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FULL COURT PRESS

THE
BASKETBALL
LEAGUE

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THE BASKETBALL
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THE BASKETBALL LEAGUE

PLAN BOOK

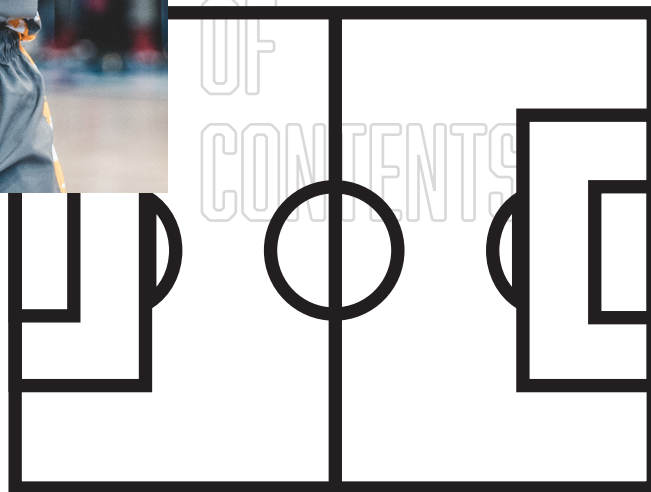
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EXECUTIVE SUMMARY

Dear Mr. and Mrs. Magley,

The Basketball League (TBL) offers a professional basketball experience for fans and players alike. Our team at Full Court Press has devised a plan to showcase your showcase league and bring brand awareness to TBL.

In our book, you will find secondary research as well as primary research that our team conducted. With this background information, we will be showing you the current trends of consumers and professional leagues today. With the research that we conducted, we have devised a social media and promotional plan that will increase ticket sales, increase social media following and overall create more brand awareness of TBL.

Our social media plan is designed to have a sleek and modern look while also sharing information about game scores, upcoming combines and TBL events in general. We also provided examples of promotional events that we believe will reinforce the community aspect of TBL while also spread knowledge about the league. We have also provided price points for these potential promotions as well.

Our team has created a media plan that will showcase the unique position that TBL is in and also make more people aware about the league in general. Thank you for taking the time to look at our plans for TBL. It's time to showcase the showcase league.

Full Court Press



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HISTORICAL BACKGROUND

HISTORY

- X Evelyn Magley founded The Basketball League in Indiana becoming the CEO and the First African American Female to own a Men's Professional Sports League in the United States.
- X Evelyn Magley chose David Magley as President of The Basketball League.
- X TBL launches in July 2018, with Evelyn Magley as CEO and David Magley as President.

MISSION

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

- X Provide communities with a professional basketball team that gives an affordable/quality family entertainment experience.
- X Offer support and encouragement to local communities through engagement in school and group appearances, youth camps, clinics and non-profit organizations.
- X Afford basketball players the opportunity to make a living playing the game they love, in America.
- X 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 investment while positively impacting their region.



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GOALS AND OBJECTIVES



*SPIRIT
OF THE
GAME*

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SHOWCASING THE SHOWCASE LEAGUE

*SPIRIT
OF THE
GAME*

- X Reach more people and bring more brand awareness to TBL
- X Let people know about the opportunity to see basketball in small, local communities around the United States
- X Push how TBL is different from other current basketball leagues



MARKET/INDUSTRY ANALYSIS



MARKET ANALYSIS

- X Professional basketball tends to have a younger audience than other professional sports.
- X Millennials are more likely to live in a community for a long time.
- X Millennials are more likely to spend money if there's a philanthropic cause (Forbes)

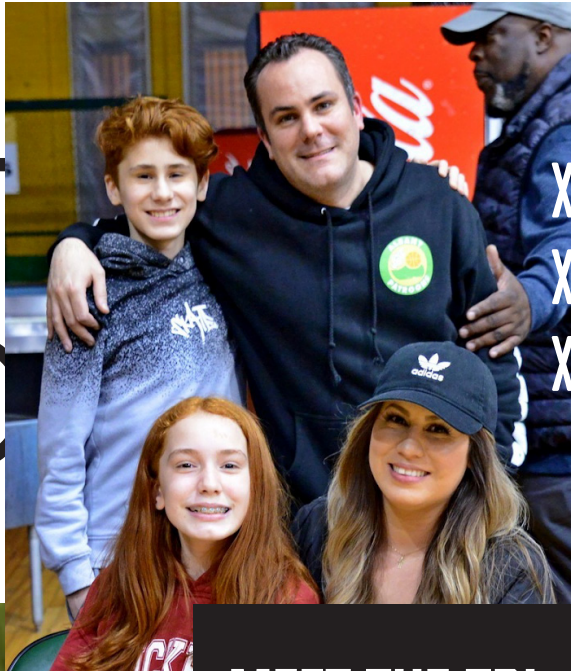
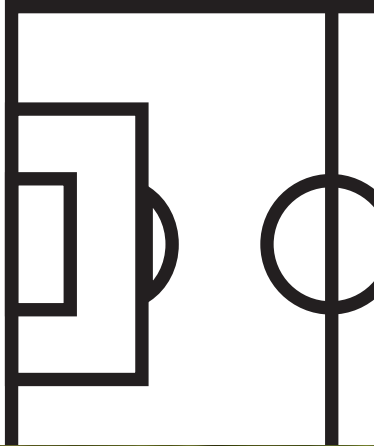
INDUSTRY ANALYSIS

- X Category: Mature
- X Professional and college basketball attendance has been on the rise.
- X Average age of a professional basketball attendee: 36 years old
- X Basketball has a higher diversity in consumers than other US professional sports (30% are women, more racially diverse).
- X Brand loyalty is the key competitive advantage that a team can have.

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TARGET MARKET



MEET THE TBL (THRILL-SEEKING, BUT LOW-COST) FAMILY

- X Two Income household earning approximately \$90,000 a year
- X Parents are mid 30's with two children aged 8 and 12 years old.
- X Interested in finding activities that are both affordable and work with their work schedules

Meet the Cartwright Family. They live in a two income household earning around \$90,000 annually. The parents are both in their mid-thirties and they have two children who are eight and 12 years old. They are interested in finding activities that are affordable and coordinate with their work schedules. They work basic hours and since they are millennials, they are more likely to live within the same community for a long period of time. This audience wants to spend time together and have interactive experiences within their family.

Professional basketball tends to have a younger audience than other professional sports leagues like the NFL or MLB. The Cartwrights are young which lets them fall into the right category for the audience of professional basketball. Since the Cartwrights fall in this age group, they are more likely to attend events or spend their money on things that have a charitable purpose behind it, according to Forbes. TBL focuses on community service, personal development and other areas that other professional sports leagues do not. The Cartwrights would be the ideal audience to attend a TBL game.





SWOT ANALYSIS

STRENGTHS

- X Have a strong sense of community
- X Is seen as a showcase league
- X The games are more affordable and are played in local communities that do not have an NBA team.

WEAKNESSES

- X Lack of social media consistency. We have created a game plan to improve this going forward.

OPPORTUNITIES

- X Marketability to Consumers
 - X Affordability
 - X Emphasis on community service
- X Marketability to Players
 - X Continue playing career
 - X Access to personal development classes

THREATS

- X Lack of funding for advertisements. We have found potential sponsorships and social media strategies to help attack this issue.
- X Lack of social media presence can be improved with our plans.



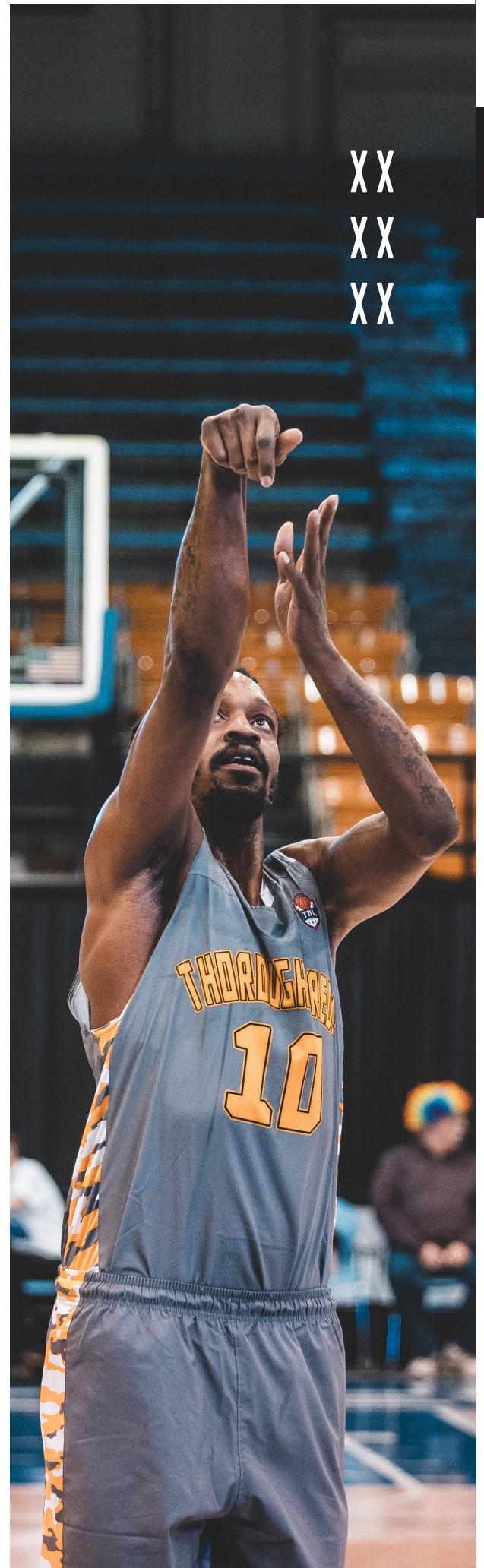
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SECONDARY RESEARCH

- X 16 home games and 16 away games starting in January and ending in April.
- X Salaries range from \$1,500 to \$5,000 a month depending on the level of the player
- X Goal of the league is to “find local players who are looking to start their pro career or players who saw action overseas but want to stay closer to home and also former NBA players who want to extend their careers in a U.S. league”
- X The league has targeted 40 markets across North America and expects to start with 12-16 teams January 2019. Each team will play a 32 game schedule with all games being televised or available via livestream.
- X Players are paid on a sliding scale from \$1,500 – \$7,500 per month.
- X The league will host 27 combine events across the country in an effort to find the best talent available. The nationwide schedule allows travel costs to be kept to a minimum for prospects who desire to attend.
- X 20,000+ Followers for TBL alone
- X Average of all Teams Social Media Platforms = 10,000+ per team = 130,000+ for 13 Teams
- X Average per player/coach/team employee = 5,000+ per individual = 20 per Team = 100,000+ per team = 13 Teams for 1.3m = 1.5m reach not including family members of teams/players
- X More than 140,000 tickets sold including the playoffs last season, projected to increase to more than 400,000 this season.
- X More than 30,000 livestreamers last season, projected to increase to 100,000 for this season.



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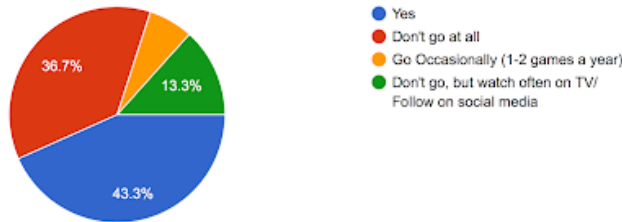




PRIMARY RESEARCH

Would you consider yourself a dedicated basketball fan? (go to 3+ college or professional games a year)

30 responses

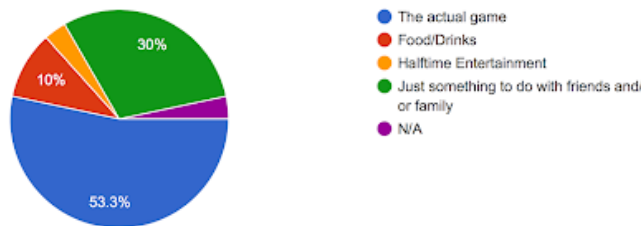


Significance

Our data suggests that a little over half of our respondents are at least somewhat dedicated basketball fans while the other portion do not really care at all about following the sport. This is probably going to be true with most surveys where the respondents come from a wide range of people. Some are going to care while the topic is insignificant to others.

What is most important to you at basketball games?

30 responses

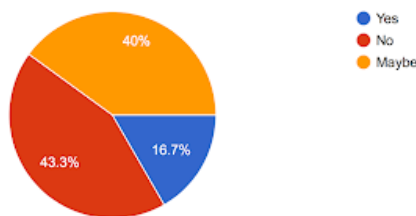


Significance

What is taking place in the game is clearly the most important to our respondents. They are attending to watch basketball for the most part. Some of them are there for a social outing with family and friends. Interestingly, very few responded that the food/drinks or halftime entertainment as the most important aspect at the game. People seem to want to watch a quality product on the floor.

If there was a lower level basketball league in the community where you live and had tickets that cost under \$20, would you be willing to go?

30 responses

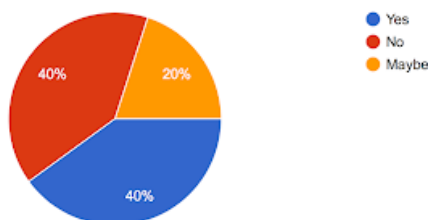


Significance

This is the part that is going to need the most problem solving. High levels of our respondents would likely not be encouraged to go see a lower level local basketball game even for a cheap price. That makes us have to consider how we draw these people in. They care about the product on the floor and some don't care about what the league being a high level league, but very few seem interested in actually attending a local game for a very reasonable amount of money.

Is a high level of basketball being played (NBA or Division 1 college) necessary for you to attend?

30 responses



Significance

Clearly some people are only going to be willing to go to basketball games that are played at the highest levels of competition. But it is encouraging to see 60% of people saying they potentially would not need a high level league of basketball on the court in order for them to attend a game.



FULL COURT PRESS

CREATIVE BRIEF



The Basketball League

Brand Strategy

Our target market are parents seeking affordable entertainment for their families. We want to show our market that TBL is a professional league that aligns with their values and offers entertainment for a reasonable price. We will rebrand social media, create more sponsorships and increase promotional events to change the way that the league is viewed.

Creative Objective

We want to rebrand the social media and website to showcase what the players are doing on and off of the court. We want to re-modernize the appearance of these platforms. We want to include more promotional events within the communities with players. This will emphasize the community aspect of TBL that will appeal to our audience.

Target Audience

The average annual household income for our market is around \$90K per year. Our target has one or multiple children that are still living at home. The parents in our market are in their mid to early 30's which is slightly younger than other professional sports leagues. They have a frugal but motivated mindset to find family entertainment that is affordable but excitable. They are a good fit because TBL offers all of these desires in one event.

Competition

The MLB social media accounts highlight individual teams and their accomplishments but also present general updates as well. The NBA uses social media to post results of specific games.

Support

Millennial families want to spend time together as much as they can. "These moments of connectivity build a resilience that helps families through the challenging moments in their lives" (Forbes). 50 percent of millennial parents spend money on charitable causes (Millennial Marketing).

Promotional and Social Mandatories

Promotional events at games and in the communities of TBL teams. New social media templates and online content with TBL color scheme and images. TBL logo and tagline on social content and sponsorships.



BIG IDEA

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By rebranding social media platforms and having interactive promotional events, we will be able to bring brand awareness to TBL. We want to show communities that TBL aligns with their values and is also an interactive and professional sporting experience.

PROMOTIONS

Family Nights

Discounted ticket pricing for families/groups

Distribute ticket packages through schools or at community centers

Pre-game activities: Pop-A-Shot, Face Painting, memorabilia raffle

Post-game activities: Autographs and Meet And Greet with players

GOALS: Engagement, create connection between fans, players, and team

School Appearances

School assembly with players, coaches, cheerleaders, etc.

Discuss important life lessons

Exciting and engaging for the kids and teachers

Distribute tickets/coupons for kids to attend a future game

Promote kids camps

GOAL: Players/Staff become positive role models, connection to community youth

In-Game Entertainment

Youth basketball scrimmage

School bands/choirs/dance teams

In-game host, crowd games



FAMILY NIGHTS



FEBRUARY 10
TIMES UNION CENTER

**TBL
FAMILY
NIGHT**

FAMILIES GET
EXCLUSIVE TICKET
AND MERCHANDISE
DEALS

SCAN FOR
TICKET
INFORMATION



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Family nights provide great opportunity for teams to connect with the target market. By providing families with discounted tickets to games, there is greater incentive to attend. From face painters, kids games, or 50-50 raffles, families are given numerous opportunities to entertain young children and have an enjoyable family outing. Furthermore, making players available for post-game autographs and meet and greets gives teams time to connect with the fans and hopefully impact a young fan in a positive way.



SCHOOL APPEARANCES



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School appearances are another avenue for teams to create strong connections with their communities. These appearances provides the opportunity for players and team personnel to be positive role models to the youth in the community, a prime goal of TBL. Making these appearances exciting and engaging for the students and teachers helps create positive feelings towards the team and greater opportunity for them to attend games and engage with them in the future.



IN-GAME ENTERTAINMENT



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In a fast paced society, audiences constantly need to be engaged. No longer is it the expectation that you attend a sporting event and just watch the action on the court/field. Providing entertainment beyond the in-game action is crucial for a well rounded sporting event. Having a game day host to help get the crowd engaged with time-out games or t-shirt tosses can be very successful. Also, inviting local dance groups or school choirs/bands is great way to get the community connected with the team and also sell group ticket packages in the process. Today, fans come to sporting events for more than just the sports action, and teams must be able to provide that to create an exciting experience.



PROMO TICKET ITEMS



Promotional items such as rally towels and t-shirts are some of the most common giveaway items within the sports industry. These items can bring a sense of comradery amongst the people present at the games. Both items also bring uniformity to the fans of teams which would not only be good for optics for a social media standpoint, but can also help with team morale. These items are souvenirs that can serve as reminders to consumers about the enjoyable experience they had at a TBL basketball game.

Additionally these items serve as advertising that can be carried on years after they are first distributed. Fans keep these things for years so these items that can be produced at a fairly low cost have the potential to be continued marketing tools for years to come.

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SOCIAL MEDIA MOCKUPS



Overall Goal: Make social media more consistent on all platforms

- X Have the same @handle throughout all of TBL accounts (@thebasketballleague @TBLeague)
- X Create consistent content/stick to consistent schedule
- X Use a branded hashtag for easy engagement purposes (#adifferentleague)



It's important to maintain a consistent brand look and feel across all social platforms in order to reinforce brand messaging and encourage fan interaction.



COMMUNICATION GOALS



Our main communication goal is to bring awareness to the community service and showcase experience that TBL offers. We want to renovate the various TBL social media platforms to make them consistent and interactive with fans. We want to make sure that our audience knows that TBL is an affordable professional basketball experience combined with a values based organization.



MEDIA PLAN

The majority of TBL ticket sales are derived from fans consisting of families who have young children and two incomes. The goal of Full Court Press' campaign is to increase interactions between the fans and the players, while demonstrating TBL's values of community and service. This campaign will help reach over thousands of the market using social media platforms, giveaways and community appearances.

Media Outlet	Type of Ad	Reach	Frequency	Cost per Ad
Broadcast				
TV	Prime Time TV Commercial-30 second spot			\$112,000-\$342,000
Radio	30 seconds between 7 a.m. to 3 p.m. on sports stations and popular stations in the city advertised			\$200-\$5000 per week
Written				
Magazine	Full page, Black & White, Sports Illustrated	3,250,000 readers		\$194,350
Social Media				
Facebook	Promoted Ad for target audience	Best opportunity reach for target market	Guaranteed certain # of ads	\$10-\$50
Instagram	Promoted Ad for target audience	Better opportunity to reach target market	Guaranteed certain # of ads	\$0.50-\$1.00
Twitter	Promoted Ad for target audience	Good opportunity to reach target market	Can promote the ads as much as you want	\$0.50-\$4.00 per engagement

Sources:

Sports Illustrated: <http://www.gaebler.com/Sports+Illustrated-magazine-advertising-costs++31059>

Prime Time TV costs: <https://yourbusiness.azcentral.com/average-cost-national-advertising-campaigns-26091.html>

Radio: <https://fitzsmallbusiness.com/radio-advertising/>

Social Media: <https://www.linkedin.com/pulse/how-much-does-cost-advertise-facebook-twitter-youtube-mehrotra>





MEDIA PLAN

GOOD

- X Increasing consistency and posting more frequently on social media
- X Making sure all platforms look uniform and are posting relevant content

Average Cost: \$0

BETTER

- X Following the "good" approach
- X Purchasing promotions for every social media platform
 - X This will increase exposure and bring more brand awareness to TBL

Average Cost: \$20-\$100 a month

This can range based on how frequently you buy promotional purchases. This range in price is \$20 if you buy one promotion on each platform per month on the lower end and \$100 a month if you buy promotional purchases every other week.

BEST

- X Following both the "good" and "better" approaches
- X Purchasing promotional items
 - X This will bring brand awareness and give consumers tangible items to remember TBL by

Average Cost: \$2,125-\$3,000

This range in price depends on how many promotional items you would like to buy. On average, rally towels are \$0.85 each for an order of 2500 towels. Depending on the items, this would increase or decrease this number.





MONTHLY BREAKDOWN

Beginning of October - early January: Pre-season Push

The pre-season push is crucial because it is a great time period to catch the attention of new fans and hype the old fans for the new season. During this time period it would be beneficial to build excitement around each team and returning players. Conducting interviews about the upcoming season and posting throwback videos is a great way for fans to preview TBL and what to expect. Feature stories are also a great addition to digging deeper into TBL, posting them on social media with a graphic is a great way to catch individuals attention.

- X Hype each team (rotate through each week or every few days)
- X Highlight players through video reels (Youtube)
- X Conduct interviews about upcoming season (Youtube)
- X Throwback to memorable games and post season
- X Feature stories posts: articles regarding programs, athletes, coaches, league additions, etc.
- X Promote tickets, half time shows, events and apparel

January when season starts - end of April when the season ends: TBL time

It is officially go time during the first four months of the year. During this time each team should be posting graphics of scores, stand out players and fans enjoying themselves while attending games. The graphics make the platforms consistent and easily kept up with by the fans. The stand out players can get people excited about coming to watch a specific player, while the events and ticket sales provide crucial information that can factor into the decision to attend. Photos of fans on the account also show why people should go, it gives it the extra push in a way similar to word of mouth - if the smiles are authentic they are more believable.

- X Post graphics of final scores (halftime if possible)
- X Post graphics of stand out players
- X Post more photos of people enjoying themselves at TBL events and games
- X Post all events and ticket sales going on
- X Post merchandise to promote teams and sales
- X Create highlight recap videos for games (Youtube)
- X Post interviews from games (Youtube)
- X Create hype videos and behind the scenes videos for teams (Youtube)
- X Post feature stories about teams, players, coaching staff, etc - biweekly.

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MONTHLY BREAKDOWN CONTINUED

End of April - Early October: The never really off, off-season.

For media there is never an off season. Media is a good point to keep the fans engaged, even while TBL is not in season. The media is mostly going to consist of throwback photos and videos. These posts help contain the excitement for TBL heading into the new season. Keeping track with the combine also helps put TBL on fans radar and catches the attention of anyone who may have an interest in playing.

- X Post throwback photos, videos and highlights of games or specific players (Youtube)
- X Post merchandise, ticket prices, fun events
- X Always post photos, every other day if not every day, of fans enjoying themselves
- X Highlight any players or coaches that win awards (ex: MVP, Offensive POY)
- X Keep track of combines and promote with graphics
- X Offer sales for merchandise or tickets (EX: Valentines day merchandise special, buy one get one half off team shirts)



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WEEKLY BREAKDOWN



Sunday

Post at night (7:00pm - 10:00pm), teens and parents tend to check social media and are on their phone before going to bed.

Monday

Post in the morning (8:00am - 11:00am), both teens and parents check social media when they get up in the morning or for parents, when they arrive at work.

Tuesday

Post mid afternoon (12:00pm - 4:00pm), parents tend to check their social media throughout the day, specifically during lunch time and time between working and picking up their children. Posting in the afternoon spices it up from the morning post the day before.

Wednesday

Post mid afternoon to night (2:00pm-8:00pm), people tend to periodically check their social media after school or work and in between activities.

Thursday

Post late afternoon (5:00pm-7:00pm), people tend to be headed out for the evening or home from work to relax. Posting during this time might catch them after they get home or before they head out.

Friday

Post at night (7:00pm - 10:00pm), most people are out on Friday nights and scrolling through their social media to interact with others or check on what others are up to.

Saturday

Post during the morning to late afternoon (10:00am-2:00pm), this gives people time to check their phone as they unwind from the night before.



EVALUATIONS

OBJECTIVES:

Market to the Target Market

- X Emphasize affordability and community service

Market to Players

- X TBL as an avenue for a playing career and personal development classes

Increase TBL's brand awareness and attract more fans

- X TBL is unlike any other basketball league
- X Basketball in local communities that aren't near NBA teams

Make social media more consistent on all platforms

- X Same handle on all TBL accounts
- X Create consistent content/stick to consistent schedule
- X Use branded hashtag for easy engagement purposes

Increase Promotional Events

- X Greater connection to audience/community
- X Incentivise league/team interaction
- X Showcase the community/family aspect of TBL
- X Family nights
- X School appearances (Players/staff become positive role models, connection to community youth)
- X In-game entertainment (In-game host, school bands/choir/dance, youth basketball scrimmage)

MEASUREMENTS:

Track Performance with Metrics:

- X How many people did this post reach?
- X How many people engaged with the content?
- X Did these posts drive traffic back to our website for further information gathering?
- X Any leads/sales generated after seeing a post?

Goal: Create consistent content that will increase TBL following on all social media platforms by 20%

- X Instagram (@tbasketballleague):
 - X Current followers: 4,197
 - X Followers after 20%: 5,036
- X Twitter (@TBLProLeague)
 - X Current followers: 606
 - X Followers after 20%: 727
- X Facebook (@thebasketballleague.net)
 - X Current followers: 2,480
 - X Followers after 20%: 2,976



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APPENDIX

Primary Research Instrument

For this campaign, Full Court Press decided to conduct primary research through the form of a Google Forms survey in order to learn about the motivations of our target market's basketball consumption habits. The survey was distributed electronically through a link that would take participants to the survey, where results were then collected and compiled by the Google application. The survey consisted of four questions regarding willingness to attend a basketball game. They were as follows:

1. Would you consider yourself a dedicated basketball fan (go to 3+ college or professional games a year)?
 - a. Yes
 - b. Don't go at all
 - c. Go occasionally (1-2 games a year)
 - d. Don't go, but watch often on TV/Follow on social media
2. What's most important to you at a basketball game?
 - a. The actual game
 - b. Food/Drinks
 - c. Halftime Entertainment
 - d. Just something to do with friends and/or family
 - e. N/A
3. Is a high level of basketball being played (NBA or Division I college) necessary for you to attend?
 - a. Yes
 - b. No
 - c. Maybe
4. If there was a lower level basketball league in the community where you live and had tickets that cost under \$20, would you be willing to go?
 - a. Yes
 - b. No
 - c. Maybe

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The survey was conducted over the course of 2 weeks and received 30 respondents. Through this survey, we were able to identify potential motivations for our target market to want to attend TBL events. This gave our agency a good baseline to structure our campaign around.





MEET THE TEAM



MINA SABET
Account Executive



BEN KRAKOW
Strategic Planner



JARED HINTON
Promotions Director



SHANNON BROWNING
Art Director/Graphic Designer



MADDIE ZAK
Copywriter



CHELSEA ROEMER
Media Planning and Strategy



TORI FOUSHEE
Digital Strategist/Social Media



MAYA NUNN
Public Relations/Event Coordinator



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COVER LETTER

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October 9, 2019

Attn: Ethan O'Connell
Canary Concussion
ethan@canaryspeech.com

Dear Mr. O'Connell,

I am reaching out to you today about doing a story on The Basketball League (TBL) and the unique position that it offers in sports. TBL is a professional basketball league that not only gives players the opportunity to play and showcase their skills, but it is also a league that focuses on giving back to local communities and care for the personal development of its players.

TBL is owned by Evelyn Magley, the first black woman to own a professional men's sports league in U.S. history. She is committed to helping players develop their on and off court skills. TBL is a "Showcase League" that allows the world to see their talents internationally through Live Streamed games and stats shared on Genius Sports ranked as #1 stats program in the world and used by FIBA. Financial Fitness Courses for TBL players help build financial literacy along with health, mental wellness and sports biomechanics are benefits provided to positively impact each player and their families for generations to come.

Players in TBL serve as ambassadors spending time visiting local schools, working with non-profit organizations, providing youth basketball clinics, serving in soup kitchens and so much more. Enclosed in this kit you will find media samples and information about TBL. This league is very unique and will gain large interest in local and large communities. Thank you for your time.

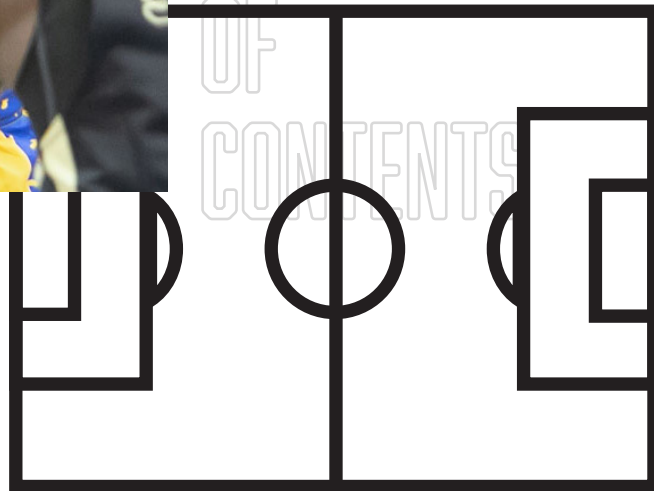
Sincerely,
The Full Court Press team



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THEBASKETBALLLEAGUE.NET



FOR IMMEDIATE RELEASE
Wednesday, October 9, 2019

The Basketball League Combine Tryout

Story Contact(s):

Jared Hinton, jhinton@thebasketballleague.net, 941.685.5965

COLUMBIA— October 9, 2019– The Basketball League cordially extends an invitation for local media in Washington D.C. and surrounding areas to cover their Professional Combine on Saturday, October 12th, 2019 from 10:00 am – 3:00 pm. The event will be held at Boston Arts Academy 11 Charles St. Boston, Massachusetts 02122. Combines are every Saturday in October in various locations around the United States.

The Basketball League, or TBL, is a newly formed National Professional Basketball League with a focus on positively impacting lives locally, consistent with giving young men opportunities to play professional 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. TBL is a different kind of league where coaches, trainers, owners, and top administrators conduct regional combines in order to save young men travel costs involved when registering for larger combines. “We go to them so that they don’t have to come to us,” Evelyn Magley said. When asked what makes TBL combines unique from all other combines she replied, “Receiving a contract to participate in a professional training camp with possibilities to play as a pro is just the beginning. As a TBL Pro they are required to give back to the community of that pro 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. 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.

Currently, the league has a total of 14 teams for the 2020 season, with teams in Midwestern cities like Columbus and Dayton, OH.

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For more information, press only:

Evelyn Magley, CEO

Phone number: 941.685.6859

Email: evelyn@thebasketballleague.net



A DIFFERENT LEAGUE

A DIFFERENT LEAGUE

HISTORY

- X Evelyn Magley founded The Basketball League in Indiana becoming the CEO and the First African American Female to own a Men's Professional Sports League in the United States.
- X Evelyn Magley chose David Magley as President of The Basketball League.
- X TBL launches in July 2018, with Evelyn Magley as CEO and David Magley as President.

MISSION

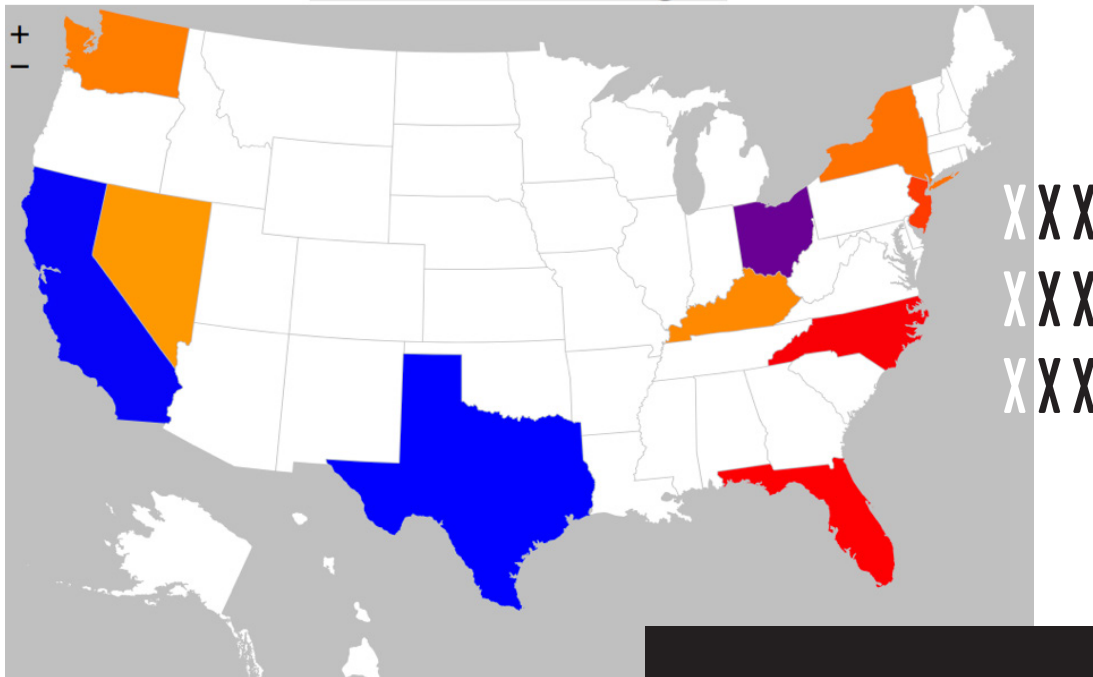
The Basketball League (TBL) is dedicated to delivering a World Class Professional Basketball experience to our community, our fans, and business partners:

- X Provide communities with a professional basketball team that gives an affordable/quality family entertainment experience.
- X Offer support and encouragement to local communities through engagement in school and group appearances, youth camps, clinics and non-profit organizations.
- X Afford basketball players the opportunity to make a living playing the game they love, in America.
- X 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 investment while positively impacting their region.

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TEAM LOCATIONS



LOCATIONS
LOCATIONS
LOCATIONS

The Basketball League enters the 2020 season with 14 teams in 10 states. There is a rich geographic diversity in the league with teams in big cities, such as Dallas and San Diego, in addition to small cities, such as Mesquite, Nevada and Owensboro, Kentucky. The state locations are highlighted in the map above ranging from orange (small) to red (medium) to blue (big), which are the league colors.



ABOUT US

ABOUT US



EVELYN MAGLEY

Evelyn Magley is the first Black Woman owner of a men’s professional sports league. 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 non-profit organizations within the community at large.

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ABOUT US

DAVID MAGLEY

David is a retired American NBA basketball player and coach. Prior to becoming the President of TBL, he served as 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.



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 14 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, I would hand type each one, it was like I was the first human computer," said Magley.

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.

Partnering with Evelyn for TBL is her husband David. Evelyn is CEO and David serves as President.

David played in several leagues during his professional career, including a stint with the Albany Patroons under head coach Phil Jackson. David and Jackson won the 1984 CBA championship and soon after Jackson was called up to be the head coach for the Chicago Bulls and the rest is history. David was the commissioner for the National Basketball League of Canada, before coming to serve as president for TBL.

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," said Evelyn. "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 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."

Follow TBL on social media with the hashtag #ADifferentLeague.



FACT SHEET



- X TBL is the only basketball or professional sports league in the United States that is owned by a black woman.
- X TBL is the only league that is a showcase league to the world. This provides athletes with a large stage to be seen by recruiters internationally.
- X Younger viewers of basketball are on the rise with people age 18-34 increasing by 20 percent in viewership. This makes the younger demographic for parents and children more relevant.
- X 60 percent of NBA players go bankrupt five years after leaving their sport. TBL is the only league to focus on the financial development of its players.
- X Role models help shape adolescents and young children and physical interaction and communication is very important. TBL focuses on spending time with youth groups and students.

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*SPIRIT
OF THE
GAME*



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SPIRIT OF THE GAME

TBL prides itself on its league values of leadership, self-worth, education and respect. TBL is the only professional basketball league to have education and self-worth as two of its values.

TBL is the only league that prioritizes community among its players. If players are not committed to giving back to the community, they are not considered to play in the league.

*SPIRIT
OF THE
GAME*



Mesquite Desert Dogs Feature

It might be unusual to find a female owner in most sports leagues, but TBL is a different story. Kelly Doyle acquired the Mesquite Desert Dogs, formerly the Nevada Desert Dogs, two years ago during the league's inception. Since then, she and the team are making strides on the court and in the community.

Being a woman in a male-driven industry can be tough, but Kelly Doyle has found a foothold in TBL. She emphasizes that the league had been very encouraging to women and is poised to reach new heights.

"There's a lot of growth going on and to be involved with something from the ground up is just so empowering," Doyle said.

Not only is Doyle happy with league management, but she is also impressed with the talent that has made its way into TBL. From high-level college players to former NBA pros, the league has hosted its share of talent.

"I think it's going to be a really competitive league," she added.

Coach Carlnel Wiley was promoted from assistant coach to head coach of the Desert Dogs for this season and is excited about the potential for his players to succeed.

"We are giving young athletes the opportunity of a lifetime. Some of them haven't been given a chance or somehow have been overlooked. They now have a chance to shine as well as feel accepted and appreciated as a real professional basketball player," Wiley said.

As the league grows, Doyle hopes to get players on the Mesquite Desert Dogs more involved with the local community. Mesquite is a very small town, and the community has embraced the team wholeheartedly. She emphasized that the kids in Mesquite need good role models, and the Desert Dogs can provide that.

Wiley and Doyle both lent their praise to Evelyn and David Magley for creating a league with a purpose.

"Hold on to your seats, it going to take off...the vision from our league president and our CEO has been truly amazing from the moment of inception," Wiley said.





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FEATURE STORY: JOSH CAMERON

In the third quarter of the 2019 TBL Championship game against the Yakima Sunkings, Josh Cameron scored consecutive 3-pointers to give the Albany Patroons a 20-3 run over the Sunkings. This run led to the Patroons winning the title and Cameron making a lasting impression on other teams.

Cameron went on to represent team U.S.A. at the Sat-Sisaket Basketball World Invitational during the summer of 2019, making him one of two players from TBL to attend. Along with his skills, Cameron and the rest of the Patroons held several service events during the season including visiting local schools and saving seats during games for service members.

“IT WAS A VISION TO HAVE A DIFFERENT LEAGUE BASED ON GODLY PRINCIPLES THAT REACHES OUT TO THE COMMUNITY THROUGH THE PLATFORM OF BASKETBALL.”

-EVELYN MAGLEY

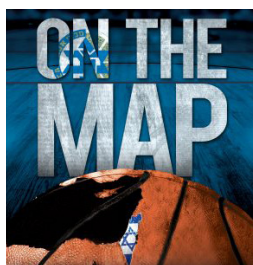




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The Basketball League has a passion for helping at-risk youth in communities across America and have partnered with nonprofit organizations who share the same vision of hope and growth for them. TBL's goal is to positively impact youth in their communities.

PARTNERSHIPS



PARTNERSHIPS
PARTNERSHIPS
PARTNERSHIPS



Changing Lives in Changing Times



ROSEDALE
DEVELOPMENT ASSOCIATION



NOTEWORTHY PRESS COVERAGE

Click the headlines to read more!



ESPN UNDEFEATED

CIARA BRINGS ATTENTION TO FEMALE OWNERSHIP IN SPORTS WITH NEW DEAL

Evelyn Magley became the first black woman to own a male professional sports league in 2018, when she and her husband, former NBA player David Magley, established The Basketball League. She later acquired the North American Premier Basketball league.



OZY.COM

MEET THE FIRST WOMAN TO RUN A US MEN'S PRO SPORTS LEAGUE

Evelyn Magley remembers sitting on the floor of her bathroom, crying and feeling lost. She didn't know what she was supposed to be doing with her life. She felt helpless watching her husband struggle as part owner of a minor basketball league. She remembers asking God for answers: How could all her life and work experience be put to good use?



BLACK ENTERPRISE

MEET THE FIRST BLACK WOMAN TO OWN A MALE PROFESSIONAL SPORTS LEAGUE IN THE U.S.

Evelyn Magley has made history as the first African American woman to ever own a male professional sports league in the United States. Magley and her husband, retired NBA player David Magley, are the founders of The Basketball League (TBL), a newly formed minor professional basketball league which acquired the North American Premier Basketball (NAPB) league and is scheduled to debut next year.



SOCIAL MEDIA
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