



X



"WHERE THE SPIRIT OF THE GAME LIVES."

SHERIDAN POWELL
JESSIE BOUDREAU
JORDAN HELTERBRAND
BO TEMPLIN
JUSTIN BJORSETH
DEVIN KANE
CAMI CARLSON
TERRELL STANLEY



2019 PLAYBOOK

**THE BASKETBALL LEAGUE
PLAYBOOK**

JANUARY 2020

11.20.19

TABLE OF CONTENTS

WHO WE ARE	5
OUR MISSION	6
EXECUTIVE SUMMARY	7
SECONDARY RESEARCH	8
SWOT ANALYSIS	19
INDUSTRY ANALYSIS	20
PRIMARY RESEARCH	22
CONSUMER TRENDS	25
TARGET AUDIENCE	29
TARGET MARKET INSIGHTS	32
FLOOR SEAT FANATICS	33
COMMUNICATION GOALS	34
MEDIA PLAN AND OBJECTIVES	36
MEDIA EXPENDITURE	41
THE BIG IDEA	46
PROMOTIONAL PLAN	48
PROMOTIONAL STRATEGY	49
EVALUATIONS	66
PARTNER WITH A-LIST	67
WORKS CITED	69
MEDIA KIT	72
PARTNERSHIP ONE SHEET	86

WHO WE ARE



OUR MISSION

- The A-List Agency is dedicated to providing **top-notch** promotional activations to **elevate** brands to an “A-List” caliber and create not only awareness but **superior** reputations. Our pursuit is to create an attentive, innovative and diversified culture through integrated brand marketing and innovative promotional tactics.

EXECUTIVE SUMMARY

During our relationship with The Basketball League (TBL), our main goal is to create national and global awareness that will bring families, friends and recruiters of diverse backgrounds out to see TBL players compete in a city near them. As the crowds grow, ideally the average will begin to invest themselves into the league and see just how much the league and their work impacts the community around them and the basketball industry as a whole. The partnership between the A-List Agency and TBL was also created so that our client could primarily worry about the internal functionality that keeps the league running and the spirit of the game alive!

As the connections between TBL's work on the league and our current findings continue to grow stronger, the A-List Agency's investment into this project has turned into a strong passion to see Evelyn Magley and The Basketball League reach heights previously untouched and unattempted by competitors in the market. Prior to us meeting, TBL found itself struggling to understand how to create top-tier branding that the whole league could follow, continue to catch the attention of its target market, and get their story in the hands of basketball professionals who help propel the league into the spotlight. After our work is done, our agency hopes to provide TBL with a slam dunk plan book and media outreach plan that gets floor-seat-fanatics straight to the action, helps the communities where TBL teams are located and provides the league a fast break that will allow the public to see what real champions look like on and off the court.

SECONDARY RESEARCH

COMPANY

"WHERE THE SPIRIT OF THE GAME LIVES"



LEADERSHIP



SELF-WORTH



EDUCATION



RESPECT

The Basketball League is dedicated to delivering a World Class Professional Basketball experience to our community, our fans and business partners:

- Provide communities with a professional basketball team that gives an affordable/quality family entertainment experience.
- Offer support and encouragement to local communities through engagement in school and group appearances, youth camps, clinics and non-profit organizations.
- Afford basketball players the opportunity to make a living playing the game they love, in America.
- Procure local individuals or groups an opportunity to own a professional sports business. A relatively low cost barrier to entry, a proven game plan to success, with a return on their investment while positively impacting their region.

TBL provides basketball players with the opportunity to make a living playing the game they love in America with a focus on community and positively impacting lives through school visits and clinics that focus on more than just basketball.

COMPANY

Purpose

- To provide opportunities for community involvement.
- “Programs include players reading to younger children, hosting basketball camps for teens, and speaking in school-wide assemblies about substance abuse and staying in school.” (Wikipedia)
- TBL has a passion for helping at risk youth in communities across America and have partnered with nonprofit organizations who share the same vision of hope and growth for them. Become an active participant in changing lives by donating to these organizations. Together we can positively impact the lives of thousands of youth in our communities.

Vision

- Provide communities with a professional basketball team that gives an affordable/quality family entertainment experience.
- Offer support and encouragement to local communities through engagement in school and group appearances, youth camps, clinics and non-profit organizations.
- Afford basketball players the opportunity to make a living playing the game they love, in America.
- Procure local individuals or groups an opportunity to own a professional sports business. A relatively low cost barrier to entry, a proven game plan to success, with a return on their investment while positively impacting their region.

COMPANY

Company History

- Founded in 2017 by Evelyn & David Magley
- Began as North American Premier Basketball (NAPB)
- Launched its inaugural season in 2018 with eight teams: the Albany Patroons, Kansas City Tornados, Kentucky Thoroughbreds, Nevada Desert Dogs, Ohio Cardinals, Rochester Razorsharks, Vancouver Knights and Yakima SunKings
- The league added the Jamestown Jackals, New York Court Kings, Raleigh Firebirds, San Diego Waves and Tampa Bay Titans for the 2019 season
- July 14, 2018: rebranded as The Basketball League (TBL)

Current and Past Advertising Efforts

- Instagram profile: @tbasketballleague
- 1,073 posts (as of 9/8/19)
- 3,576 followers
- Facebook: @thebasketballleague.net
- 2,196 likes
- 2,238 followers
- Twitter: @TBLproleague (not verified)
- 427 followers
- Social media presents a good opportunity for growth in reach and interactions
- Professionalize platforms, update logo, etc.

CATEGORY

Trends and Health

- All segments in the leisure and entertainment market are on the rise, but the most substantial sector includes revenue from places such as sports arenas, parks, and theaters.
- The leisure and entertainment market should continue growing at a steady pace but might start to slow if decision fatigue sets in and free options remain a feasible alternative as consumers search for entertainment across several disaggregated platforms.
- Over the next five years, Mintel forecasts the leisure and entertainment market will grow 22% from 2018-23. The streaming market will likely continue to explode as more players enter the field.

(Mintel Group LTD, 2019)

How is the product/service typically marketed within the category?

- Marketing is usually carried out on a variety of platforms- including billboards, boards inside the stadium, television advertising, print media advertising and social media advertising
- A Nielsen Sports report stated that 84% of general sports fans find women's sport more "inspiring" and "progressive" than the male version, which is seen by many as being more "money driven". These figures reveal the receptiveness of the public to women's sports and the opportunity it presents for sports marketers to explore.
- Although we are in the early days of virtual and augmented reality technology, there are examples of teams and brands making use of pre-existing platforms like Snapchat or Instagram to create immersive experiences for increasingly global audiences inside and outside stadiums

(Newscred Insights, 2019)

CATEGORY

- Social channels like Instagram and Twitter present spaces where fan communities can be cultivated and maintained. This prime advertising space can also be used to present a humanized version of athletes and round-the-clock access to the sport. Instagram stories and livestreams let athletes and teams give their followers what appears to be exclusive, behind-the-scenes style insights on training sessions and offer the opportunity to host impromptu Q&As to bring fans closer to their idols. Often these sessions are brand-sponsored.

External Factors (political/legal, economic, social, technological)

- Consumers are cutting costs by investing in cheaper online entertainment options rather than shelling out hundreds of dollars every month for a cable subscription. However, they are still investing heavily in their free time. Digital dependence has made physical experiences all the more rare and, as a result, consumers are more willing to spend here.
- The audience for gameplay videos is substantial and growing. More than 10% of adults have watched live streams of gameplay, pre-recorded videos of gaming, or eSports competitions, according to Attitudes toward Gaming – US, March 2019. YouTube has established how gaming content can complement many viewers' interests; the dedicated game streaming platform Twitch has shown how fervent gaming fans can be.
- Sports betting will be legal on some level in at least one quarter of the states by the end of 2020. As a result, gambling revenue should grow substantially over the course of the next five years. Online sports betting will also likely see a surge as American companies such as Draft-Kings have already been bought out by international gambling superpowers. Betting will start with more popular sports (football, basketball) and work its way into some smaller fanbases to expand interest into new markets (eSports, hockey).

(Mintel Group LTD, 2019)

DIRECT COMPETITORS

American Basketball Association (ABA)

Founded in 1999 and has teams in both America and Canada and is working in partnership with the NBA. The ABA is considered a semi-professional basketball league and is the largest professional sports league in the world. The season runs from November through April and the teams are “Community driven, with a focus on giving back to their communities.” The ABA consists of six regions with 145 total teams. Has unique rules that make it a higher scoring, faster paced event.

Central Basketball League (CBA)

Consists of seven teams in Maryland, Kentucky, Indiana and Tennessee and plays from March to May. The CBA was founded in 2013 and is considered a semi-professional basketball league. Strongly focused on being a professional league with the intent to get athletes seen by scouts and offered to play at the professional level of basketball. Ticket prices range from \$3 - \$20 and at most venues the tickets are under \$10 with kids getting in free. Provide complete stats and live streams of games.

Florida Basketball League (FBL)

FBL is a semi-professional basketball league that began in 2012 and has 8 teams. FBL seeks to help promote athletes in Florida in pursuing their career in basketball and establishing a brand. They have a Jr. FBA and host youth tournaments and events for youth teams.

Junior Basketball League (JBA)

Founded by Lavar Ball as an alternative route to the NCAA. The JBA consists of eight teams in Atlanta, Chicago, Dallas, Houston, Los Angeles, New York, Philadelphia and Seattle. The league began in 2018 and while it hasn't formally folded it has not announced a plan for 2019.

DIRECT COMPETITORS

Midwest Basketball League (MBL) (potentially Maximum Basketball League)
The MBL is a semi-professional basketball league with 24 teams. The MBL's mission is to raise awareness for basketball throughout the midwest by providing fans with an exciting and entertaining experience. They strive to develop athletes as well as team front office personnel. Teams are located in Wisconsin, Iowa, Minnesota, Illinois, Indiana and Texas.

Mid-South Basketball Association (MSBA)

MSBA is a semi-professional basketball league that began in 2019 and has two seasons (spring and fall). MSBA has 8 teams in Kentucky, Ohio, Tennessee and Missouri.

North American Basketball League (NABL)

NABL consists of 13 teams in New York, Pennsylvania, Ohio, South Carolina, Georgia, Tennessee, Alabama, Michigan and Kentucky. Began in 2016. Has NABL TV to stream games.

United Basketball League (UBL)

UBL was founded in 2008 and has eight teams in Arkansas, Louisiana, Missouri, Iowa, Texas and Oklahoma. Mission is to promote community-based, fun and affordable professional basketball. The UBL partners with non-profit and community based organizations in the communities in which they play to help families, neighbors and children in need.

Universal Basketball Association (UBA)

The UBA was founded in 2009 and the goal of the UBA is to, "Provide benefits, programs and services which promote members' professional growth and quality of basketball." The UBA has 24 teams in North Carolina, Oklahoma, Indiana, Ohio, Kentucky, Georgia and Texas. The league plays a spring season.

INDIRECT COMPETITORS

Other forms of cheap entertainment for families

- Movies
 - PG-13 and R rated movies hold a significant part of the market share
 - Going to the movies may not be a typical family activity
 - Roughly \$9 for average movie ticket in 2019
- Mini golf
- Bowling
 - Seeing more bowling alleys turning into family entertainment complexes
 - Bowling alleys are becoming more urban centered
 - League bowling is generating significantly less revenue than in the past
 - 70 percent down to 40 percent
 - Largest share of bowlers are white collar people
- Other sports
- AHL
- San Diego had the highest attendance in the 2018-2019 season
- Feeder league
- MiLB
- 2.6 percent rise in attendance in 2019 season with over a million more fans entering games
- Feeder league
- American Association (Baseball)

CONCLUSION & COMPETITIVE ADVANTAGE

The Basketball League does a fantastic job differentiating themselves from their competition because they have a different purpose and focus. The league is about establishing a relationship with the community while also providing players the opportunity to play the game they love for a living. Each team has a game experience and fan base unique to the location. However, TBL also sees a lot of families coming to games which is why they want to really pursue targeting families. TBL also utilizes several social media to promote the league, with a YouTube channel in the works.

CONSUMER

Trends

- 18-24 year olds are more likely to volunteer and buy organic products
- Prospective Customers
- Families
- High school students who play basketball
- Kids with aspirations to play
- Retired people who live in the town

How do consumers respond to this category?

- "85% of US adults follow at least one sport. The most passionate sports fans, Avid Fans, almost never miss a game/event for the sport/team they follow and account for more than half of sport fans (43%) or 109 million adults.
- Despite improvements to give fans wider access to games/events through streaming services or apps, fans still prefer to watch at home, on TV, and in real-time.
- 85% of adults aged 18+ are Sports Fans, 43% are Avid Fans.
- Avid Fans tend to be young, partnered/married, men who are parents, middle-income earners and employed urban dwellers.
- Basketball is a slam dunk for multicultural and young adults.
- While the majority of Avid Fans consider themselves to have at least some interest in professional basketball (76%), 32% of Avid Fans dedicate themselves to their team by almost never missing their team's game/ event. The second most avidly followed sport, professional basketball, elicits one of the most racially and ethnically diverse fan bases, with strong skews for Black, Non-Hispanic as well as Hispanic fans. Avid Fans of professional basketball also tend to be under age 45, parents, and to live in urban areas. Professional basketball's appeal will likely continue to grow as younger adults today are increasingly more likely to be racially and ethnically diverse.

CONSUMER

- Avid Fans of professional basketball are more likely than Avid Fans of other professional team sports to recognize products that have athletes as spokespeople.
- Younger adults likely are drawn to sports for their social benefits, as 27% of Sports Fans say that watching sports helps keep them connected to their friends (see Marketing to Sports Fans – US, July 2016).
- However, young adults' dedication to their team may be fleeting since their fandom could be based on social interactions rather than deep-rooted passion for their team or sport. As they age, young adults may find themselves preferring other leisure activities to watching sports.

Multitaskers:

- However, while not necessarily actively watching sports games/events from start to finish, fans may still be engaging with sports, as they may use their phone to chat with friends about the game, check updates/scores from other games, or watch other games concurrently. This means a second screen is not necessarily a bad thing, as it opens up a wider range of media for brands to reach fans during a game.
- While cash-back bonuses and gift cards are the most desired travel loyalty program rewards, young adults, particularly those aged 18-24, are also eager to acquire experiences (see Frequent Travel Programs – US, June 2017). As a result, they are also most likely to redeem rewards that are more in-line with their interests, such as tickets to concerts, sporting events, and activities while on a trip.
- Consumers today indicate a preference for spending their disposable income on experiences rather than physical goods. For them, “doing” is better than “having” (in some cases).
- Spending on leisure and entertainment is forecast to increase 22% through 2021, outpacing total consumer spend over the same time period (18%).

CONSUMER

- Social media provides a unique way for fans to connect with individual athletes.
- About three in 10 Sports and Avid Fans admit when they watch sports games/events, they don't make the healthiest of food choices.
- In-person viewing is most common among fans of college football and basketball, who are not only more likely to have gone to one of their teams' "away" games, but to travel to other cities to watch sports
- 68% of Avid Fans agree that going to sporting events while on a trip is a fun activity.
- High ticket prices of NBA games make families less likely to go, so we could position this as the right move for families because less expensive
- 53% of Avid Fans agree that they wish sports seasons lasted longer and 31% admit that they feel sports games/events last too long.

<https://www.theshelf.com/the-blog/sports-viewership>

- Marketers know that connecting a brand's message to a favorable experience or memory can help a brand create an instant connection with audience members.
- professional sports share is that are facing the same challenges that symphonies, luxury brands, and broadcast television are facing - their core customer is aging up.
- The average NBA TV viewer is 37 years old
- The average game attendee is about the same age - 36 years old.
- The NBA fans are typically middle income - average household income for an NBA fan is \$96k a year.
- One in four NBA fans are also fans of fantasy sports.
- 26M tweets over the first 4 NBA Finals games
- 10M direct engagements with official NBA social media pages
- Fans are 65% male and 35% female
- 30% of fans are 18-34 years old
- 2.3M devices interact engage with NBA-related content
- 1.28M viewers per game during regular season

(Mintel Group LTD, 2019)

SWOT ANALYSIS

STRENGTHS

- Charitable
- Community-focused
- Affordable
- Family-friendly

WEAKNESSES

- Low promotion
- Low exposure due to limited team locations
- Lack of highlight tapes, videos and intriguing content

OPPORTUNITIES

- Social media presence and creative content
- Partnerships with bigger brands to promote community outreach goals
- Use celebrities to engage audience and increase attendance
- Partnerships with youth leagues
- Interactive half-time activities
- Player of the week in high school leagues

THREATS

- Low brand exposure
- Other leisure activities in the community that consumers may choose over a game
- Movies, mini-golfing, bowling, etc.
- Many other lower level professional/minor teams
- Streaming services

INDUSTRY ANALYSIS

The industry is a crowded one, with many leagues across the country offering professional and lower-tier sports in a variety of forms. There are a lot of potential competitors, including the American Basketball Association and The Central Basketball League just to name a few. A good number of these leagues have similar mission statements to The Basketball League in that they are focussed on giving back to the communities that their teams play in. These leagues provide direct competition to The Basketball League, but shouldn't put too much pressure on TBL in markets where they do not have teams.

The league will also face competition in the entertainment industry. Consumers have a finite amount of income they are able to spend on forms of entertainment and they have several options to choose from when doing so. Things such as movies, bowling alley and mini golf courses can be found in almost any town in the country and their general affordability keep them a consistent option for consumers.

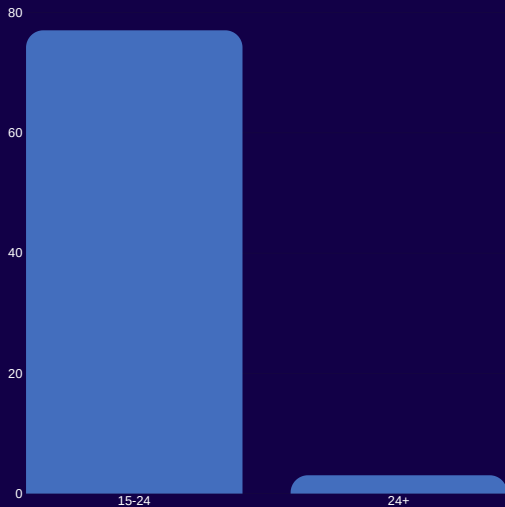
INDUSTRY ANALYSIS CONTINUED

These venues target different markets, with bowling alley's moving away from their traditional blue collar hangout spot to more family oriented entertainment complexes consisting of many more activities beyond bowling. Movie theatres on the other hand make most of their revenue through PG-13 and R-Rated films, and do not depend as much on family outings.

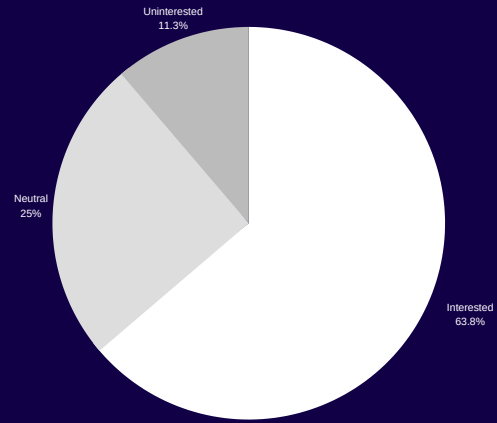
Some other indirect competitors would include an array of affordable sports leagues outside of the game of basketball. Attendance in minor league baseball (MiLB) hit a massive spike in the 2019 season and leagues such as the American Hockey League draws very well in several of its markets.

By branding themselves as a different league, TBL should adequately be able to position itself among the cluster of basketball leagues. A strong community feel around the games will be what ultimately separates the league from other forms of entertainment outside of sports.

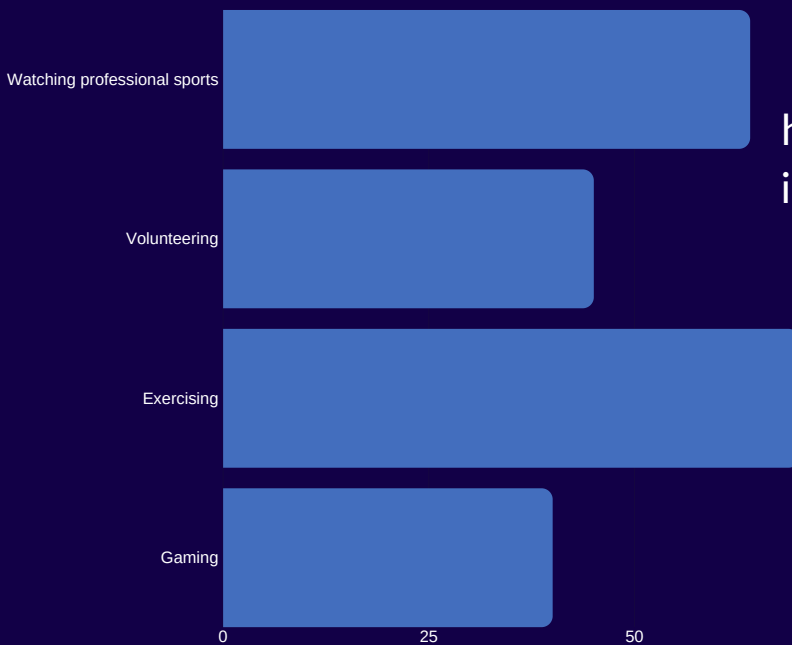
PRIMARY RESEARCH



Out of 80 respondents, 77 of them are under the age of 24.



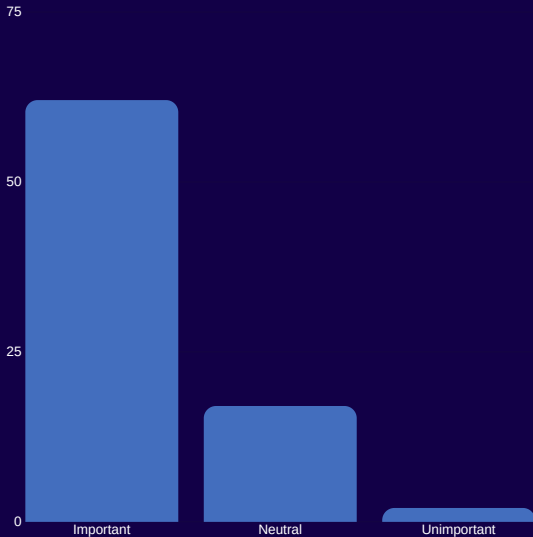
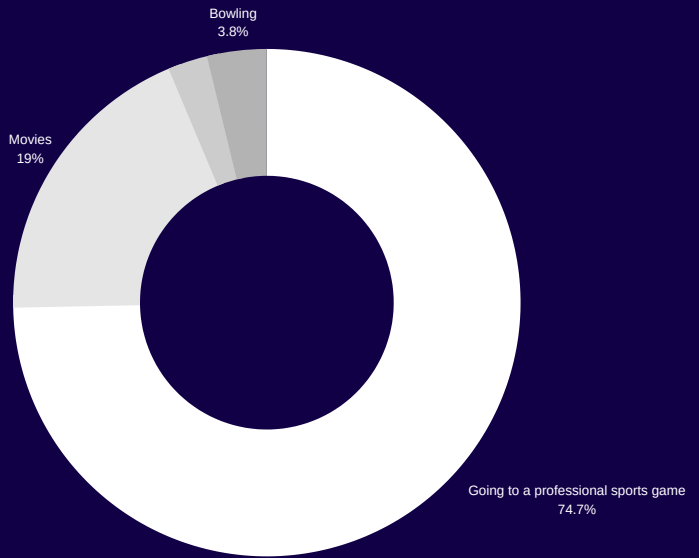
Nearly 64% of respondents are interested in professional basketball.



Eighty percent of respondents have watched professional sports in the past three months. Fifty-six percent have volunteered in the past three months.

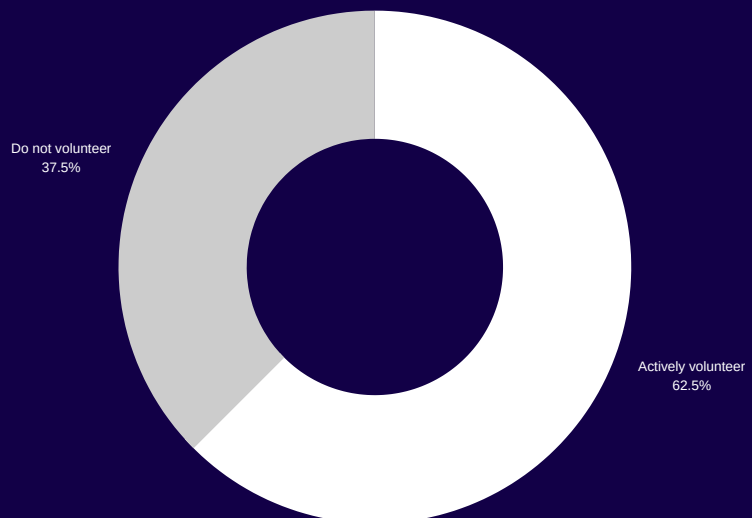
PRIMARY RESEARCH

Nearly 75% of respondents would rather go to a professional sports game over other leisure activities.



Seventy-six percent of respondents say that community orientation is important to them.

Nearly 63% of respondents actively volunteer in their community.



SUMMARY OF RESEARCH FINDINGS

WHAT OUR RESPONDENTS LOOK FOR IN A BASKETBALL GAME

- Fun atmosphere
- Strong community feel
- High energy
- Good competition
- Fan enthusiasm

CONSUMER TRENDS

- Younger adults likely are drawn to sports for their social benefits, as 27% of sports fans say that watching sports helps keep them connected to their friends (Marketing to Sports Fans – US, July 2016).
- While cash-back bonuses and gift cards are the most desired travel loyalty program rewards, young adults, particularly those aged 18-24, are also eager to acquire experiences (Frequent Travel Programs – US, June 2017).
- Spending on leisure and entertainment is forecast to increase 22% through 2021, outpacing total consumer spend over the same time period (18%). (Marketing to Sports Fans – US, July 2016).

CONSUMER TRENDS

- Younger adults likely are drawn to sports for their social benefits, as 27% of sports fans say that watching sports helps keep them connected to their friends (Marketing to Sports Fans – US, July 2016).
- While cash-back bonuses and gift cards are the most desired travel loyalty program rewards, young adults, particularly those aged 18-24, are also eager to acquire experiences (Frequent Travel Programs – US, June 2017).
- Spending on leisure and entertainment is forecast to increase 22% through 2021, outpacing total consumer spend over the same time period (18%). (Marketing to Sports Fans – US, July 2016).

THE BASKETBALL LEAGUE CURRENT CONSUMER

Current fans of the league are families, community members and young adults who aspire to play professionally or who love sports in general.

These are fans who are already inserted into the seam of the community and may have a direct connection to one of the players. We applaud The Basketball League for their capture of this audience and continued support of these fans in community outreach and the establishment of strong local roots through a shared love of the game.

OUR PROPOSED CONSUMER

From our discussions with TBL owner Evelyn Magley, she expressed a desire to expand the current target of families to a younger demographic which is already predisposed to be excited about The Basketball League, its talented players and the strong community values that hold it together. We were intrigued by this proposition and did research to find out if this team would appeal to a younger Gen Z audience of 18 to 24 years old.

Our primary research suggests targeting a younger demographic and lifestyle market would tap into an already interested group that would be simultaneously hyped about having such ready access to these players and getting involved through youth outreach and training opportunities. These people are active in the community, volunteer frequently and would be interested in a basketball league which cultivates these values. They love watching sports with their friends in their free time and attending professional sports games.

MEET OUR TARGET



- 18-to 24-year-old
- Male or female
- Full-time student, most likely with a part-time job

LIKES TO

- Hang out with friends
- Play pick-up sports games
- Play video games
- Always looking for activities to partake in on weekend nights
- Bored of the usual entertainment options like bowling or mini golfing
- Avid sports fans
- Outgoing, sociable, caring
- Enjoys volunteering
- Has role models in the community (sports coaches, parents, older players on their sports teams)
- Spends time watching sports highlight videos online and streaming games on their devices

MEET OUR TARGET

Annual Income/Occupation

Full-time student, most likely with a part-time job

Current Usage Frequency

Always looking for things to do on the weekend nights Bored of the usual town activities like bowling

Personality

- Outgoing
- Sociable
- Caring (for family, friends and community)

Values

- Family
- Enjoys volunteering
- Personal growth and being an upstanding member of society - these people are going to look up to the players as role models and aspire to play at a professional level like them

Interests/Hobbies

- Video games
- Hanging out with friends
- Watching sport highlight videos online
- Streaming sports on their devices

Lifestyle

- The games will provide a fun Friday night activity for the target
- They will enjoy the atmosphere and comradery of coming with their friends or family
- The target is already going to high school games in the area and likes that atmosphere, so this adds another layer of excitement as these men are playing for a professional league (cheap way to see some players that they look up to/can follow on social media)

Behavior

- This product will be added into the target's consideration set when they decide what to do on a weekend night

MEET OUR TARGET

What features are most appealing to your target?

- Games/prizes/special deals for reduced ticket price or added benefit to coming
- Themed game nights
- Community-centric outreach and fundraising for issues they care about

What media does your target turn to when they are seeking information?

- Social media and Google/websites
- Go to friends and family for recommendations

Are there enough people who fit the criteria?

- This target will, by association, bring their families and friends to the games. Targeting this market will open up a slew of opportunities to reach their parents, close friends and siblings who they choose to spend time with because this demographic desires connection and socialization.

What drives the target to make decisions?

- Cheap entertainment
- Clout - this is achieved due to the fact that these players are adults playing professionally (some may even be close to their age (relatability))

Can they afford the service?

- Yes, the tickets are very affordable and are comparable to the price of other activities the target engages in (bowling, movies, eating out, etc.)

Can I reach them with the message?

- Especially through local news, it will be easy to reach this target if they live in one of the towns where a team is based.
- Social media can be used to reach the target market in other cities around the country.

Are they easily accessible?

- This target is easily accessible through social media
- Local print publications will also reach this target through their families
- Signs in schools and local stores/restaurants, as well as local radio

TARGET MARKET INSIGHTS

"FLOOR SEAT FANATICS"

These consumers are young members (ages 18-24) of their community who are looking for something affordable to do on a Friday night. They are involved in their community through volunteering opportunities and value companies with beliefs that align with their own. These individuals are existing sports fans and often turn to social media to stay connected and informed on the teams they care about. They love to be ahead of the game in terms of trends, artists and especially sports. Discovering trends or liking something before it becomes popular is a social currency for this demographic. They latch onto trends and adopt them into their everyday lives - this means interacting on social media, learning everything to know about a brand, etc. Because they are younger consumers, they are looking for affordable entertainment options and are drawn more to experiences than material benefits.

HOW TO APPEAL TO FLOOR SEAT FANATICS

FEATURES THAT APPEAL TO FLOOR SEAT FANATICS

- Themed game nights
- Community-centric outreach and fundraising for issues they care about
- In-game entertainment (games, prizes, special deals)

TOUCHPOINTS

- Social media - more specifically Twitter, Instagram and YouTube, the most popular platforms among this age group.
- Local news outlets, especially sports-oriented shows or stations.
- In-person interaction with TBL through clinics, school and other community service events.

RATIONALE

- Floor Seat Fanatics are already going to high school games in the area and like that atmosphere, so this adds another layer of excitement as these men are playing for a professional league. Not only is this target drawn to cheap entertainment, but they also seek to increase their own “clout,” which is achieved by advertising this as a professional league with talented, desired players. We are confident we can add TBL basketball games into the target’s consideration set for Friday night fun.

COMMUNICATION GOALS

1

CREATE BRAND AWARENESS

Because TBL is a fairly new league, our first priority is building brand awareness. We will create a strong brand identity and resonate with our target audience by offering community-related promotional products and events and crafting a powerful social media presence.

2

ENTER CONSIDERATION SET FOR TEENAGERS AND YOUNG ADULTS WHO ARE LOOKING FOR AN AFFORDABLE, ELECTRIFYING EXPERIENCE

According to our primary research, 96.25 percent of respondents are in our target market age range of 14-24. Having said that, 64% are interested in professional basketball and 67.5% said they are interested in TBL. As for what our respondents look for in a basketball game, they want a fun, high energy atmosphere with good competition. However, they also really look for a strong community feel with fan enthusiasm and a hype crowd. We plan to get the attention of this age group through social media contests, in-game experiences, local events and other incentives.

COMMUNICATION GOALS

3

ESTABLISH TBL AS A COMMUNITY-CENTRIC PROFESSIONAL BASKETBALL LEAGUE THAT PROVIDES PERSONAL DEVELOPMENT OPPORTUNITIES FOR PLAYERS AND AN EXCITING GAME ATMOSPHERE FOR FANS

76.25 percent of our respondents said community orientation is important to them and 60.7% actively volunteer in their community. Positioning TBL as a community-centric basketball league with an exciting game atmosphere for fans is the perfect way to reach our target audience.

MEDIA OBJECTIVES

Target Audience Definition

Concentrate message delivery toward current fans of basketball, with primary emphasis on a community service interest, age 18-24, who live in the regions that TBL has basketball teams and who have a household income of \$25,000 or less. They are often part-time or full-time students, perhaps with a part-time job, who live with their families.

Creative Requirement

Provide a positive and quality media environment that offers the opportunity to elevate TBL as a brand that can resonate with this audience and provide an enjoyable basketball experience.

Reach and Frequency

Achieve a minimum level of 40% reach against the target audience with an average frequency of 4 over a four-week period.

Timing

Maintain competitive weight levels throughout the year in an effort to work in conjunction with on- and off-season events and promotions.

Geography

Deliver even weight to each region with a basketball league and major cities with professional leagues to support national marketing efforts with a local perspective.

Promotions

Coordinate media scheduling with major promotional events in order to maximize total marketing efforts.

Budget

Achieve all of the above within the overall media budget of \$900.

MEDIA PLAN

Because of the young age of our target audience, we are hoping to focus mainly on social media marketing for TBL. According to a study on Mintel, nearly 40% of individuals between the ages of 18-28 say they are active on social media on a “regular basis” - which is higher than any other age group. Advertising on social media is also more cost-efficient than other types of digital and traditional advertising. Social media allows advertisements to be directly targeted to specific users based on internet behavior, search history and other noted interests, whereas other platforms serve general audiences. Social media advertising spend in the US is expected to reach \$18.4 billion in 2019. This continual increase shows that more and more brands are flocking to social media to meet consumers where they are - on their phones. Social media is stated as the most relevant advertising channel for 50% of Gen Z.

In 2018 it was reported that there were over 2.07 billion consumers active on Facebook, and more than 330 million active on Twitter. These numbers showcase the incredible amount of consumers that TBL will have the capability of reaching with social media advertising. According to Sprout Social, social media marketing costs vary greatly based on the projected reach and ultimate goal of the post. However, a company can loosely expect to pay approximately \$1.30 per click for local Twitter campaigns. Facebook, on the other hand, is a little more affordable, with the average business paying \$0.27 per click with an average click through rate of 1.5 percent. These numbers represent the affordability of social media marketing, which is why it would be such a great fit for TBL and their goals.

Additionally, we think it would be beneficial to direct advertising dollars towards print ads in publications in the same communities as the teams. This non-digital vehicle would reach a different market of potential consumers, and would allow for increased exposure. The reach of these efforts would vary greatly based on the publication, the circulation numbers of the paper, and the population of the city itself. Advertisements are also more expensive in larger publications with larger circulations. However, most TBL teams are located in smaller markets. For example, the Owensboro Thoroughbreds are located in Owensboro, Kentucky. Their local paper, the Messenger-Inquirer, offers advertisements at the open rate of \$37.57. This of course varies based on size, color/black and white, and frequency. This low-cost method could offer another advertising opportunity for TBL.

MARKETING OBJECTIVES

1

Increase impressions on Facebook, Instagram and Twitter by 60% using platform analytics. By the end of each month, students should see at least a 15% increase in impressions on each platform. Students need administrative access to TBL's social media and the individual teams' social media accounts prior to beginning the campaign work so that they can check analytics and compare to previous months in order to measure success.

2

Increase page views on the website by 40% and use keyword research to optimize the website and move The Basketball League from the third page of Google search results to the second page of results. By the end of the semester, The Basketball League should be ranked on the second page of Google search results. This outcome depends upon student interest and capabilities in SEO. Each social media post should link to somewhere, whether it be the website or an event page. Mostly, this will link directly to TBL's website. Page views should increase by 40% by the end of the semester. This can be broken up into a 10% increase by the end of each month the student is working. This will keep metrics balanced between students.

3

Increase ticket sales and game attendance by 20% over the course of the season. This will have to be calculated by members of TBL on the ground at each team's games (a manager, coach, administrator, etc.) and reported back to students to see if their efforts have garnered an increased interest and game attendance

MEDIA STRATEGY

Target Audience

Concentration will be placed on 18- to 24-year-olds who have a presence on social media. Based upon our analysis, strategic impressions should be divided as follows:

Geographic Coverage

Geographic coverage will be primarily through local radio and TV spots and interviews with key players and coaches. Social media pushes and advertising will be used during peak selling periods throughout the season, particularly emphasized during big game weeks or championship tournament time.

Seasonality

Additional press releases and social posts will be deployed during seasons to provide additional support in the peak promotional periods.

Budget

Budget allocations are detailed in the media budget flowchart in the following pages. The total budget is \$900 allocated between paid social media ads, display ads and purchasing keywords through SEO tactics.

MESSAGE STRATEGY PLAN

MEDIA APERTURE MOMENT AND TIMING

The Basketball League’s “Live for the Game” campaign will begin in February 2020 and will span for four months to encompass the length of the season with room for postseason content. We will utilize the pulsing advertising approach, with increased advertising

The first week of the season is the most important week to promote the league, its values and the services/outreach opportunities the league provides. It is the chance to get our target audience excited about the games and promotional activations.

INTERACTIVE MEDIA

The Basketball League will grow its brand through the use of fan interaction on social media sites.

REGIONALITY

The Basketball League must start its growth in and around the communities where their teams are located. Earning a passionate following for local teams through advertising and marketing efforts will lead to more word of mouth advertising. The teams are spread across the country, providing TBL the opportunity to engage with several different media outlets that reach many different markets.

MEDIA EXPENDITURE SUMMARY

SOCIAL

60 percent (\$540)



35 percent (\$189)

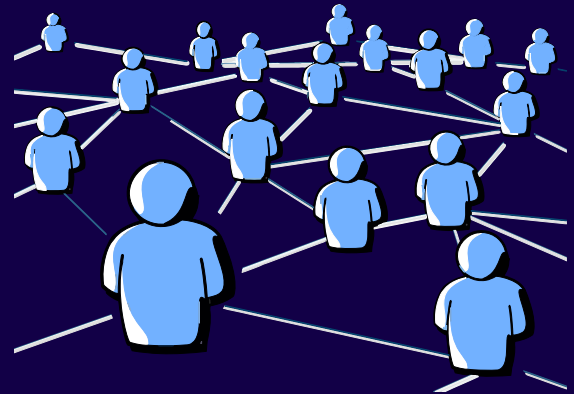


65 percent (\$351)

NATIVE

40 percent (\$360)

- Search ads- 25 percent (\$90)
- Display ads- 75 percent (\$270)



NON-IMPACT MEDIA FLOW CHART

- Higher from February-April
- Morning/afternoon commutes on radio
- Active on social media during offseason
- [Link to flowchart](#)

MEDIA EXPENDITURE SUMMARY

Touchpoint	Budget	Impressions	CPM	KPI	Rationale
TP1 - Social	(60%) \$540				
Facebook	\$189	62.8K	\$3.97	Page Analytics: Post & Page Likes, Shares, Views, Comments, Clicks	Boosted Facebook posts will allow us to target very specific groups and industry professionals who we were unable to reach out individually by messenger or email. The fact that there are concrete spending limits will prevent us from surpassing our budget and allow us to make the best use of every cent.
YouTube	\$0	16	\$0	Subscribers, Views, Likes, Dislikes, Shares	We chose to prioritize other platforms since this one is new and will be used more in the coming season
Twitter	\$0	1K	\$0	Followers, Likes, Retweets, Comments	We chose not to allocate any of our budget to this because this is not the best way to reach our audience due to follower count and reach.
Instagram	\$351	10K+	\$5	Followers, Likes, Comments, Impressions	We found that our audience would be most directly targeted with Instagram ads than on any other platform. This is the reason we decided to focus on this platform and Facebook for our paid ads.
TP2 - Native	(40%) \$360				
Website	\$0		\$0	Web Traffic, Report Downloads	We will improve the website and its SEO as much as possible before we start our search engine display ads, so we will not need to allocate any of our budget to this.
Search Ads				Google AdWords analytics dashboard that tracks views, clicks	Search ads are an effective way of marketing based on online behavior, and our ability to set spending limits will give the client free range to stay within whatever budget they choose.
Display ads	\$270			Google AdWords analytics dashboard that tracks views, clicks	Display ads are an effective way of increasing awareness of TBL on websites which target our primary audience.
TP3-Earned	0%				
Trade Publication	\$0	2 M	\$0	Media/Social Media Coverage of TBL season and owner	We do not need to allocate any of our budget to pitching trade publications because we will be doing all the pitching in-house without paid advertising.
News organization	\$0	12 M	\$0	Media/Social Media Coverage of TBL season and owner	We do not need to allocate any of our budget to pitching trade publications because we will be doing all the pitching in-house without paid advertising.
TOTAL	\$900				

MEDIA EXPENDITURE SUMMARY



PRESEASON

OUT OF HOME

TRADE PUBLICATION

Before Oct. 28: Reach out to media outlets/reporters, encourage them to cover TBL

NEWS ORGANIZATION

Before Oct. 28: Reach out to media outlets/reporters, encourage them to cover TBL

MEDIA EXPENDITURE SUMMARY

SEASON

SOCIAL



TWITTER, FACEBOOK, INSTAGRAM

Week of 1/26: Social promotion using photography on social media

Week of 2/2: Halftime show dunk contest promotion; Saturday clinic promotion

Week of 2/9: Showcase tickets on social with coupon attached

Week 2/16: Game highlights

Week 2/23: Social promotion, #stephcurrychallenge TBL contest

Week 3/1: Show winner of contest

Week 3/8: Social promotion

Weeks 3/15-4/12: Social promotion

Week 4/19: Final game and tournament coverage

Week 4/26: End of season tournament

YOUTUBE

Week 2/2: Dunk contest recap highlight clips; highlight clips of youth clinic

Weeks 2/9-2/16: Black History Month testimonial video giving historical context, perhaps in the context of basketball

Weeks 2/23-3/1: #stephcurrychallenge highlight reel

Week 3/29: Promotional ad for TBL

Week 4/26: Upload Post-season highlights

MEDIA EXPENDITURE SUMMARY

SEASON



NATIVE

WEBSITE

Week 1/26-2/9: Optimize using keyword research with Search Engine Optimization and Google Analytics

Weeks 4/19-4/26: Analyze website traffic based on optimization

OUT OF HOME

BROADCAST MEDIA

Week 2/2: Evelyn calls into radio show; huge media push at beginning of the season

Week 2/9-2/23: Media Day: Coach and player on local radio station

Week 3/15: Media Day: coach and player on local radio station

Week 4/5: Media Day: coach and player on local radio station

Week 4/16: Media Day: coach and player on local radio station

THE BIG IDEA

"LIVE FOR THE GAME"

TBL is a community-focused league that emphasizes excelling on and off the court. The league strives to push its values and extend past the game of basketball into the daily lives of its players and fans. TBL does this by making connections with the community through service events, clinics and promotions.

Once you're a part of the community, you connect with the collective through a shared passion for basketball and outreach. For those who cannot live without knowing the score of the game or which player got drafted last night, this is an opportunity to get in on the ground level of a new league that is ever-evolving, future-oriented and willing to go the extra mile for players and fans.

We want to continue to emphasize this mission and use it as the theme of our promotions for TBL moving forward. Our target audience will respond well to the promotions as the trend toward constant social media use continues. Our target will follow teams on social platforms, tune in to behind-the-scenes content and promote the values and personalities of the players because they will become immersed in the culture and beliefs of the collective. For this reason, we are hoping to emphasize the idea of living for the game: living to reflect the values of TBL and implementing those values into their everyday lives.

PROMOTIONAL PLAN

One of the objectives of promotion is to have the audience seeking the next promotional event or game.

TBL, in partnership with A-List Agency, will be exploring promotion through two different outlets.

The first will be local media promotion in the days leading up to any TBL game. The plan is to implement contests and award fans or listeners.

In a more direct promotional tactic, providing sponsored giveaways (t-shirts, sweatbands, ect.) while promoting and advertising the upcoming events and giveaways.

PROMOTIONAL STRATEGY

EVENTS

- Partner with local restaurants for watch parties and bar crawls
- Kids game - have kid reporters, kid PA announcers, kid national anthem singer, etc.
- TBL sponsored Neighborhood Beautification Day in each city a team is located in
- Black History Month 5K

INCENTIVES AND COUPONS

- Put promotions/upcoming games onto tickets so that fans are informed of upcoming events
- Partner with local businesses for coupons on tickets

SOCIAL MEDIA

- Every Tuesday during February TBL social media will provide a “History Lesson” in honor of Black History Month
- TBL Playlist on Spotify / Sound Cloud
- #TBLPlayOfTheWeek

SOCIAL AND PROMOTION CALENDARS

S	M	T	W	T	F	S
	2 Promo Week! Evelyn calls into local radio show. (Document for Social)	3 Evelyn goes onto local TV news. (Document for social)	4	5	6 Have players do a halftime dunk contest at a local high school to promote TBL's next game. -Toss T-Shirts	7 Philanthropy Outreach Event... Promoting TBL
	9 Media Day: - Player, Coach on local radio	10 "History Lesson" - provide a short history of a player	11 TBL Game 1: Promote promo events for G2/3. (On tickets)	12	13 TBL Game 2: Promote promo events for G3/4.	14
	16 Media Day: - Player, Coach on local radio	17	18 Media Day: - Player, Coach on local radio	19	20 Media Day: - Player, Coach on local radio	21
	23 Media Day: - Player, Coach on local radio	24	25 TBL Game 5: Promote games 6 and 7	26	27 TBL Game 6: Promote games 7 and 8	28
	30	31				

PROMOTION 1: IN-GAME EXPERIENCE

Description

TBL could print tickets for each game that feature the team's logo and information about upcoming TBL games. An example of copy on the ticket would be: "Please join TBL next Friday when the Albany Patroons come to town on Feb. 22 at 7:00 p.m." The tickets would double as coupons, allowing them to have a life after the game. This is an easy way to team up with local stores or restaurants.

Logistics

TBL would have to print tickets by each individual team. Another option is to print TBL-branded tickets that would serve as coupons for bigger name brands. This all depends on the prestige of sponsors and brands TBL is able to acquire.

Timeline

It would be beneficial if this was implemented as the season starts, or least if plans were solidified with a printer before the end of the season. This would allow time for different sponsors to be obtained and for all of the tickets to be printed before the next season.

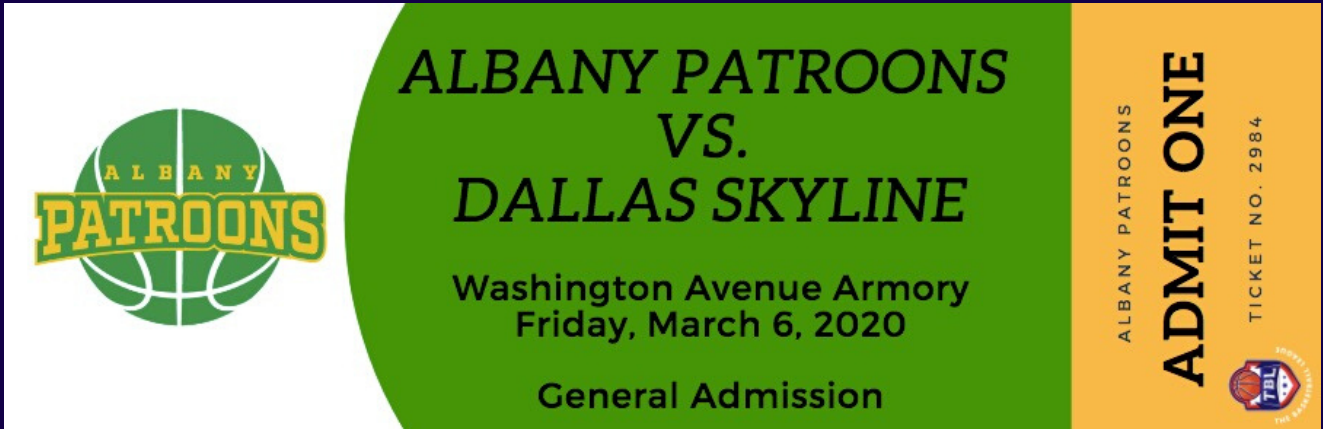
Budget


The increase in budget will only be required for adding the coupon because TBL is already going to be printing tickets.

Rationale

TBL will already be using tickets. This is a way to optimize the current budget and spending of the league. The end goal of this tactic would be an informational piece of regalia that attendees could hold onto after the game. This increases awareness for the brand, promotes community values and reiterates TBL's commitment to promoting small business and the growth of towns.

EXAMPLE






**ALBANY PATROONS
VS.
DALLAS SKYLINE**

Washington Avenue Armory
Friday, March 6, 2020

General Admission

ALBANY PATROONS
ADMIT ONE

TICKET NO. 2984





ALBANY PATROONS
ADMIT ONE

TICKET NO. 2984

**BRING THIS
TICKET INTO
KITCHEN 216
FOR 20% OFF
OF YOUR
MEAL!!!
GO PATROONS!**


kitchen 216
MODERN SOUL FOOD

PROMOTION 2: THEMED GAME NIGHTS

Description

Theme nights can be a range of different events to fit certain times of the year, important aspects of the community or to highlight different groups of people and professions. It is also a way to get people in the doors who don't have as strong of a connection to basketball as they do the theme.

Logistics

TBL would have to plan out theme nights and purchase any products necessary to ensure the theme is carried throughout the game atmosphere. This would include planning special halftime activities, game giveaways, themed scripts, a themed playlist and themed social media graphics. The goal is to integrate the theme into every aspect of the event.

Timeline

A list of theme nights should be thought of two months prior to the season with a rough schedule being lined up. A month prior to the theme night taking place any vendor or special groups being brought in for the night should be contacted to determine if they are available and if there is any cost in them attending the event. One month prior to the theme night any specialty decor or giveaways should be purchased to ensure they arrive on time. Two weeks prior all vendors or special groups invited as part of the theme night should be contacted via phone to ensure they are coming and make sure TBL is not expected to provide anything unexpected. One week prior to the event all scripts should be written for any special things happening during the game revolving around the theme night. Three days prior to the game send out an email to all vendors and special groups or guests with complete instructions on when and where they should arrive, parking information, ticketing information and any other additional information.

PROMOTION 2: THEMED GAME NIGHTS

Budget

\$200 should be allocated to each theme night to purchase necessary decoration and giveaways for fans.

Rationale

Theme nights give fans a way to feel like they are involved too. It is something more for them to be a part of rather than just sitting and watching the game. They are also a way to involve people who may not be the biggest fans of basketball but love that certain theme and expose them to TBL. TBL can reach certain areas of the community with different themes and can also just be an all around fun atmosphere.



PROMOTION 3: OUT-OF-GAME EXPERIENCE

Description

We will have two players from a team go to a local high school game or assembly and compete in a short dunk contest. After, they could toss a couple shirts into the crowd, promoting a TBL game coming up in the next week.

Logistics: We would communicate with a high school about a month in advance and meet with them to assure they are aware of the league, its intentions as well as welcoming to holding an assembly during the school day for the dunk contest and rally to take place.

Timeline

Reaching out to the schools would need to take place at least three weeks prior to the event taking place. Shirts will have to be printed around the same time or a large batch could be printed and distributed out through the season. A sponsor would have to be agreed upon before printing to put the logos on the back of the shirt. We suggest the sponsor be any organization that TBL or the individual team currently partners with.

Budget

The expected cost to print 200 shirts is \$1480.

Rationale

This is part of the target audience that we have discussed, with Evelyn. T-shirts are an inexpensive give-away and can serve as lasting marketing because each time a student wears the shirt it is marketing for the league. By trying to work with a local school, it further proves the idea that this league is about more than basketball.

EXAMPLE



PROMOTION 4: RESTAURANT AND BAR CRAWLS

Description

The restaurant watch parties are an effort to continue fan engagement in TBL communities when teams are playing away games. By partnering with local restaurants, TBL can provide a place for fans to gather, have a meal, build the sense of community that TBL values all while watching a live stream of the game. It is a great way to ensure TBL stays top of mind with fans throughout the entire season. It also provides a great, more relaxed atmosphere for fans to meet one another and build relationships with TBL at the base.

Logistics

TBL would need to ensure the proper equipment is available for the restaurant to put the game on TV including a laptop computer with access to the livestream as well as an HDMI cord or other electronic equipment to ensure the livestream is able to be viewed. While most restaurants do provide complimentary wifi, it would be beneficial to utilize a wifi hotspot to ensure the feed runs smoothly and there is no connection issues.

PROMOTION 4: RESTAURANT AND BAR CRAWLS

Timeline

Host restaurants should be identified two months leading up to the season with a set schedule in place 2 weeks prior to the season. While it can be a partnership with the same restaurant each time, we recommend a rotation of 3-5 places to ensure fans do not get tired of the same food or atmosphere and continue to return. A list of watch parties for each month should be advertised at the beginning of each month and then again the week and day of.

Budget

Other than any technical purchases needed to get the livestream equipment, there would be no cost to these but rather the potential for partnerships with these restaurants in the community. Because of the people TBL is driving to their restaurant and the profit they bring, TBL could leverage this and gain sponsorship money in the process.

Rationale

This event will help us build a more loyal fanbase. Not only does it make people aware of the livestreaming TBL provides, but it also keeps fans in the loop with TBL all season long. Because of this, TBL will remain at the top of our consumer's mind and when the team comes home, they'll have to go.

PROMOTIONAL EXAMPLES



**IT'S
GAME
TIME**

Join us for food & basketball as we catch
the most exciting game of the season!

BIG BUD'S BURGERS
7:00PM | MARCH 15 2018



GULP DOWN A COLD ONE.



**GAME TIME BAR
CRAWL**

*All beers on the menu!
\$3 for a glass
\$5 for a pitcher*

Buy your tickets at
www.tbldgamebarcrawl.com

Grab a seat at the bar and enjoy a few rounds of beer while
watching TBL. Buy your TBL Game Time Bar Crawl tickets at
www.tbldgamebarcrawl.com

PROMOTION 5: SOCIAL MEDIA CONTEST

Description

The TBL social media accounts, or team accounts, will post a video of the play of the month across all TBL teams. Fans will then be encouraged to “recreate” the video at home. The videos do not have to be just basketball related- it could be videos of players volunteering, starting a charity, or a random act of kindness.

Logistics

“The biggest demographic group are males between 18 – 24 years old, while 75% of all users are aged between 18 and 24. 37% of US internet users are now on Instagram.”

Timeline

The benefit of social media is that it is all about “here and now.” An ad campaign should be ignited a week or two before the season starts in order to get awareness out before the first game. The actual social media contest will begin during week one of the season.

Budget

An employee will need to be responsible for researching candidates from the social media entrees. About 5 hours a week at minimum wage, (\$50 a week.) Then a prize for each weeks winner. A TBL Branded sweatshirt cost \$50 as well.

Rationale

A similar promotion was done called #stephcurrychallenge where fans recreated one of his insane plays on their own and posted them, creating an influx of organically curated content. It’s an original way to reach our target through social media and encourage them to follow TBL and its teams.

EXAMPLE

 **tbasketballleague**
LakePoint Champions Center



♡ 💬 📌 📌

5,003 likes

tbasketballleague Here's the #TBLPlayOfTheWeek! Steve Cunningham dominated in Albany's win over the Cardinals. Make sure you keep your eyes peeled for next weeks' #TBLPlayOfTheWeek!

PROMOTION 6:SEARCH ENGINE OPTIMIZATION

Description

Search engine optimization is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website to users of a search engine. Do keyword research and figure out ways to best optimize TBL's website so that it comes up higher in Google searches.

Logistics

By using keyword optimization, google and yahoo search engines will put TBL's website higher in its rankings. With a name like, "The Basketball League," this is an even more important step.

Timeline

Fortunately, this is something that can be updated on a rolling basis. After the initial keyword research is complete, some time will need to go into updating the website to make it rank higher and include more engaging content. It is feasible that this could be completed by the end of the semester if a particular student was interested in optimizing TBL's website.

Budget

\$0

Rationale

"The Basketball League" is a common name which may not initially yield the results in a Google search that TBL might want. By optimizing its search engine rankings, TBL can increase website visibility and therefore increase brand awareness and the amount of eyes on their content. There is no payment required for this, so it is a good option for TBL to venture into.

EXAMPLE

Keywords	Alphabet Soup	Saved Lists	Search History	Search Analysis	Affiliate Programs	Brainstorm
Enter a keyword to filter your search history						Find Keywords
Keyword	Search Type	Details	Date			
Q basketball skills	Keywords	Phrase	Thu 15 Feb 2018, 9:19 AM			
Q basketball skills	Alphabet Soup	Phrase	Thu 15 Feb 2018, 9:09 AM			
Q basketball shooting skills	Search Analysis	Google	Wed 14 Feb 2018, 10:28 AM			
Q basketball	Affiliate Programs	Phrase	Wed 14 Feb 2018, 10:25 AM			
Q Basketball Skills	Affiliate Programs	Phrase	Wed 14 Feb 2018, 10:21 AM			
Q best seo keyword research tool	Search Analysis	Google	Wed 14 Feb 2018, 9:57 AM			
Q jaaxy review	Keywords	Phrase	Wed 14 Feb 2018, 8:18 AM			
Q what is the best seo keyword research tool	Keywords	Phrase	Tue 13 Feb 2018, 11:22 AM			

PROMOTION 7: PAID SOCIAL MEDIA ADS

Description

Paying for ads on Instagram has become one of the most effective ways at targeting and reaching a specific audience.

Logistics

An important dynamic for this tactic is focusing on local targeting. Instagram will seek out sports fans in certain cities. This assures we will hit our target demographic. Geotargeting would be employed here to target not only the cities in which the teams are currently located but also major cities around the U.S. that would be popular spots for future teams or have a large professional sports market already (Chicago, New York, LA, Dallas, Houston, Twin Cities, Seattle). We strategically chose these cities for their bustling sports media presence, and for some, like Seattle, this is an opportunity to bring a professional basketball team into that market again and revamp its fanbase targeting TBL.

Timeline

The biggest attraction to social media is the instant posting ability. There is no timeline.

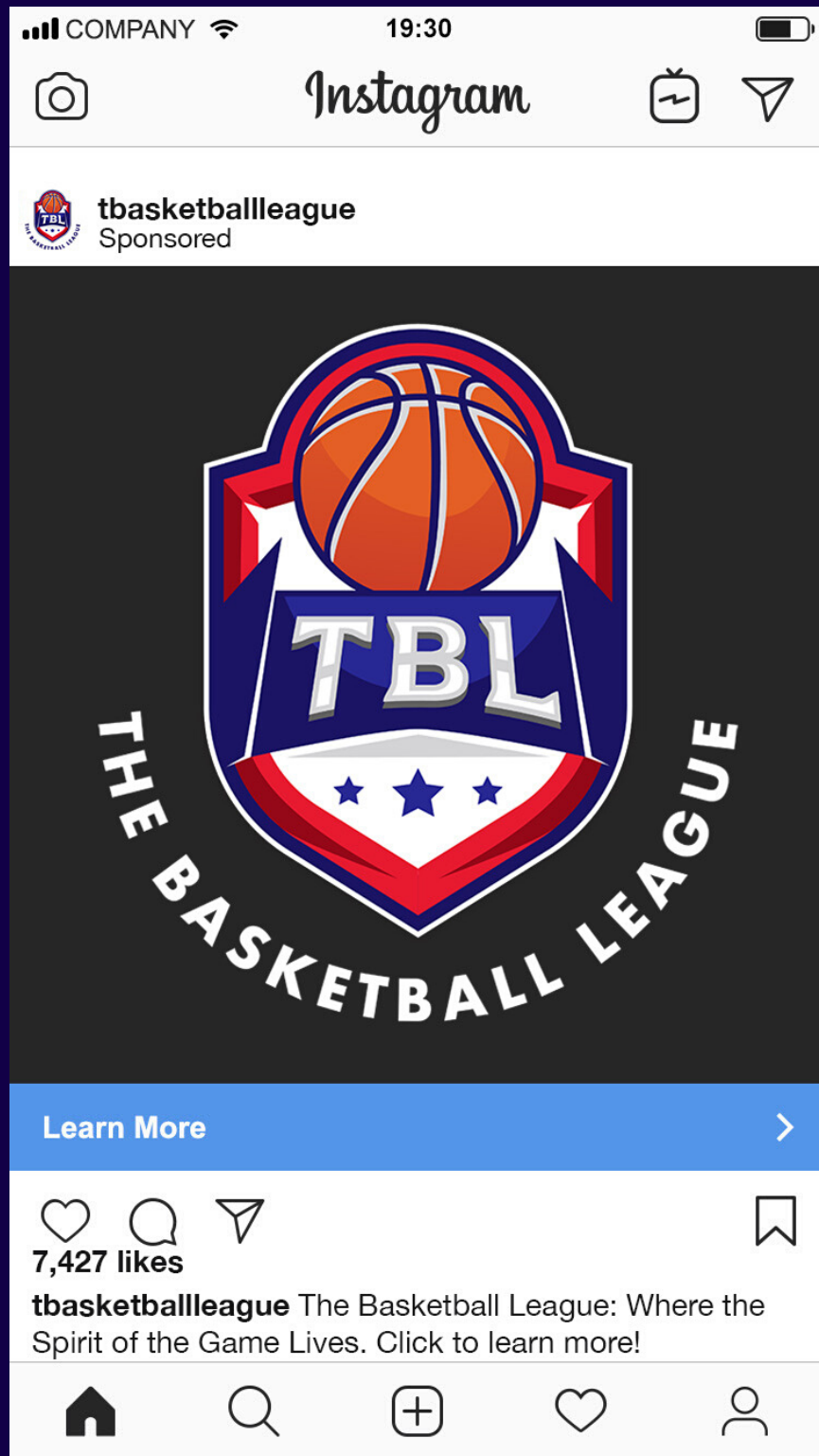
Budget

The budget for Instagram ads will be \$351 at \$5 per CPM.

Rationale

According to Forrester research, Instagram has about 10x the interaction with a brand, as a percentage of the brand's fans or followers, that Facebook does. Instagram has an even more substantial lead on the other social networks. AdEspresso analyzed Facebook and Instagram ads in 2016. They found that the average cost to advertise on Instagram (in terms of CPC) was \$0.70. This is double Facebook's average CPC of \$0.35.

EXAMPLE



EVALUATIONS

- Increase impressions on Facebook, Instagram and Twitter by 60% using platform analytics. By the end of each month, students should see at least a 15% increase in impressions on each platform. Students need administrative access to TBL's social media and the individual teams' social media accounts prior to beginning the campaign work so that they can check analytics and compare to previous months in order to measure success.
- Increase page views on the website by 40% and use keyword research to optimize the website and move The Basketball League from the third page of Google search results to the second page of results. By the end of the semester, The Basketball League should be ranked on the second page of Google search results. This outcome depends upon student interest and capabilities in SEO. Each social media post should link to somewhere, whether it be the website or an event page. Mostly, this will link directly to TBL's website. Page views should increase by 40% by the end of the semester. This can be broken up into a 10% increase by the end of each month the student is working. This will keep metrics balanced between students.
- Increase ticket sales and game attendance by 20% over the course of the season. This will have to be calculated by members of TBL on the ground at each team's games (a manager, coach, administrator, etc.) and reported back to students to see if their efforts have garnered an increased interest and game attendance.



X





Sheridan Powell

ROOKIE — POINT GUARD
ACCOUNT EXECUTIVE



Bo Templin

ROOKIE — FORWARD
PROMOTIONS DIRECTOR



Jordan Heltbrand

ROOKIE — CENTER
SOCIAL MEDIA/ DIGITAL STRATEGIST



Camryn Carlson

ROOKIE — POINT GUARD
PUBLIC RELATIONS/EVENTS



Justin Byrseth

ROOKIE — SMALL FORWARD
MEDIA PLANNER



Jessie Bondreau

ROOKIE — CENTER
GRAPHICS/ ART DIRECTOR



Terrell Stanley

ROOKIE — SHOOTING GUARD
COPYWRITER



Devin Kane

ROOKIE — POWER FORWARD
STRATEGIC PLANNER

WORKS CITED

Company:

About TBL. (n.d.). Retrieved from <https://thebasketballleague.net/about/>

Meet the First Black Female Owner of a Male Professional Basketball League (Not a Team, But a League!). (2018, July 17). Retrieved from <https://www.blacknews.com/news/first-black-female-owner-of-male-professional-basketball-league/>

The Basketball League. (2019, September 21). Retrieved from https://en.wikipedia.org/wiki/The_Basketball_League

Competition:

About the ABA. (n.d.). Retrieved from <https://abaliveaction.com/about-the-aba/>

Adjusting for Movie Ticket Price Inflation. (n.d.). Retrieved from <https://www.boxofficemojo.com/about/adjuster.htm>

Admin. (2019, August 23). UBL Hoops Home Page. Retrieved from <https://ublhoops.com/>

Bowling Alley Trends. (n.d.). Retrieved from <https://ids.uni.edu/idsblog/?s=Bowling+alley+trends+>

CBA Home. (n.d.). Retrieved from <https://www.playcba.com/>

Cooper, J. J. (2019, September 11). MiLB Sees Attendance Increase In 2019, Reversing Last Year's Drop. Retrieved from <https://www.baseballamerica.com/stories/milb-sees-attendance-increase-in-2019-reversing-last-years-drop/>

Domestic Movie Theatrical Market Summary 1995 to 2019. (n.d.). Retrieved from <https://www.the-numbers.com/market/>

East Coast Basketball League. (n.d.). Retrieved from <https://www.hometeamsonline.com/teams/Default.asp?u=EASTCOASTBASKETBALLLEAGUE2015&s=basketballhighlight.>

WORKS CITED

Florida Basketball Association. (n.d.). Retrieved from <http://thefba.com/Home:uba-now>. (n.d.). Retrieved from <https://www.ubanow.com/>

Mid-South Basketball Association Home Page. (n.d.). Retrieved from <https://www.hometeamsonline.com/teams/Default.asp?u=MIDSOUTHBASKETBALLAS&s=basketball>

The Stage has Been Set! 2019 NABL Playoffs! (n.d.). Retrieved from <http://www.nablbasketball.com/>

4 New Teams Added. (n.d.). Retrieved from <http://www.officialmbl.org/>

Category:

(n.d.). Retrieved from <https://academic.mintel.com/display/954486/?highlight>
5 Biggest Sports Marketing Trends of 2019. (2019, July 31). Retrieved from <https://insights.newscred.com/5-biggest-sports-marketing-trends/>

Consumer:

Attitudes Toward Social Responsibility. (2010, September). Retrieved from <https://academic-mintel-com.proxy.mul.missouri.edu/display/548098/?highlight>.

(n.d.). Retrieved from <https://academic.mintel.com/display/793939/#>
Sorilbran. (2019, May 16). Marketing to Sports Fans: Viewership & Demographics [Infographic]. Retrieved from <https://www.theshelf.com/the-blog/sports-viewership>

WORKS CITED

Primary Research

A List Agency Primary Research Survey. (2019). A List Agency Primary Research Survey. Columbia, MO.

Promotional Plan

Best local minor league promotions this summer. (2019, May 30). Retrieved from <https://wtop.com/mlb/2019/05/best-local-minor-league-promotions-this-summer/>.

Demographics of Social Media Users and Adoption in the United States. (n.d.). Retrieved from <https://www.pewresearch.org/internet/fact-sheet/social-media/>.

Top promotions battle for MiLB. (n.d.). Retrieved from <https://www.milb.com/milb/news/top-promotions-battle-for-milby/c-25003636>.

How Much Does it Cost to Advertise on Instagram? (2019, March 1). Retrieved from <https://influencermarketinghub.com/how-much-does-it-cost-to-advertise-on-instagram/>.

Jerrybembry. (2019, August 5). The Crawsover is a reflection of the laid-back nature of Seattle. Retrieved from <https://theundefeated.com/features/the-crawsover-pro-am-league-laid-back-nature-of-seattle-nba-veteran-jamal-crawford/>.

Perrin, A., & Anderson, M. (2019, April 10). Share of U.S. adults using social media, including Facebook, is mostly unchanged since 2018. Retrieved from <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>.

West, C. (2019, September 26). Social media demographics to drive your brand's online presence. Retrieved from <https://sproutsocial.com/insights/new-social-media-demographics/>.

49 Incredible Instagram Statistics you Need to Know. (n.d.). Retrieved from <https://www.brandwatch.com/blog/instagram-stats/>.



2019 MEDIA KIT



01

Cover Letter
Welcome to TBL

02

Inside TBL
Mission & Value

03

Behind TBL
Evelyn Magley, David Magley
and Ronnie Nunn

04

A Passion to Give Back
Meet Evelyn Magley

05

Where is TBL
The Teams and Their Locations

06

The Future
The Vision for TBL

07

Connect with TBL
Social Media

08

**Making History with a
Different League**
Press Release

09

A Different League
Driving Community through
Basketball

10

TBL in the News
Past Articles on TBL

11

Mizzou
TBL partners with Missouri
School Of Journalism



Cover Letter

The A-List Promotional Agency
5012 Midland St.
Noblesville, IN 46062
david@thebasketballleague.net

Hello Media Outlet,

Welcome to a new kind of basketball league. The kind that does not discriminate. The kind that takes in players from all over the world and prepares them for whatever comes next, whether it be a basketball career or just life in general. At TBL, we develop players and men who are upstanding citizens on and off the court. We want to provide an opportunity for young men to maintain their professional sports careers and equip them with the knowledge and resources to succeed. TBL is proud to be #ADifferentLeague under the wing of the first African American female pro basketball league owner, Evelyn Magley.

In the words of Magley, “If they can play, we want them to play for us.”

It’s important for the professional sports scene to amplify this kind of league because it not only promotes diversity but it is also unique in that recruitment occurs from leagues around the globe. This is not a feeder league. This is not a minor league. We provide programming and opportunities for players to showcase their skills and eventually, if they choose, continue a basketball career for as long as they can. It is rare to find such an inclusive league that also prioritizes its local communities. One of the main pillars of TBL is community service and building relationships, and the league administration and support staff are committed to putting what they take from the community right back into it.

With several players going on to play in international leagues, this league is stepping up its game and creating a space where no league has dared gone before. The contents of this media kit will provide all the information you need to understand and connect with TBL as a premiere league with an interesting story. Should you have any questions, please reach out to President David Magley (david@thebasketballleague.net).

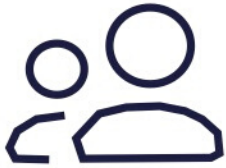
Sincerely,
TBL Family



Background

The Basketball League is a professional basketball league founded by Evelyn Magley in 2019. Magley is the first African American woman CEO of a professional sports league. TBL is entering its second season as an operating league.

Values



Leadership



Self Worth



Education



Respect

Mission

The Basketball League (TBL) is dedicated to delivering a World Class Professional Basketball experience to our community, our fans, and business partners:

- Provide communities with a professional basketball team that gives an affordable/ quality family entertainment experience.
- Offer support and encouragement to local communities through engagement in school and group appearances, youth camps, clinics and non-profit organizations.
- Afford basketball players the opportunity to make a living playing the game they love, in America.
- Procure local individuals or groups an opportunity to own a professional sports business. A relatively low cost barrier to entry, a proven game plan to success, with a return on their investment while positively impacting their region.



Behind TBL

Evelyn Magley - Owner & CEO

Evelyn@thebasketballleague.net

Evelyn is the former Director of Community Engagement at the Brampton A's of the National Basketball League (NBL) of Canada. As a liaison she scaled the forward facing programming of the NBL, professional basketball teams, and nonprofit organizations within the community at large.



A Music Educator and Music Therapist, Magley has a passion for positively impacting the lives of young people. As a graduate from the University of Kansas she co-founded "Children with Purpose," an inner-city ministry focused on mentoring children through the gospel, academic services, hot meals, and music.

A \$3.7 million Fine Arts Building was constructed to house and educate students in a music program that grew to an 89% participation rate under her tutelage in Bradenton, Florida.

David Magley - President

David@thebasketballleague.net

David is a retired American NBA basketball player and coach. Prior to becoming the President of the TBL he served as the commissioner of the National Basketball League of Canada (NBL). Magley is a longtime successful entrepreneur. Awards include being an Academic All-American at Kansas University, 1978 Indiana Mr. Basketball, and producing four NCAA Student-Athlete children with his wife of 35+ years Evelyn.



Ronnie Nunn - VP of Operations

Ronnie@thebasketballleague.net

Ronnie Nunn is a 27 year veteran of the NBA, nineteen seasons as an official, 5 years as the league's Director of Officials and 3 years as Director of Development. During his Administrative tenure, he hosted Making the Call with Ronnie Nunn for 7 seasons aired on NBA TV. He officiated 1,134 regular season, 73 playoff, 4 NBA Finals games, and the 1996 NBA All-Star Game. Nunn continued his basketball career serving as a consultant to the Euroleague and the NBL of Australia, guest analyst for Bballbreakdown.com and now TBL.



"Where the Spirit of the Game Lives"



Meet Evelyn

Kansas City Woman Becomes First African-American Woman to Own Professional Sports League

Evelyn Magley is a mother, grandmother, teacher and former athlete, but she now takes on a new challenge as the owner of a newly formed professional basketball league.

The Basketball League (TBL) is a professional basketball league with nine teams in the United States.

"I got the name from my daughter Jennifer," said Magley. "We were brain storming names and she suggested I keep it simple, The Basketball League was the perfect name."

Evelyn enjoyed playing sports as a child, even playing pickup basketball games in her youth – when she wasn't practicing her violin. Evelyn has always held a passion for sports, but her first love was music. A University of Kansas Alumnus, Evelyn earned two degrees, A Bachelor of Music Education and a Bachelor of Music Therapy.

During her time in college, she spent every summer working at the Panhandle Eastern Pipeline in the accounting department. She would type every payday check – totaling over 3,000 checks each month.

"That was before there were computers," Magley said. "I would hand type each one. It was like I was the first human computer."

Also during her time at KU, Evelyn met her husband David Magley, 28th overall selection in the 1982 NBA draft.

"His passion for the game definitely rubbed off on me," said Evelyn.

Soon after, Evelyn interned at the Rainbow Mental Health Facility in Kansas City, Kansas. She worked with abused children, using music therapy as a tool to teach life skills and heal emotional and psychological wounds.

Evelyn has always had a passion for working with young people. "I love helping them overcome their struggles," said Evelyn. "We have to figure out a way to help abused children come back to a world of normalcy, I hate to see anyone hurting."

It wasn't until a decade and four children later that Evelyn landed in Bradenton Christian school in Florida. When she arrived, the program had a total of nine students involved in the secondary music program. 13 years later, over 90 percent of the student body was involved in the program.

Evelyn's idea for TBL stems from a desire to do good in the community. She envisions the league with community engagement as the foundation and basketball second.

"My time in Canada really opened my eyes to the good we can do," Evelyn said. "Everyone there was involved in some sort of nonprofit or cause, something we don't really see in the states."

Evelyn hopes that each team will be active in their community, spending time with the local youth developing life skills beyond basketball.

"Our motto is 'Where the Spirit of the Game Lives,'" said Evelyn. "The spirit of the game is love. It is all about reflecting love to the community."

TBL will also serve as a more financially feasible option for families looking to spend time together on a budget. Families will be able to attend a professional basketball game, get snacks and drinks all for less than the price of one NBA ticket.

As Evelyn continues to trail-blaze her own path, she hopes to incorporate her love for people into the league. With a woman so well versed in community engagement as Evelyn, a different league for basketball, and professional sports, is certainly on the horizon.

"I think it was part of our destiny," said Evelyn. "When I look back at my life and the thousands of basketball games I've been to and the love I have for helping the youth and the community, it made absolute sense for me to start this league."



Where is TBL?

TBL TEAMS 2020





Vision for the League

Target Markets

- Families
- Dependent on Market
- Men
- Single Moms
- Millenials



Media Outreach

- Grow social media following on every platform
- Streams in 142+ countries
- New Youtube channel
- Weekly livestream show
- Includes highlights, recaps



Community Outreach

- Boys and Girls Clubs
- Clinics and camps for kids in the communities
- TBL International Exposure Event
- Youth Basketball Clinics and Camps
- School Day Games
- TBL Pro Basketball International Expo Event



Fan Experience

- Unique to each community
- Professional dancers and cheerleaders
- Dance studio providing pre game and halftime entertainment
- Food unique to each venue
- Clean, upbeat, wholesome atmosphere
- 300-5,000+ fans





Twitter

- Content focused on registration, combine information and spotlight stories
- Maintains interactions with players and consumers by replying to tweets

Facebook

- Content focused on registration and combine information, game updates and spotlight stories
- Heavy emphasis on community outreach information and highlights

Instagram

- Content focused on registration and combine, game updates and community outreach
- Interactive with players by sharing game highlight videos and pictures



@TBLProLeague



@TBasketballLeague



@TheBasketballLeague.net





FOR IMMEDIATE RELEASE
Devin Kane
The A-List Promotional Agency
221 S 8th St
Columbia, MO 65201
dmkgyf@mail.missouri.edu

Making History with a Different League

COLUMBIA, MO -- A different league; this is The Basketball League (TBL) and Owner and CEO Evelyn Magley's goal is simple, to differentiate themselves through community involvement and creativity.

Evelyn is the owner and CEO of TBL and is the first African-American woman in history to own a men's professional sports league.

The Basketball League, or TBL, is a newly formed National Professional League with a focus on positively impacting lives locally, consistent with that is giving men opportunities to play basketball. Evelyn Magley, CEO of the league shattered the glass ceiling in an industry dominated by white males by becoming the first Black female owner of male professional basketball league in the United States. "I am thrilled to start a league that treats our players with the greatest level of respect thereby impacting our community in a manner that is consistent with our faith, by serving those who need it the most." — Evelyn Magley, CEO of TBL.

What makes The Basketball League unique? Aside from the fact that the league owner is an African American woman, TBL offers basketball players an opportunity to make a living playing the game they love, not in Europe or Canada, but right here in America. In addition to that, TBL is a different kind of league in that coaches, trainers, owners, and top administrators conduct regional combines in order to save young men travel costs involved when registering for two larger combines.

"We go to them so that they don't have to come to us," Ms. Magley said.

In addition, when asked what makes this combine unique from all the rest, she said; "These young men get to go to training camp and once they make a team they are required to give back to the community of that team by becoming engaged in the community initiatives whether it be youth basketball clinics, supporting nonprofit initiatives, feeding the homeless, and countless other ways to help local communities."

The Basketball League (TBL) is dedicated to delivering a World Class Professional Basketball experience to the community, the fans, and business partners. Featuring a unique no-buyouts clause in contracts, TBL is a stage for the world of basketball. If an athlete receives an offer to play elsewhere for more money, they are simply released from their contract.

"The talent pool for professional basketball is practically limitless," says David Magley, President of TBL. "We have thousands of guys chomping at the bit to earn their spot on a roster and we want to reward them for their hard work. Of course, we pay them, but we want to prepare them for the next step. We provide our athletes with training on how to manage their finances, offer advice on how to develop their character, and show them the importance of service. If they end up getting an offer to play for a league that can pay them better, then we will wish them the best and release them from their contract."

In addition to the aforementioned unique selling propositions, TBL also provides communities with a professional basketball team that gives an affordable/quality family entertainment experience, offers support and encouragement to local communities through engagement in school and group appearances, youth camps, clinics and non-profit organizations.

TBL looks to encourage a family friendly environment at their games with many games taking place inside local schools, frequent family event nights and the "Hope Zone". The Hope Zone is an area in each TBL arena where children with serious or terminal illnesses, invite friends and family for an evening of entertainment and fun. Corporations donate tickets, gifts, food and team memorabilia to these children. Evelyn has this and many other ideas on how to best use basketball as a platform for serving families and youth in communities.

TBL is set to begin their second season in January 2020.



A Different League: Driving Communities through Basketball

Professional basketball has it all. The numerous amount of leagues around the world that players have the opportunity to play at provide fun and entertainment around the globe, the electric atmosphere in games, the livelihood for the players and staff and the overall fun the game brings all season long are unmatched. The organizations, players, fans and everyone involved enjoys an experience that is truly second to none. But what about people who aren't able to be involved? What about the communities, players and people who don't have the opportunity to experience professional basketball?

Enter a different league - a professional basketball league known as TBL. The Basketball League (TBL) aims to bypass both of these approaches by offering both players and communities something different.

"The Basketball League is about much more than just basketball," says Evelyn Magley, CEO of TBL. "The primary driver of this league is serving our teams' communities."

Above all, the community is the most important aspect of the league. Any way that a team can help their local community is a success for the league. By building relationships with the community teams can then in return gain fans and support. This is a unique task for a professional sports league, and it will take a unique set of players to accomplish their goal.

Evelyn Magley went on to discuss the importance of a prospective athlete's character plays in their success in the league.

"We will be sending these young men into schools, community events, etc," said Magley. "We don't want to sign players who just show up to practice, play their games and cash their check. This league is about more than that. It's about acting as a role model for the next generation; it's about being a positive influence in the community. Of course, basketball is important to us, but we view the league primarily as an instrument for change."

TBL's core values, Leadership, Self Worth, Education, and Respect, are prominently displayed on the league's website. Its commitment to service inspired league representatives to dub TBL "a different league."

TBL's philosophy reaches beyond its teams and communities, as the way players are treated plays a big role in the success of the league.

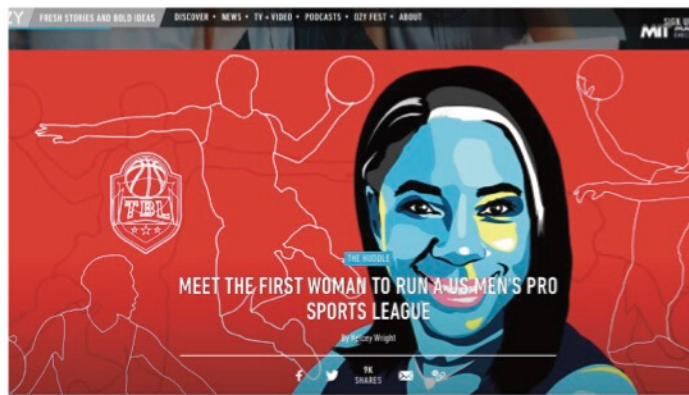
"The talent pool for professional basketball is practically limitless," says David Magley, President of TBL. "We have thousands of guys chomping at the bit to earn their spot on a roster and we want to reward them for their hard work. Of course, we pay them, but we want to prepare them for the next step. We provide our athletes with training on how to manage their finances, offer advice on how to develop their character, and show them the importance of service. If they end up getting an offer to play for a league that can pay them better, then we will wish them the best and release them from their contract."





TBL in the News

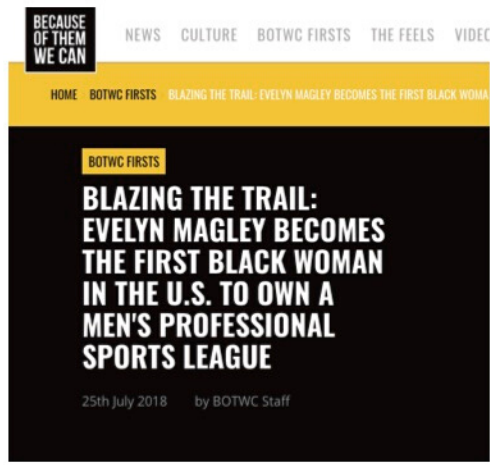
Ozy.com - Meet the First Woman to Run a US Men's Pro Sports League



BlackNews.com - Meet the First Black Female Owner of a Male Professional Basketball League (Not a Team, But a League!)



Black Enterprise - Meet the First Black Woman to Own a Male Professional Sports League in the US



Because of Them We Can - Blazing the Trail: Evelyn Magley Becomes the First Black Woman in the U.S. to Own a Men's Professional Sports League



The Undeclared - Ciara brings attention to female ownership in sports with new deal | featuring Evelyn Magley



FOR IMMEDIATE RELEASE
The A-List Promotional Agency
221 S 8th St
Columbia, MO 65201
dmkgyf@mail.missouri.edu

TBL x MU

The Basketball League and the Missouri School of Journalism Announce Strategic Partnership to Enhance League Brand

Evelyn Magley the first African American woman ever to own a professional sports league (of any kind) for men in the United States to partner with Dr. Cynthia Frisby, the first black woman at the Missouri School of Journalism to be promoted to Full Professor.

Story Contact(s): Dr. Cynthia M. Frisby, FrisbyC@missouri.edu 573.882.6232

COLUMBIA— The Basketball League & The Missouri School of Journalism's Strategic Communication department announce their strategic partnership.

The Basketball League (TBL), a new professional basketball league, will make its official season debut in 2019. And, as part of the launch of the new league, TBL has recently formed a partnership with the Dr. Cynthia Frisby, a full professor at the Missouri School of Journalism, specializing in sports and entertainment promotions. Currently, The Basketball League has 12 teams; Yakima SunKings, Albany Patroons, Kansas City Tornados, Ohio Bootleggers, Rochester RazorSharks, Kentucky Thoroughbreds, Nevada Desert Dogs, Vancouver Knights, Raleigh Firebirds, Tampa Bay Titans, San Diego Waves and a team that has yet to be named in Bellevue, WA.

The Basketball League (TBL) is dedicated to delivering a World Class Professional Basketball experience to the community, their fans, and business partners and will be working with students and faculty in the Strategic Communication emphasis area in order to help build the TBL brand and create promotions and develop public relations strategies that will enhance the league's overall mission and that is to a bring visibility to the TBL as a professional league, ensuring that fans are able to position and differentiate the brand from other leagues. generating income for the sole purpose of supporting local non-profit entities.

Evelyn Magley, CEO of the league has also shattered the glass ceiling in an industry dominated by white males by becoming the first Black female owner of male professional basketball league in the United States. "I am thrilled to start a league that treats our players with the greatest level of respect thereby impacting our community in a manner that is consistent with our faith, by serving those who need it the most." — Evelyn Magley, CEO of TBL.

Dr. Cynthia Frisby is a nationally recognized authority on media portrayals of minorities, athletes, women and teens. Frisby also studies race and gender representation in sports. For example, one of Dr. Frisby's published studies analyzed coverage of Black male athletes by magazines and news websites from 2002–2012 and demonstrated that news stories involving instances of crime or violence were more heavily covered when they involved Black athletes. Frisby's enthusiasm for her research is reflected clearly in the classroom, making this alliance between the professional world and the academic world a very unique and exclusive opportunity for students interested in learning about planning, executing, and evaluating promotional plans for a real-world professional sports league, not to mention that its owner is and has made history by becoming the first black woman ever to own any sort of male sports league.

Together, Dr. Frisby and CEO Evelyn Magley of the Basketball League will work with a team of students enrolled in Frisby's Sports and Entertainment Promotions course.

"I am honored and extremely blessed in the way God worked out this partnership," Dr. Frisby said. "Together Ms. Magley and I will be able to use our shared talents and knowledge to help students become aware of how leagues work while at the same time creating an environment where they will learn how to create, develop, formulate, and execute creative promotional strategies and ideas for TBL."

The University of Missouri was founded in 1839 and is the first public university west of the Mississippi, built on land acquired as part of the Louisiana Purchase. We trace our educational roots to Jeffersonian ideals. Mizzou's quality today is based on our comprehensive view of education. Missouri combines its research and land-grant efforts at one university. Mizzou professors generate new knowledge through research and share that knowledge with students and with the public through one of the nation's first extension programs. Founded by Walter Williams in 1908, the Missouri School of Journalism is the world's first school of journalism. The School educates students for careers in journalism, advertising and other media fields by combining a strong liberal arts education with hands-on training in professional news media and strategic communication agencies.

"Where the Spirit of the Game Lives"



FOR IMMEDIATE RELEASE
The A-List Promotional Agency
221 S 8th St
Columbia, MO 65201
dmkgyf@mail.missouri.edu

TBL x MU

The Basketball League and the Missouri School of Journalism Announce Strategic Partnership to Enhance League Brand

Evelyn Magley the first African American woman ever to own a professional sports league (of any kind) for men in the United States to partner with Dr. Cynthia Frisby, the first black woman at the Missouri School of Journalism to be promoted to Full Professor.

Story Contact(s): Dr. Cynthia M. Frisby, FrisbyC@missouri.edu 573.882.6232

COLUMBIA— The Basketball League & The Missouri School of Journalism's Strategic Communication department announce their strategic partnership.

The Basketball League (TBL), a new professional basketball league, will make its official season debut in 2019. And, as part of the launch of the new league, TBL has recently formed a partnership with the Dr. Cynthia Frisby, a full professor at the Missouri School of Journalism, specializing in sports and entertainment promotions. Currently, The Basketball League has 12 teams; Yakima SunKings, Albany Patroons, Kansas City Tornados, Ohio Bootleggers, Rochester RazorSharks, Kentucky Thoroughbreds, Nevada Desert Dogs, Vancouver Knights, Raleigh Firebirds, Tampa Bay Titans, San Diego Waves and a team that has yet to be named in Bellevue, WA.

The Basketball League (TBL) is dedicated to delivering a World Class Professional Basketball experience to the community, their fans, and business partners and will be working with students and faculty in the Strategic Communication emphasis area in order to help build the TBL brand and create promotions and develop public relations strategies that will enhance the league's overall mission and that is to a bring visibility to the TBL as a professional league, ensuring that fans are able to position and differentiate the brand from other leagues. generating income for the sole purpose of supporting local non-profit entities.

Evelyn Magley, CEO of the league has also shattered the glass ceiling in an industry dominated by white males by becoming the first Black female owner of male professional basketball league in the United States. "I am thrilled to start a league that treats our players with the greatest level of respect thereby impacting our community in a manner that is consistent with our faith, by serving those who need it the most." — Evelyn Magley, CEO of TBL.

Dr. Cynthia Frisby is a nationally recognized authority on media portrayals of minorities, athletes, women and teens. Frisby also studies race and gender representation in sports. For example, one of Dr. Frisby's published studies analyzed coverage of Black male athletes by magazines and news websites from 2002–2012 and demonstrated that news stories involving instances of crime or violence were more heavily covered when they involved Black athletes. Frisby's enthusiasm for her research is reflected clearly in the classroom, making this alliance between the professional world and the academic world a very unique and exclusive opportunity for students interested in learning about planning, executing, and evaluating promotional plans for a real-world professional sports league, not to mention that its owner is and has made history by becoming the first black woman ever to own any sort of male sports league.

Together, Dr. Frisby and CEO Evelyn Magley of the Basketball League will work with a team of students enrolled in Frisby's Sports and Entertainment Promotions course.

"I am honored and extremely blessed in the way God worked out this partnership," Dr. Frisby said. "Together Ms. Magley and I will be able to use our shared talents and knowledge to help students become aware of how leagues work while at the same time creating an environment where they will learn how to create, develop, formulate, and execute creative promotional strategies and ideas for TBL."

The University of Missouri was founded in 1839 and is the first public university west of the Mississippi, built on land acquired as part of the Louisiana Purchase. We trace our educational roots to Jeffersonian ideals. Mizzou's quality today is based on our comprehensive view of education. Missouri combines its research and land-grant efforts at one university. Mizzou professors generate new knowledge through research and share that knowledge with students and with the public through one of the nation's first extension programs. Founded by Walter Williams in 1908, the Missouri School of Journalism is the world's first school of journalism. The School educates students for careers in journalism, advertising and other media fields by combining a strong liberal arts education with hands-on training in professional news media and strategic communication agencies.

THE BASKETBALL LEAGUE

#ADIFFERENTLEAGUE



ABOUT

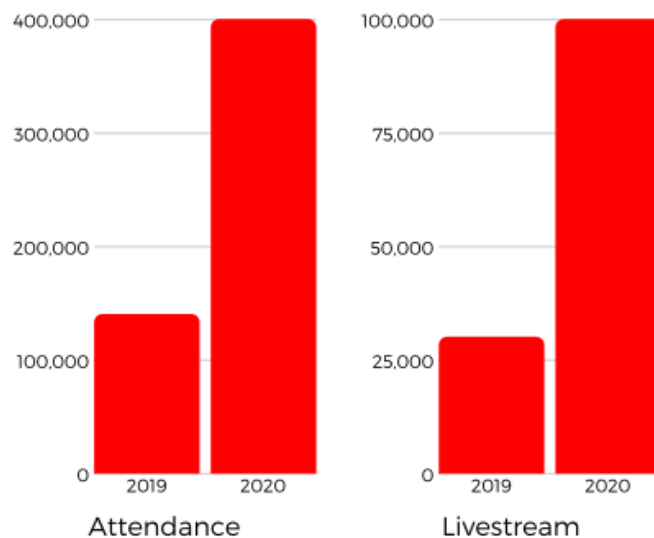
The Basketball League is a professional basketball league dedicated to providing a world-class basketball experience while also focusing on community outreach and player development. TBL is also the first professional sports league to be owned by an African-American woman, Evelyn Magley.

BENEFITS TO SPONSORSHIP

- Exposure to families, young adults and students across the country
- Opportunity to be a part of history
- Align your brand with a philanthropic company

ATTENDANCE & LIVESTREAM PROJECTIONS

For the 2019 season, The Basketball League's attendance was about 140,000. However, the trajectory for this season's numbers will be about three times as much, around 400,000. TBL also expects livestream numbers to triple, with about 100,000 livestreams for the 2020 season. We expect these numbers due to expansion of teams, increased media exposure and brand solidification.



For more information, contact
Jamael at lynch@vgiconsulting.com

THE BASKETBALL LEAGUE

#ADIFFERENTLEAGUE



RESEARCH OVERVIEW

Sports fans LOVE their players and teams. According to a Marketing Charts industry report, four in 10 adults now say they're fans of professional basketball. These fans are so devoted because professional teams are an extension of their community. Fans latch onto that and are willing to put their time, attention and money into teams they believe in. With TBL, there is an opportunity to be a part of history and associate your brand with a professional basketball league which puts the community and players first.

PRIMARY RESEARCH

- Sixty-three percent of 18-to 24-year-olds are interested in professional basketball.
- Eighty percent of respondents watched professional sports in the past three months.
- Fifty-four percent of respondents 18-to 24 years old preferred going to a professional basketball game over other fun activities, such as bowling, going to the movies, going to escape rooms and mini golfing.
- Seventy-six percent of respondents said that a sense of community was important to them.
- Sixty-seven percent of respondents stated that they have a community mentor that they look up to.
- When provided a brief description of The Basketball League, 67% of respondents said they would be interested in the league and watching a game

SOCIAL MEDIA



@TBLproleague



@thebasketballleague.net



@tbasketballleague

For more information, contact
Jamael at lynch@vgiconsulting.com