



JOIN OUR FAMILY!

BROTHERLY LOVE PRO-AM FOUNDATION INC.

A Non-Profit 501(C)(3)

2024 SEASON 4

The Brotherly Love Proam Foundation Inc was founded in September of 2020 by Novar Gadson and Ramone Moore. The league was a vision that was created to provide our local community with the experience of attending high-caliber basketball games featuring professional NBA and international players that are easily affordable and accessible.

Our goal is to create a safe space for the community of Philadelphia that involves opportunity, youth engagement, and community outreach.

MISSION & VISION OF THE BROTHERLY LOVE PRO-AM FOUNDATION INC.

MISSION

The Brotherly Love Pro-Am League (Brotherly Love) works to create equity, opportunity and lasting camaraderie by cultivating a network of professional athletes, centering both fitness and wellness to improve the physical, financial and mental health of communities in Philadelphia.

In partnership with professional athletes, community members and youth, we are putting the "brotherly love" back in the city.

Our programming includes: Pro-Am basketball league, workforce development, youth engagement, violence prevention and food banks.

VISION

Brotherly Love seeks to create a Philadelphia that is grounded in the community and guided by the spirit of basketball. We envision a city where peace takes the place of poverty; camaraderie overpowers violence; and outcomes are determined by what people put in, rather than their inputs.

VALUES

Our values are driven by our network of professional athletes who leverage their time and resources to uplift Black and marginalized Philadelphians, especially Black boys and men, people with exceptionalities and terminal illness and low-income communities. The lived experiences of our leadership and network reflect the communities we work with.

Our community is our family; this is the foundation around which all our work is oriented.

Joy Activism "Halftime"

Joy is a channel for change and opportunity

Mutuality "The oop"

Reaching back to pay it forward

Innovation "Huddle"

Invention is the teammate of history

Leadership "MVP"

Leadership is a collective effort

Youth of Tommorrow "Pre-season"

The present is preparation



JOIN THE FAMILY (SPONSORSHIP/DONATIONS)

Being a sponsor not only signifies your support to our foundation, but it also emphasizes your support of the issues that are most concerning to our target. As a sponsor you will have the opportunity to raise brand awareness, create internal emotional commitment to brand, and reposition your brand in the forefront of growing, young and diverse group of consumers.

FLOOR GENERAL | \$25,000

- 20 General Admission tickets per game
- Promotion banner through the league
- Opportunity to speak to players and spectators
- Company Logo on the Brotherly Love League website
- Company Logo on all national, regional, and local press releases
- Company brand promoted on LIVE broadcast streams through the summer league
- Promotion branded items passed out consistently at games
- Section blocked off area in sky court VIP seats
- Company logo on all social media and marketing material
- Brand logo on all league material and merchandise

3 POINT SPECIALIST | \$10,000

- 10 general admission tickets per game
- Social Media announcements
- Link to your company logo on all marketing material
- VIP seating for 6 guest including company personal
- Company banners on site of the venue

REBOUND GETTER | \$5,000

- Company logo on all gameday banners and templates
- 10 general admission tickets per game
- Company logo on all social media platforms
- VIP seating for 3 people including company personnel

SLAM DUNK CHAMPION | \$15,000

- 15 general admission tickets per game
- Booth in VIP sky box / court area
- Company logo on all social media and marketing material
- Company logo on all game day banners
- Company logo on all national, regional and loco press releases
- Company banners on site of venue

ASSIST LEADER | \$2,500

- Company recognition throughout the league games
- 5 general admission tickets per game
- Promotion branded items passed out through the league games

6 MAN AWARD | \$1,000

- Uniform Advertisement
- 4 general admission tickets to a game
- 2 league apparel
- Social media shoutout
- Social media game day sponsored promotion
- Sponsorship promotion at games + live stream audience

Additional Benefit Opportunities Customizable Additional Add-Ons

- On-site Activities
- Product sampling and Placement
- Brand Recognition
- Official brand on league material
- Speaking Opportunity
- VIP Opportunity
- Free admission of VIP ticket holders
- Guest Engagement
- Media and on-site Advertisement
- On-site Display
- High impact brand presence
- VIP Level seating at all games
- VIP Gifting through your 6 week duration

Vending Opportunities \$150

FOR MORE INFORMATION CONTACT:

302-661-5911 | var23@bllovefoundationinc.com

@BrotherlyLoveLeague | @BLoveLeague



MEET THE LEADERS



NOVAR GADSON
President/CEO

RAMONE MOORE
Vice President

MIKE RINGGOLD
Chief of Basketball Operations

CHAZ CRAWFORD
Chief of Finances

STEFAN THOMPSON
Marketing

OUR FOUNDATION'S STARTING 5



THE BROTHERLY LOVE LEAGUE

POWERED BY: KAHLEAH COPPER

MEN'S LEAGUE

1. REX 6
2. BLUE MAGIC
3. PHILLY ALL AMERICANS
4. DANNY RUMPH CLASSIC
5. RED ROSE THUNDER
6. CHECK ROCK
7. TEAM TONY TEE
8. CHESTER
9. LEWIS LEONARD BASKETBALL
10. TBA

WOMEN'S LEAGUE

1. K LOW ELITE
2. TEAM KEISHA HAMPTON
3. PHILADELPHIA FURY WOMEN'S BASKETBALL
4. FORTHELOVEBASKETBALL



Notable players who competed in our Summer League: Bones Hyland (NBA Denver Nuggets), Naji Marshall (NBA New Orleans Pelicans), Montrezl Harrell (NBA 76ers), Quinn Cook (2x NBA Champion), Paul Reed (NBA 76ers), Alize Johnson (NBA San Antonio Spurs), Khalif Wyatt (Isreal), **NEW Keisha Hampton, Khalea Cooper (TEAM GM'S)**



MENTAL HEALTH ISN'T A CHOICE, RECOVERY IS

COMMUNITY SERVING SO FAR...

EXECUTING OUR MAIN GOAL

We are proud to announce that we have executed several successful Community givebacks, locally and internationally which includes the following:

- Employed over 60+ personnel including youth community service obligations
- Serving multiple areas in the Philadelphia community with homeless givebacks
- 2,500+ youth served in addition to multiple families
- 3 years of safe space execution



"The foundation is the perfect example of (it is about more then basketball) by giving back to the community through different outreach program"

-Malin Morrison



Brotherly Love Proam Foundation Inc.
INTERNATIONAL CLINIC
in TOYAMA

