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PRL 214 M005



I hope companies interested will join us on Dec. 1, 2021 for a special fundraising event. In partnership with Shoot Basketballs Not People, a youth basketball program founded in Philadelphia, Pennsylvania, we will host a Moonlight Madness basketball tournament. All proceeds will go to Shoot Basketballs Not People, an organization that not only involves the youth learning to play basketball, but it provides much needed social, physical, mental and academic guidance and support to at-risk and inner-city children. Players will include ESPN employees, executives and on-air personalities.

This game will be streamed live on the ESPN channel for the public to watch. ESPN has had a history with gun control advocacy; on-air personalities advocate for stricter laws and “Everytown for Gun Safety” advertisements have aired during NBA games on the ESPN TV channel. We plan to strengthen our relationships with gun control advocacy groups and use our platform for good.

Companies interested in donating to this have an exciting opportunity to both donate to the cause and engage in positive publicity. With a donation of at least \$400, company’s logos will be displayed on the back of the jerseys worn by the players. This would be a unique opportunity for companies to take a stance on the progressive side of gun control. A high number of viewers would amplify awareness of this cause and our stance on gun control; the more companies that

donate, the more positive change we can facilitate through the Shoot Basketballs Not People organization.

Best Regards,

James Pitaro, CEO of ESPN

Intended Audience: Outside companies to donate.

Word Count: 255 words