



THE BASKETBALL LEAGUE

2019 MEDIA KIT



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Cover Letter

The A-List Promotional Agency
221 S 8th St
Columbia, MO 65201
jrh62d@mail.missouri.edu

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 Communications Coordinator Jordan Helderbrand (jrh62d@mail.missouri.edu.)

Sincerely,
The TBL Family

Where the spirit of the game lives.



Mission

The Basketball League is a **PROFESSIONAL** basketball league created to give athletes the opportunity to take their skills to the professional level all while creating strong **ROLE MODELS** and positively impacting the **COMMUNITY** around them.

Values



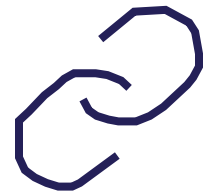
Leadership



Self Worth



Education



Respect

Background

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

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."

#ADifferentLeague



Where is TBL?

TBL TEAMS 2019 - 2020



Where the spirit of the game lives.



Vision for the League

Target Markets

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



Media Outreach

- Grow social media following on every platform
- Continue to grow in the countries where we stream
 - currently at 142
- New Youtube Channel
- Weekly livestream show



Community Outreach

- Boys and Girls Clubs
- Clinics and camps for kids in the communities
- TBL International Exposure Event



Fan Experience

- Unique to each community
- Professional dancers and cheerleaders
- Dance studio providing pre game and halftime entertainment
- Food unique to each venue





Social Media

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



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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."



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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.