we try to achieve that.

For each game at regional level Punch needs four people to do refereeing and table tasks (keeping score), and for the higher levels 3 persons are needed. It is thus very important that people feel a bond with Punch as an association, so they see the need in showing up at these tasks. This is going quite well at the moment, but it is very important that it is a point of focus, since it has been a problem a couple of years ago.

By organizing a general members assembly (GMA) twice a year and a TC meeting twice a year, members are kept up to date regarding the status quo of the association. The obligation to organize two general members assemblies a year is established in the statutes of Punch and it is a very good way to get people interested in



D.S.B.V. Punch
www.punch-basketball.nl

Punch. The only thing that is needed for a GMA is a room in which approximately 30 people fit. Earlier, reserving a room for such a purpose was stated in the sponsoring contract. However, it has almost never been used since the room the Unit Sport has is always full during week days. It is also not an option to hold a GMA in weekends because the members are students and might be away (for example at their parents). That is why in previous years the GMA's were held at faculties such as Architecture or EWI. Because the faculties changed their policy, this is not possible anymore. This is why it is very hard to find a room and where the Unit Sport could help us out. Maybe a meeting with the board of Punch and the representative of the Unit Sport can be hosted to discuss this problem. Together it has to be possible to find a solution for this matter.

Conclusion

This chapter shows how important involvement of member is. Punch would be a totally different organization without its committees, but committees are also a way to gain more members and to make people enthusiastic about Punch. One of the positive effects of having active committees is that more potential board members can be found. Also committees are a way to broaden the view of members and they give people the opportunity to learn organizational skills.



5. Finances

Even though the main focus of D.S.B.V. Punch is to play basketball, this is not achievable without a proper financial plan. To assure that games, tournaments and other activities can take place, there needs to be an income. Before the current budget and an outlook into the future are given, first a recap of the experiences of the last years will be provided.

Recap last years

A steady increase in the contributions and expenses to the NBB and Rayon West can be observed in the last years. However, the contribution to the club remained unchanged. This is mainly because playing Basketball should be accessible to everyone. A compromise is done that members who play at a higher level (national and rayon) also have to pay a higher contribution in order to cover at least a part of these extra expenses. Table 2 shows an overview of the total costs of the national, rayon and regional competitions. It can be observed that the total costs are increasing. An exception is the regional costs 2010/2011 compared to the costs of 2011/2012. This is mainly due to the high amount of regional player that year (and consequently the larger amount of regional teams) compared to the following year.

Overall, the expenses which are connected with especially Men 1 playing promotion division exceeded the resources which are allocated in the budget. Therefore, it had to be made use of the sponsor subsidy of the TU Delft in the last years to cover these costs. Currently, this problem is not solved yet and will be addressed in later paragraphs.

Table 2: The total expenses divided into National, Rayon and Regional level for the last three years.

	National	Rayon	Regional	Total
2009-2010	€ 5.520,00	€ 1.840,00	€ 5.540,00	€ 12.900,0 0
2010-2011	€ 5.573,00	€ 3.400,00	€ 8.070,00	€ 17.043,0 0
2011-2012	€ 5.573,00	€ 3.400,00	€ 7.965,00	€ 16.938,0 0

In the past years the two main objectives of D.S.B.V. Punch have been:

- The association shall not be negatively affected by the costs which are connected to a certain playing level.
- Everybody should be able to play basketball for the same price independent of the level he/she is playing.

So far the first objective was reached, though every year it becomes more and more difficult to accomplish this objective. The second objective has not been reached and different contributions are charged in order to have a financial balance.



Budget

After the last years have been elaborated on, now the current financial situation of the association will be discussed.

D.S.B.V. Punch follows two main goals:

- Keeping Men 1 in the promotion division
- Organize activities to get all members more involved in Punch

The most important team of Punch is Men 1 and their performance in the promotion division is crucial not only to Punch, but also to the Unit Sport and to the TU Delft. To keep Men 1 in promotion division, the sponsor fond has been used in the last couple of years. However, without this financial help, other cuts need to be made for Men 1 to be able to stay in the promotion division. This is contradicting to the main objective that has been mentioned before.

Before the financial aid for Men 1 and the entire competition Basketball will be further discussed, other financial aspects will be considered.

Neglecting the risks and costs of Men 1 for a moment and only considering the rest of the association, Punch performs well. A slight increase in equity took place the last years which will be discussed further on in this section. More activities have been organized on and off court which require financial support. At all times an activity - except competition games - should not put any additional strain on the association. Consequently, the activities outside of the competitive Basketball need to be *at least* self financing.

Table 3: An overview of the costs for the individual competition levels in 2012/2013.

	National	Rayon	Regional
Subscription	€ 1,671.00	€ 370.00	€ 990.00
Arbitration	€ 2,250.00	€ 1,000.00	€ -
Contribution	€ 730.00	€ 1,615.72	€ 4,658.58
Cup	€ 120.00	€ -	€ -
Licenses	€ 369.00	€ -	€ -
Youth Fond	€ 545.00	€ -	€ -
Total	€ 5,685.00	€ 2,985.72	€ 5,648.58

Coming back to financing the competition teams of Punch, it can be seen in Table 3 that the national level creates the most costs. Here it also should be taken into account that only one team is playing national level while 3 teams are playing rayon and 8 teams are playing regional. Therefore Men 1 is a high financial burden for the rest of the association that needs to be financed.

Contribution

In the following section the contributions for the individual players will be discussed to put the just shown costs into context.

The aim of the previous years that every player should pay the same contribution independent of the level she/he is playing on has been discarded since it is not feasible. At this moment the costs related to a team playing at a higher level is covered by the entire association. Especially Men 1 bring big risks with it. The costs



are substantially higher than the rest of the association (see Table 3) and will increase even further from 2013-2014 on.

Table 4 shows the income of the contribution divided into the different categories: national, rayon, regional and training only. It can be observed that the income due to H1 players is the lowest and the income to regional teams the highest. From a financial point of view, the most interesting basketball players are the training members since they do not lead to any expenses for the association. Rather the contrary, they lead to pure income and ensure therefore to a large extent that other Punch members can play competition.

More clarity needs to be created in terms of financial support to keep Men 1 in promotion division. However, finding main sponsors for D.S.B.V. Punch is rather difficult and will be discussed in more detail later on. Furthermore, a long time plan needs to be set up to assure a fair and equal financing of competitions.

Table 4: Income due to the contribution of the National, Rayon, Regional and Training members.

Income	Contribution
National	14x
Rayon	31x
Regional	94x
Training	58x

Another remark concerning the contribution relates to non-TU students. Even though Punch Basketball is a student association, an exception should be made for Men 1. More experienced players should be attracted to play promotion division in order to maintain that level. These players have to purchase an external sports card which is compared to the student sports card significantly more expensive. Punch strongly believes that it should be possible for these players to purchase a discounted student sports card or get compensation via the Unit Sport.

Coaches/Trainers

D.S.B.V. Punch follows the goal that everybody can train and play at the level suitable for him/her. The association highly relies on volunteers who are willing to train and coach, therefore, the goal of Punch is to reimburse the coaches and trainers. This can be achieved in several ways:

- The association pays for the coaches and trainers.
- The Unit Sport pays for the coaches and trainers.
- The teams pay for the coaches.
- A combination of the above.

The association itself should not have any additional financial burden due to competition teams, therefore, the teams themselves or the Unit Sport should cover these costs. Since the teams are the beneficiary party of having a coach, they could cover part of the costs.

However, it is also in the interest of Unit Sport that the high playing teams have a coach, since a well educated coach is the key to success.

Especially Men 1 requires a coach in order to remain in the second national league. To cover the costs of such a trained coach is beyond the financial capabilities of D.S.B.V. Punch. As mentioned before, Unit Sport also



has a desire to have top sport happening in Delft, therefore, the costs for at least the Men 1 coach should be covered.

In general, a high level of sports has always been a very important aspect not only to Punch Basketball, but also to the Unit Sport. To provide this high level the coaches and trainers are needed. Financial support by the Unit Sport to help reach these goals would thus be reasonable.

Referees

In order to play competition, besides the teams, also referees are needed. The majority of the players who enter Punch Basketball do not have a referee license and need to obtain one. Therefore, D.S.B.V. Punch organizes annually F-referee classes. On three evenings, the players will be introduced into the basics of refereeing and have to take a final exam.

Due to the new policy of the university, it is not possible to organize these classes in a faculty location that is why this year an external location was rented which led to additional costs. Punch Basketball would highly appreciate it if a location on the Unit Sport could be rented for these three evenings which would create less or no additional costs.

Buffer

In the last year, D.S.B.V. Punch created an increasing amount of equity. This amount will be sufficient to let Men 1 play for another year in promotion division. However, for the consecutive years there will not be a big enough buffer in the budget to attain the high level of Men 1. For the future years a main sponsor need to be found.

Sponsoring

Throughout the document it became quite clear that a main sponsor for Punch needs to be found. This turns out to be a big challenge. Within the last years, the search for a main sponsor was unsuccessful.

Another idea that has been established in 2012-2013 is the Punch Partners. For an annually contribution sponsors and affiliated people to D.S.B.V. Punch get their name on a banner which will be shown during all home games. This is the starting point for future sponsoring.

The annual sponsor fund by Unit Sport is also an essential part in the sponsoring of Punch Basketball. The sponsor fund assures that Men 1 can continue playing second national league. Without this additional support, it becomes very difficult for Punch to handle the related entire financial burden on its own.

Conclusion

Overall, the financial structure of D.S.B.V. Punch changed within the last years. Playing at a higher level requires more financial support from the player and it is not more guaranteed anymore that every player can play at his/her level without any additional financial burden.

Throughout the last years, the costs to the NBB and Rayon continuously increased. Thus, it becomes more and more difficult to keep all the teams at the level they deserve without significantly increasing the membership fee. Especially Men 1, lead to a large financial responsibility which cannot be covered by Punch only. Therefore, different means of sponsoring have been established, however, this is not enough. In particular, the sponsor fond helps Punch to cover the annual costs of Men 1.

In the end D.S.B.V. Punch is a student basketball association and therefore, it should be possible for every student to join Punch and play at his level without a too large financial burden.



6. Communication

Communication is a very important aspect when one wants to make an organization work the way one planned it. First of all the communication within the board is very important. Letting fellow board members know what you are doing is quite essential to work effectively. There are outlines for these matters in every board members schedule, every year it works differently depending on the people that are part of the board. It is the chairman's task to make sure that this is working correctly. Then there are two other types of communication indispensable to a good organization, the communication between the board and the members and between the board and external organizations. For each of these the different aspects will be described shortly, as well as the improvements that Punch would like to see.

Internal communication

A big part of the internal communication is handled by the secretary, including questions from members, information about practices and announcements about other activities. A new communication platform will be launched next year, the new website. Besides that all the existing ways of communication will stay available. A lot of these ways are related to the competition. Below they are shortly listed:

Website

The idea is to make this a interactive place where members can find all the information they need about the competition, activities, practices, etc. The members will be able to post stories or pictures themselves as well. There will be a public and a private part of the website. Every member will get a login code, afterwards information about team division, membership list, internal activities, more photos et cetera will be available.

Game and task schedule

The game and task schedules are emailed to all the members and they will also be available on the website. Questions about anything will be answered by the secretary. The secretary also emails a reminder to everyone that has to do a task that Saturday before or after their own game.

Mailing lists

There is an emailing list available for every competition team. This way it is easy to communicate about upcoming games and other things. These are not monitored by the board.

Also there are emailing lists for all the team captains, all the trainers and all the coaches. The board is included in all of these mailing lists. These are used especially between them and the board to discuss differences or changes in trainings, team division, etc. This is also an easy platform for the trainers, when someone is not available sometimes, to trade one training for example.

External communication

It is very important to sustain a good communication with other parties. There are a lot of outside parties that Punch needs to stay in contact with. The two most important ones that play a big role every year are the Unit Sport and the NBB. It is crucial to make sure this goes well, because it relates to the organization of the games. If this fails all the members will notice and take discomfort.

NBB (Dutch Basketball Federation)

There is a lot of organization necessary to be able to play competition on three different levels. The NBB created software products through which all the basketball clubs have to plan their competition games. Also an online membership database of competition players is set up, with details about coaches and referee licenses. Referees and coaches have to be subscribed for the teams that play on Rayon level as has been



described before. There are deadlines for when these tasks have to be finished each year. For a student club it is quite hard to settle all this in time. A lot of members decide last minute if they want to keep playing. Further, it is very hard to find referees since it takes a lot of free time and referees are not paid. Many times a dispensation request has to be filed, because for example the referee is still taking a course to get his license. The communication with the NBB about these kind of problems does not go very well. The response time is very long and most people are not informed about the details of these procedures. To improve this Punch tries each year to start these processes earlier. A shorter response time from the NBB is desirable to improve communication further.

TU Delft

The most important request Punch Basketball has from the Unit Sport is to provide the hall for practices on Mondays and Thursdays and for games on Saturday. The amount of hours is also in the sponsoring contract and this usually goes very well. Punch usually needs the hall for one extra Saturday for playing earlier canceled games and this is almost never a problem.

During the year D.S.B.V. Punch organizes a couple of tournaments. They usually attract a lot of people for the whole weekend or for one day. Communication with the Unit Sport about renting the hall on these days does not always go well. On one hand Punch has to start organizing these tournaments earlier in the year, so Punch has a better chance to get the dates Punch wants for both halls. For this to work though, quicker response time from the Unit Sport is needed. Sometimes emails never get a response and one has to call the Unit Sport in order to receive a response.

One last thing is communication about the opening hours of the Unit Sport. On holidays and other free days it is not always clear if practice can be given and at what time the Unit Sport closes. Also these days are seen as a Sunday, which means that Punch does not officially have the hall. A notification about this once a month would make the communication not only between the Unit Sport but also to the members of Punch significantly easier.

In conclusion the communication with the Unit Sport is going acceptable. The best thing to do is stop by and talk to the responsible person face to face. Communication via email could be improved. A quicker response time and more information emails would be very much appreciated.

Conclusion

It is very important to have a good communication structure within your organization. Using a lot of different media can help when one wants to reach the members and create awareness. For internal communication the website is one type that should improve this a lot in the coming years. Once a solid platform is established, it will be easier to maintain, because members will automatically participate more. The other forms of communication will stay important as well. Good and early communication about the game and task schedule is necessary to make sure that the games will go smoothly. Externally the most important thing is to have clarity about who is in charge of what in the Unit Sport. To have a bit more space in organizing games and tournaments a quicker response time from both parties could improve a lot.



7. Activities

Being a member of Punch Basketball is way more than playing games and attending trainings. Punch wants to connect its members with basketball as well as with non-basketball related activities. Therefore Punch organizes parties, drinks and tournaments, to get members more involved in the association and the members themselves. Punch would like to see the members getting in touch with each other, also outside the basketball court. This will make the fun on the court even bigger.

The International Tournament

The International Tournament is the most influential event organized by Punch Basketball; approximately 30 mixed teams will be playing during this three day event with more than 300 participants. In the past years teams from all over Europe joined our tournament, including: France, Denmark, Sweden, Germany, Italy, Belgium, England, Spain and Poland. The level of the basketball games could be qualified as high; people from the highest leagues are competing, but also player from a lower level can join a team. Besides, everyone has a big passion for basketball: playing for three days straight is a joyful experience. The International Basketball Tournament in Delft is getting more and more famous, a good organization is a big factor. Furthermore the tournament is a reflection of Punch Basketball, Punch would like to show potential new players how great playing at Delft is. This year the tournament has been hosted for the 15th time, and Punch would like to continue organizing the tournament in the future. Since Punch will be using the facilities of the Unit Sport during the Tournament, proper communication is necessary. Clear agreements about several aspects, like the usage of the sports café and the distribution of food need to be made. In the opinion of Punch both the Unit Sport as well as Punch should benefit from the International Tournament. Not only Punch promotes itself and makes a small amount of money, the Unit Sport is also promoted by a good organization and more profit is made due to the sports café. In the end Punch would like to enlarge the relationship with the Unit Sport for the tournament.

Internal Tournaments

Punch Basketball hosts an internal tournament every three months. During this mixed tournament everyone from Punch Basketball is able to join a team - basketball experience is not an important factor. The goal of these tournaments is connecting the Punch members with each other. During the basketball season competition members only play in one or two teams and therefore might miss the opportunity to meet people from other teams. The internal tournament is an important event because members will play the game together in mixed teams. Expanding your connections within Punch Basketball and playing games of basketball is the main focus of the tournaments. Especially the less skilled members could learn from the higher level players. Past tournaments have shown that the new players are significantly improving their game during the tournament. Punch believes that the internal tournaments will increase the interactions between the Punch members and strengthen the feeling of being a part of Punch Basketball. This applies for both the Dutch and the international students.

Drinks and Parties

Playing basketball at Punch is the main purpose of Punch. Parties and drinks are however also part of the whole Punch Basketball experience. The drinks and parties are hosted by the activities committee and attended by all the other Punchers. Punch arranges an activity every month for all their members. The parties are providing a boost to the regular basketball season. The goal for the non-basketball related activities is to expand the relationship of members with other Punchers.



Punch would like to organize more drinks at the sports café right after the practices end. This location will require less effort to join compared to other locations, since it is attached to the sports hall. For Punch the sports café is a convenient location and will lower the difficulty to attend, so more Punchers will join the gathering. Punch has started with the establishment for a monthly drink right after practice at the sports café. People attending the late practice are not capable to join the drink on early occasion, because their training ends at 24:00h and the sports café is usually already closing then. It would be nice if the opening times can be extended at some drinks. This is not only good for Punch, but even more for the Unit Sport because they will make more money. Communication regarding this is crucial, the sports café and Punch Basketball should stay in touch and make arrangements to make this possible.

Ongeplukt

Every year Punch Basketball organizes a basketball tournament especially for non-members, better known as: "Ongeplukt". The goal of this event is promoting basketball and D.S.B.V. Punch. Punch wants to show everyone how outstanding this sport is and teach them basketball during the tournament. The tournament is well-known by for examples roommates of Punchers; they join with their whole student house. The atmosphere is friendly and people are not judged by their basketball skills. The number of team subscribed increases constantly every year. However, only one hall is sponsored by the Unit Sport currently and therefore, the maximum limit of teams will be reached fast. Punch has the ambition to enlarge the tournament and play in two halls, on four courts. The Unit Sport could help make this happen by sponsoring the second hall too. Ongeplukt is a tournament that promotes the Unit Sport for students who are not familiar with the Unit Sport and its possibilities.

3 on 3 Tournament

The best place to play basketball in the summer is outside in the sun. There are always some Punchers and other basketball players who are willing to play somewhere; the baskets at the Unit Sport are beloved. Punch would like to organize a 3 on 3 streetball tournament. Organizing such a tournament would be really easy and not too expensive. When this tournament is a success, Punch would like to expand it. The final goal of Punch is to evolve this small tournament into a big event in the center of Delft, preferably at the market. Furthermore, not a lot of street basketballers are a member of Punch, but Punch hopes to attract them with this tournament for a membership at Punch Basketball.

OWee

During the OWee Punch promotes Punch Basketball as much as possible for potential new members, whom are quite important for the association. All the activities are negotiated with the OWee board. Like previous years Punch will be representing Punch Basketball at the info-market with a basket. On the sports day Punch will play inside on one court. With basketball-like activities Punch tries to convince people to join Punch Basketball.

In the OWee the first steps for new young players for Men 1 should be made. The promoters at the info-market and sports day have to look actively for potential interested players who played at a high level before.

Costs

As Punch Basketball our goal is to (at least) break even on the activities, but preferably to make profit. It is important to attract as many members as possible for the activities. This means that promotion is rather prodigious aspect. The activities and their financial consequences should not interfere with the main budget of Punch.



Conclusion

All in all, activities are really important for Punch Basketball. Having fun, getting in contact with your fellow members and learn from them are the main focus points. Also, activities organized by Punch should be self-sustained, to guaranty their returning in future times and can help generate extra income for the TU Delft.



8. Conclusion

It is hard to define the stereo type member of Punch Basketball. The skill level of members range from complete beginner, who do not know how to make a lay-up, to talented players, who compete at national level. Some members are really ambitious while others enjoy the social aspect and only want to play basketball. Also a lot of international players play in Punch, since basketball is very popular across not only Europe but the entire world.

It is the goal of Punch Basketball to provide basketball to all these different kind of members. This requires to precisely balance all available resources to match the needs of all these members.

This ambition plan gives a representation of all the desires the current Punch members and potential new Punch members have. The ambition plan also describes all requirements that have to be met to satisfy these desires together with a plan which describes how Punch would see these concepts realized.

The most important objectives in this plan are:

- Recruitment of talented players
- Young players in lower teams who have the ability to improve
- Ability to get people to referee and offer them the proper education
- Ability to get people to coach and offer them the proper education
- A place to play basketball, enough hours a week to educate not only the higher teams, but also to give lower teams the opportunity to improve
- The demands which are needed for every team to play competition
- The financial means to keep H1 at 'Promotiedivisie'
- Recreational aspects, which increase the joy in playing basketball and studying

To realize all these goals, good internal and external communication is of great importance as well as enthusiast members who help running the club. Besides people who are willing to put in the work, a healthy financial situation has to be realized as well. To help accomplish this, Punch relies a lot on volunteers. It is also attempted to attract more sponsors which is made more appealing by the newly established Punch Partners.

Although all these efforts, it is not possible for Punch Basketball to accomplish all of its goals without extra financial support from Unit Sport. Hopefully this ambition plan gives a clear overview of the financial gaps that separate desires from realization and can convince Unit Sport to help support and improve this association to keep being a member of Punch fun for everyone.