



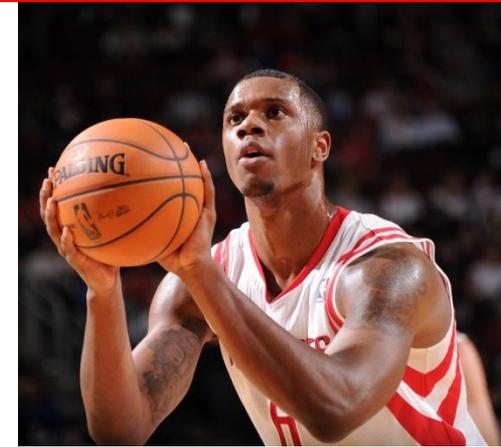
**portland**  
PRO-AM BASKETBALL

*A League powered by*





The new certified Portland Pro Am presented by Terrence Jones is coming to the greater Portland area to provide an opportunity for the community, players, fans to enjoy Pro Basketball in the Summer. As an NBA City, this is long overdue and will welcome top NBA players from many teams throughout the summer in regular season games, All Star Day, playoffs and exclusive special events. Partnering with professional league operators with 60+ years of experience and NBA ties secure the professional infrastructure for success. We invite you to be a sponsor and partner of the Portland Pro Am.



# About the Portland Pro Am



Launching in 2015 the new Portland Pro Am featuring Terrence Jones, will provide an opportunity for the community, players, fans to enjoy family friendly Pro Basketball in the Summer following NBA rules to include NBA talent, overseas and college players who have completed their eligibility, competing on the court with experienced coaches leading them, and high level officials managing the games. Not only will there be high level, competitive and entertaining pro basketball games where you can have an up close and personal view of your favorite players, but also participate in special events in support of causes close to Mr. Jones in the greater North East Portland area as a non-profit operation.





- Portland is an NBA market
- Greater Portland area with over 1 Million in NE, SW, Beaverton
- Venue: Multnomah University in greater NE Portland area
- In 8-10 weeks the Portland Pro Am will host over 60 game and event days
- Games: June-August, NBA players participate July 1-Sept 1, estimate a minimum of 16 game days with 2-3 games per day
- All Star Day Events: late July/early Aug at halfway point, skills/slam dunk contests and all star game
- Other Events: Hoop Camp, Back Pack Giveaways, Clinics/Camps, exhibition games with International teams and more





- Teams: 6-8 teams in 2015, guaranteed 14-16 games each plus playoffs
- Players: non-NBA players, reviewed for level of play NBA-DLeague overseas experience, NBA player invitations via Mr. Jones, Mr. Ross; collaboration confirmed with Jamal Crawford (Seattle Pro Am)
- Coaches: most will be local with experience and go through an approval process with the Executive Board
- Officials: overseen by Tommy Nunez Jr. NBA, WNBA, NBA Development League, PAC12 and George Toliver, NBA Development League Associate VP of Referee Development, to develop officials who will move up in the pro and college ranks





The Portland Pro Am will create value and return on investment for your organization through the league, teams and athletes with an International reach, from participants to families, you will be interacting with over 10,000 in person looking for your products and services for their lifestyle. We create one on one opportunities with our collaborative approach creating a custom partnership for success. Engaged in social media with 1 Million engaged followers on social media including but not limited to FaceBook, Twitter and Instagram with 22,000 total page views per month on IBL.com, full player and fan database, we have an online presence to leverage your message. Become a Partner in the Portland Pro Am building and supporting the community through basketball, creating new customers and brand loyalty with an integrated impactful approach.





# Portland Pro Am Sponsor Benefits

We will build meaningful benefits for your company, brand and provide a measurable ROI with a potential tax benefit. Here are some of the possibilities:

- ✓ Social media campaigns with access to over 1 Million engaged followers
- ✓ Features in weekly newsletter in season distributed to 100K plus online
- ✓ Brand inclusion in any and all game day programs, including opportunity for insert offer, game day activities and promotions
- ✓ One on one marketing opportunities with interactive display at game days
- ✓ Player endorsement campaigns
- ✓ Event participation campaigns including All Star Day and community camps





- ✓ Review benefits, opportunities and campaigns together
- ✓ We invite you to visit our online presence
- ✓ Create a custom agreement to be a Sponsor Partner of the Portland Pro Am
- ✓ Public Relations and Media planning with timelines to announce partnership
- ✓ Communications and copywriting
- ✓ Final agreement and schedule of events
- ✓ Campaign activations

*Thank you!*

