



The Basketball League
Publicity Plan

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Key Goals

ATTENDANCE

- Draw 50% attendance to the opening game and 40% for each game after.
- Only see a 10% drop in attendance after the opening game.
- Fill entire bottom floor and mezzanine level of arena.

PARTICIPATION

- Increase attendance at TBL events by 100% each year.
- Increase participation throughout the year by at least 50%.
- Gather local sponsors that will coordinate events for individual games.

TICKET SALES

- Increase ticket sales from last year by 20%.
- Generate greater awareness of TBL venues.
- Focus target market ticket purchases on millennial families.

SOCIAL MEDIA

- Increase social media presence and following.
- Generate reliable, quality content across all platforms.
- Maintain consistent handles and hashtags across all platforms

Target Audience

Primary Target

The primary target audience for TBL will focus on young families with children. TBL teams are spread across the country and can appeal to families of all backgrounds and socioeconomic groups.

These are family-oriented, hardworking people that have lived primarily in the same area their whole lives. These married couples are between the ages of 32-40 and have 1-3 children. They work in manufacturing, retail, and healthcare jobs. They come from diverse backgrounds and enjoy being connected to their community. Their family enjoys watching ESPN, Animal Planet, and Disney Channel. On the weekends, they enjoy taking their kids to the movies and mini golfing. They value convenience and prefer not to purchase food and retail items in bulk. They keep their finances simple as they do not have a high disposable income. Their household income is approximately \$45,000.



Target Audience

Secondary Target

The secondary target audience for TBL will focus on youth and young adults who are not married. TBL can tap into young adults who share their philanthropic spirit and want to make a difference in the community.

These are well-educated young professionals that have very active lifestyles. They rent apartments and condos in diverse urban neighborhoods throughout the country. They are not married, but enjoy using dating apps and hanging out with big groups of friends. Their mobile phones are a crucial part of their everyday life and they need them to stay connected with friends.



STRENGTHS

- TBL's values and emphasis on community involvement.
- TBL teams are widespread throughout U.S.
- TBL games and events offer a family-friendly environment.
- TBL games and events offer families a cost-effective form of entertainment.

WEAKNESSES

- TBL social media platforms are being used as personal and professional accounts.
- Social media handles vary across different platforms and lack uniformity.
- Little information about the league and opportunities on TBL website.
- Low brand awareness and sponsorships.

OPPORTUNITIES

- TBL can position itself as a non-profit league focused on helping local communities.
- TBL can work with schools to offer educational programs in exchange for game tickets.
- TBL can promote its family-friendly games and events that kids of all ages can enjoy.
- TBL can offer deals and packages to fans looking to buy season tickets.

THREATS

- TBL needs more sponsors to provide funding and awareness.
- Difficulty locating TBL on social media platforms could lead to lower awareness.
- Families with children may decide to spend money on other forms of entertainment.
- Recent backlash from college coaches over G-League players could lead to concerns with TBL players.

Messages & Brand

NAMES & LOGO

The following names and logo will be used in our promotional campaign:

- TBL - “A Different League”
- TBL - “Where the Spirit of the Game Lives”

BRAND IMAGE

Images that will be used to promote our campaign include:

- Evelyn Magley, TBL CEO
- David Magley, President
- Practices and games for each team
- Community Involvement events
 - Player appearances at schools, hospitals, etc.
 - Charity/sponsorship events

KEY MESSAGES

Focus on community involvement with TBL acting as a role model.

- The league should be viewed primarily as an institution for change.
- TBL should generate a positive influence in the community.
- Emphasis on building relationships with stakeholders, sponsors, and families in TBL communities.

SUPPORT & PARTNERSHIPS

BSN Sports

- Provide sports apparel and equipment for TBL.

The Rock

- Provide sports apparel and equipment for TBL.

Baron Championship Rings

- Provide luxury goods and jewelry for TBL.

Support & Stakeholders

Stakeholder	Message	How	When
city politicians	invite mayor to...	email & newsletter marketing	Jan. 5, 2019
sponsors	logo use approval	send materials for client approval	Feb. 22, 2019
media & calendars	send media kits	mail kit to media	Feb. 28, 2019
local non-profits	invite to games or to join fan club	postcards & personal selling	March 19, 2019
local businesses & retailers	become a sponsor	media kit & marketing materials that prove ROI	March 19, 2019
TBL team owners	spread league awareness	media kits to attract more sponsors for individual teams	March 19, 2019
TBL players	spread league awareness	social media to attract fans & create league credibility	continuous
Nike, BSN Sports & manufacturers	drive league sales & awareness	sell TBL gear & drive awareness	March 19, 2019



Promotional Activities

MARKETING TOOLS

- Databases & direct mail - connect with ticket purchasers
- Loyalty programs - discounts & special offers for returning TBL fans
- Ticketing - efficient selling methods online & at TBL games

PUBLIC RELATIONS

- Media releases
- Guest-speaking opportunities - promote TBL with speaking engagements
- Editorials - contribute to print & media feature stories

DIGITAL ADVERTISING

- TBL social media management - Facebook, Instagram & Twitter
- TBL website management - tickets, team info, pictures & calendars
- Target mobile ads - reach out to potential & current ticket purchasers
- TV & radio interviews - sponsorship, community outreach, profile stories
- TBL mobile application - calendars, promotions, livestream games
- SMS updates - message ticket purchasers game day reminders



Social Media Plan

Analytic	Current Situation	Goal
current "likes" on TBL Facebook page	778	7000
current "likes" on NAPB Facebook page	4,759	delete page
current Twitter followers	177	1,500
current Instagram followers	1,782	3,000

Social Media Marketing Plan Goals

- Post social media content only when there is valuable content to share.
- Create brand aesthetic and personality on social media platforms.
- Maintain uniform social media handle across all platforms.
- Connect with sponsors and community contributors via social media.
- Respond to positive and negative TBL brand discussion via social media.

Who	Channel	Content	Date
TBL	Facebook Twitter Instagram	Happy New Year from TBL!	Jan. 1, 2018
TBL & individual teams	Twitter	Happy MLK Day!	Jan. 21, 2018
TBL & individual teams	Twitter Instagram	season calendar & link to livestream	first game day
TBL & individual teams	Twitter	game stats & community info	weekdays during season
TBL & individual teams	Facebook	recap of week	weekly
TBL	Instagram	highlights	Friday of each regular season

Email Marketing Plan

Database	Current Situation	Goal
past attendees	unknown	10,000
sponsors & donors	3	30
stakeholders	unknown	500

Expansion Plan

- “Register to receive updates” option will be added to TBL website.
- Email updates will include final game scores and ways to purchase tickets.
- Advertise to join the daily/weekly email list via social media.
- Offer initial discount ticket purchase to fans that sign up for email list.

Campaign	Who	Database	Date
launch for 2019	anyone	all ticket purchasers	Jan. 1, 2019
weekly email #1	ticket purchasers	all ticket purchasers & event partners	Jan. 7, 2019
promoted posts	ticket purchasers	all ticket purchasers & event partners	Feb. 1, 2019



Advertising Plan

Advertising

paid search

promoted posts

promoted posts

Media

Google Ads

Twitter

Instagram

Location

all TBL team city locations

all TBL team city locations

all TBL team city locations

When

Jan. 1, 2019 -
May 1, 2019

Jan. 1, 2019 -
May 1, 2019

Jan. 1, 2019 -
May 1, 2019



Media Plan

Media Topic	Media	Location	When
combines	local radio, newspaper & TV	all TBL team city locations	TBD
feature story about Evelyn	local radio, newspaper & TV, basketball publications & black media outlets	all TBL team city locations	immediate release with stories throughout season
ticket sales & key attractions	local radio, newspaper & TV	all TBL team city locations	Jan. - Feb. 2019
future community outreach plans	local radio, newspaper & TV	all TBL team city locations	TBD



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Marketing Budget

Item	Supplier	Cash Budget	In-Kind Budget	Actual YTD
Income				
marketing budget	marketing activities	\$50,000	\$60,000	TBD
in-kind sponsorship	media & printing	\$10,000	\$20,000	TBD
cooperative ad revenue	tourism business	\$3,000	\$7,000	TBD
sponsorship	council	\$5,000	\$9,000	TBD
Total		\$68,000	\$96,000	TBD
Expenditure				
graphic designers & artists		\$20,000		
printing services		\$5,000		
website maintenance		\$20,000		
social media management		\$50,000		
multi-platform advertising		\$100,000		
signage		\$50,000		
marketing research		\$15,000		
photographers		\$10,000		
Total		\$270,000		





**The Basketball League
Media Kit**

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**“WHERE THE SPIRIT
OF THE GAME LIVES”**

TBL Fast Facts

The Basketball League (TBL) is a new professional basketball league that will make its debut in the 2019 season .

**11 teams
across
the U.S.**



Evelyn Magley, TBL CEO, is THE first African-American woman to own a professional sports league.



David Magley, TBL President, acquired the North American Premier Basketball League (NAPB).

TBL has a passion for helping the communities in which teams are located.

TBL has future plans to develop more teams in U.S. cities.

**TBL is
#ADifferentLeague**

TBL is a professional basketball league that focuses on the development of its players.



TBL motto is "Where the Spirit of the Game Lives."

League Values

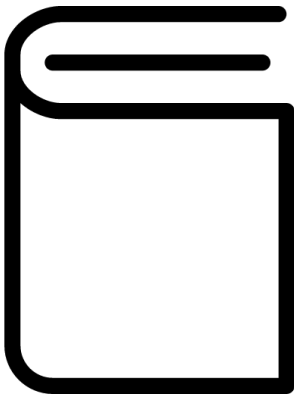


Leadership

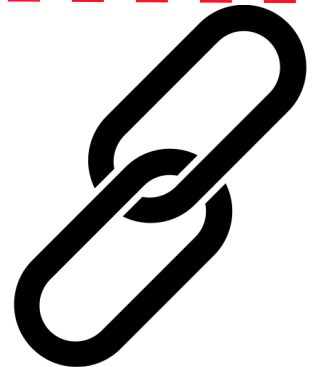
Self Worth



Education



Respect



TBL Social Media



@TBLproleague

TWITTER

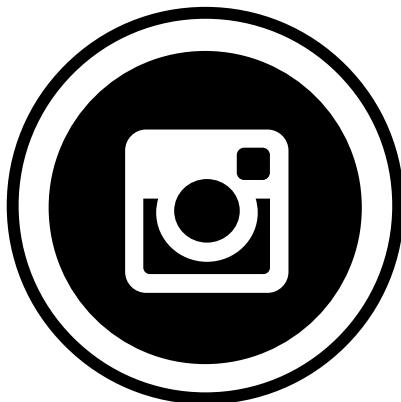
- 45 followers.
- Content focused on registration and combine information, and spotlight stories.
- Maintains interactions with players and consumers by replying to tweets.



@thebasketballleague

FACEBOOK

- Approximately 740 followers.
- Account has over 720 page "likes."
- Content focused on registration and combine information, game updates, and spotlight stories.
- Heavy emphasis on community outreach information and highlights.



@tbasketballleague

INSTAGRAM

- 1,667 followers.
- Content focused on registration and combine information, game updates, and community outreach.
- Interactive with players by sharing game highlight videos and pictures.

TBL CEO & President



Evelyn Magley
CEO

evelyn@thebasketballleague.net



David Magley
President

david@thebasketballleague.net

Feature Article: CEO Spotlight

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 11 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 non-profit 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.

Feature Article: Involvement

A Different League

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 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 Evelyn 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."

David Magley is a former small forward for the University of Kansas Jayhawks where he met Evelyn. He went on to be drafted in the second round of 1982 NBA draft by the Cleveland Cavaliers. After a brief stint in the NBA, David Magley found himself playing on basketball clubs in Europe and on a handful of minor league teams before turning to coaching. The Magleys ended up at Bradenton Christian School in Florida where David coached basketball and Evelyn taught music for over a decade.

"When I arrived at Bradenton the music program was confined to a trailer outside the school," said Evelyn Magley. "By the time I left it was a multi-million dollar program with an extremely high participation rate at the school. It was so rewarding being able to mentor young people, and music gave me the opportunity to do so. David and I decided to combine our experience and create the league as an avenue to help people and I'm excited to see where this journey takes us."

TBL is set to begin its inaugural season in January of 2019 and currently consists of 11 teams spread across the United States but aims to have 60 by the 2025 season.

Press Release

FOR IMMEDIATE RELEASE

Alex Weinstock

Ozark Sports Promotion

406 S William Street, Columbia, MO 65201

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Making History with a Different League

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

Evelyn is the owner of TBL and is the first African-American woman in history to own a men's professional sports league. She sees the league and basketball as a platform to foster community involvement through things such as players reading to younger children, hosting basketball camps for teens, and speaking in school-wide assemblies about substance abuse, anti-bullying and staying in school.

Born in Kansas City, Kansas, Evelyn had a knack for community involvement at a young age. As a teen, she frequently held a neighborhood choir of children and adults of around 50 people. Evelyn would play the piano as her entire neighborhood would gather around in joyful singing. She loved helping others have fun and playing sports.

While attending the University of Kansas on a track scholarship, Evelyn found out she had sickle cell traits, sidelining her from participating in running track. She dug in deeper to her focus on her Music Education degree and decided to get a second degree in Music Therapy. It was around this point when Evelyn met her future husband, David Magley, on a blind date.

David played basketball for the University of Kansas, was drafted by the Cleveland Cavaliers, and at one point in his career, played under legendary NBA coach Phil Jackson on the Albany Patroons. Evelyn was able to learn how the game was taught by observing the interaction of the players with the soon to be the legendary coach.

After a career in basketball, they began raising a family and moved to Bradenton, Florida where their oldest daughter trained with the premier and legendary Tennis Coach, Nick Bollettieri and Bob Davis at the now IMG academy. Evelyn became a music teacher and David the head basketball coach at Bradenton Christian School. Evelyn was the first African-American teacher at this school, another paradigm broken in her career.

Later the two would move to Canada, where David began his professional coaching career with the Brampton A's of the NBL Canada while Evelyn became the Community at Heart Outreach Director. It is here where Evelyn and David came up with the idea of a basketball league that serves the community, the motto there, "serving our way to success."

Two years later David became the Commissioner of the NBL Canada, the "official" Professional Basketball League of Canada. NBL Canada is Canada's "NBA".

Upon returning to the states to be closer to family, David partnered with another owner and founded the North America Premier Basketball League (NAPB). Evelyn decided to start her own league based on community service, becoming the CEO of TBL. David later acquired the NAPB, bringing 6 of the original 8 teams to a different league, The Basketball League.

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 season in January 2019.



**The Basketball League
Media Results**

Media Results

African American News

- The #1 100% black-owned top ranking African American news source
- Texas' widest circulated and read newspaper with an African American perspective
- Published Evelyn feature story
- Potential circulation: TBD

Link: African American News Feature Story

- <https://aframnews.com/the-shot-caller/>

Kansas City KSHB 41 News

- NBC affiliate
- Expected interview and feature story with Evelyn
- Potential Circulation: 488,000



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