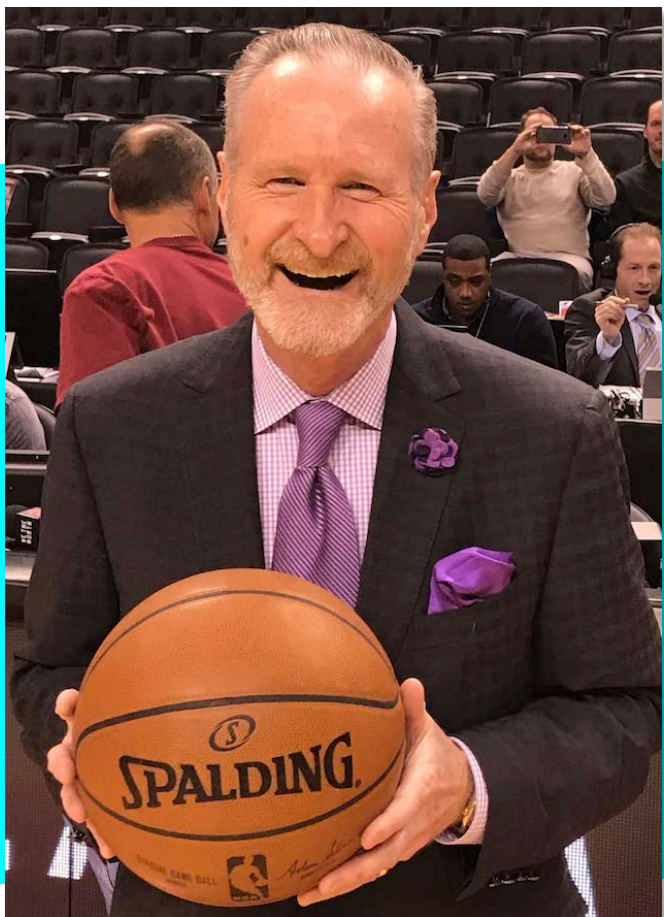




Jack●●● ARMSTRONG

Award-Winning Broadcaster | Toronto Raptors Game Analyst





JACK ARMSTRONG

Award-Winning Broadcaster

Best known as the colourful and entertaining voice of the Toronto Raptors, Jack Armstrong has spent more than two decades covering basketball for TSN and NBA TV. Prior to this, he spent a decade as the head basketball coach at Niagara University, where he was named Division I New York State and MAAC Coach of the Year. Jack brings his energy, coaching philosophy, and kind heart to every partnership and event, leaving audiences engaged, motivated, and inspired.

At 26, Jack became the youngest basketball coach in NCAA Division 1. Prior to joining Niagara University as their head coach, he served four years as an assistant coach at his alma mater, Fordham University in New York, where he also earned his BA in history and an MA in public communications.

Jack's broadcast work has earned him multiple Canadian Screen Awards. His vast knowledge and passion are well-known and respected throughout the basketball world, and he is credited with helping an entire nation fall in love with the Toronto Raptors. Leaving a lasting mark on the game in Ontario and across Canada, Jack has also been inducted into the Ontario Basketball Hall of Fame, Class of 2020.

As TSN's Basketball Insider, Jack keeps fans in the loop on all things NBA and college hoops. Jack also joins play-by-play announcer Matt Devlin as a game analyst for all Raptors broadcasts on TSN. Throughout the NBA season, Jack is featured in regular segments on TSN's SportsCentre and writes a weekly NBA blog for TSN.ca. He is also part of TSN's in-studio panel throughout the network's NCAA March Madness coverage.

In 2022, Jack released his debut album, *Helloo & Happy Holidays!* and celebrated with a sold out performance at The Danforth Music Hall. Proceeds from the album and show benefit MLSE Foundation and Special Olympics Canada.

@JackHelloo

15.1K+ Followers on Instagram

Audience Demographics



69.1%

16.2% ages 18-24

26.1% ages 25-34



30.9%

26.8% ages 35-44

17.4% ages 45-54

85% of Jack's followers are Canadian!





Jack is a fan favourite basketball commentator and is well known for his ability to make viewers laugh.



Watch: Jack Armstrong | Reflections on Success

Watch: The Power of Significance (Elevate Festival)

Jack's speaking topics include teamwork, leadership and communication.



Jack Armstrong has appeared in many commercials, including for Toronto Recycling, and for brands like Mastercard, Rentals.ca, and Google.

Click the images to watch.

NBA

Hellooo, Jack!

Twenty-five years ago, Jack Armstrong was an out-of-work college coach. Now, he's the life of the party on the Raptors' sidelines. Meet Canada's least likely basketball icon.

Broadcaster Jack Armstrong says unique family is "A remarkable journey"

Jack (Armstrong) of all trades and master of run

Catching up with the Toronto Raptors play-by-play broadcaster



» TORONTO STAR «

THE CANADIAN PRESS



The New York Times

DH Sports

TSN

CityNews

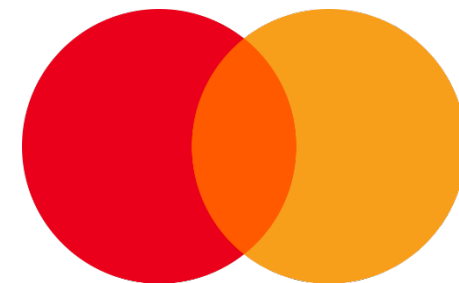
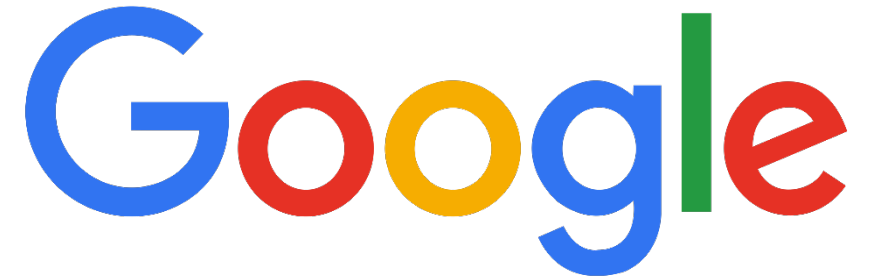
STREETS OF TORONTO

THE GLOBE AND MAIL

Jack is available to partner with brands for a variety of initiatives, including:

- Spokesperson roles
- Media appearances
- Digital video and television ads
- Event hosting
- Guest appearances
- and more

Past partners:



mastercard

Partnership Opportunities ●



For more information, please contact:

info@thespotlightagency.com

thespotlightagency.com

Contact Us 