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## Press release

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**Subject:** Basketball Belgium Attracts Innovative Partner with Deloitte Belgium for Strategic Partnership

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## Basketball Belgium Attracts Innovative Partner with Deloitte Belgium for Strategic Partnership

### Deloitte Becomes Official Digital Transformation Partner of the Belgian Basketball Federation

#### Brussels, 28 May 2026

Basketball Belgium proudly announces a new three-year strategic partnership with Deloitte Belgium. From 1 June 2026, Deloitte will serve as Digital Transformation Partner of the Belgian basketball federation. This partnership combines in-depth collaboration on the digital transformation of Basketball Belgium, Basketball Vlaanderen, AWBB with visibility at the highest level of sport.

#### More Than Sponsorship: A Partnership with Impact

Basketball Belgium has chosen Deloitte as a partner that is not only present on the sidelines but actively contributes to the future of the sport in our country. The three-year partnership is unique because Deloitte takes on the role of Digital Transformation Partner. In this capacity, Deloitte will help develop and modernise

the digital structure of Basketball Belgium—including the operations of Basketbal Vlaanderen and AWBB. From data management and digital processes to innovative fan experiences: Deloitte places its expertise as a leading advisory and technology company fully at the service of Belgian basketball. At the same time, the Deloitte logo will be visible on the shorts of national teams, on LED boards, and via floor stickers during home matches of the Belgian Lions, the Belgian Cats, the national youth teams, and the 3x3 teams.

## Deloitte Chooses Basketball Belgium

Belgian basketball has proven in recent years that it can compete at the international level. The Belgian Cats and Belgian Lions are not only sporting success stories—they are teams that bring people together, inspire, and connect. These values align closely with Deloitte’s culture and mission.

At the same time, the role of Digital Transformation Partner offers Deloitte the opportunity to make a concrete difference: by strengthening the digital capabilities of the federation, Deloitte contributes to a sport that becomes more accessible, efficient, and future-oriented for thousands of players, clubs, and fans throughout Belgium.

“Basketball Belgium is an organisation that combines collaboration and teamwork with action—and that speaks to us enormously. With this partnership, we want to do more than just display our logo on a playing court. As Digital Transformation Partner, we want to create real impact by working together with Basketball Belgium to transform sporting success into digital innovation. We believe that fan engagement and advanced technology go hand in hand. Through data-driven insights, we help engage fans better and, as a result, reach them more effectively—and prepare Belgian basketball for the future. This strategic technological partnership enables us to drive sustainable growth and innovation in the Belgian sports industry. We are proud of this collaboration and look forward to setting new milestones together with Basketball Belgium, Basketbal Vlaanderen, and AWBB—on the court and beyond,” **says Rolf Driesen, CEO at Deloitte Belgium.**

“This partnership is a unique opportunity for us to fully deploy our expertise in Digital Strategy, Artificial Intelligence & Technology Implementation, Cyber Security, and Data Management in a context that truly touches people. We are tremendously looking forward to contributing to the digital transformation of Basketball Belgium and bringing basketball as a sport in Belgium closer to the fans than ever before. Sport has the power to connect—and we want to strengthen that connection digitally as well. By working together on the digital transformation of Basketball Belgium, we are not only building systems, but building a stronger ecosystem for the entire Belgian basketball community. That is exactly the kind of partnership Deloitte stands for,” **says Patrick De Vylder, Managing Partner Innovation at Deloitte Belgium.**

“With Deloitte, we welcome a partner who understands and shares our ambitions. The digital transformation of our federation is an absolute priority—for our national teams, our clubs, and our fans. Being able to rely on Deloitte's expertise is a huge asset. But the human dimension of this partnership matters as well: Deloitte is an organisation that believes in the power of sport as a unifying force for society. These shared values make this much more than a commercial agreement for us,” **says Jean-Pierre Delchef, President of Basketball Belgium.**



## About Basketball Belgium

Basketball Belgium is the national federation that manages and promotes basketball in Belgium and is the umbrella organisation of Basketbal Vlaanderen and AWBB. The federation is responsible for the national elite teams—the Belgian Lions, the Belgian Cats, the national youth teams, and the 3x3 teams—as well as the organisation of national competitions and the development of the sport at all levels in Belgium.

## Deloitte in Belgium

With more than 5,400 employees in 11 offices in Belgium, Deloitte is the largest organisation in the field of audit, accounting, legal and tax advice, consulting, financial advisory services and risk advisory services. Our services are aimed at the largest national and international companies as well as at SMEs, the public sector and non-profit organisations. Deloitte Belgium is an independent and autonomous organisation and a member firm of Deloitte Touche Tohmatsu Limited. For the financial year 2025, a turnover of €822.2 million was realised.

Deloitte Belgium BV is the Belgian affiliate of Deloitte NSE LLP, a member firm of Deloitte Touche Tohmatsu Limited that focuses on the highest quality in delivering professional services and advice. Its services are based on a global strategy covering more than 150 countries. To this end, the expertise of over 470,000 professionals is available in all continents. For the financial year 2025, the turnover was more than 70.5 billion US dollars.

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