

2009



[GAME DAY HALF-TIME PROMOTIONS PROPOSAL]

Become the center of attention with our fantastic and innovative halftime promotions!

Game Day Promotions Overview

Back in 2007 the Western Basketball Association introduced game day promotions as one way of enhancing the basketball event and sprucing up entertainment on these days. During the halftime period of the basketball games, one of Montego Bay's famous eating spots signed on to provide free combo meals for the winning participants of the then Halftime Shootout. The excitement was fever pitched, fans were eager to participate and of course the sponsor received increased direct traffic to their restaurant and increased brand awareness.

This season your organization is invited to join this superb brand building opportunity; one which can increase your brand identity within western Jamaica and reach out to your potential customers.


Game Day Promotions Sponsorship Benefits

Create new dynamics for your business, and target a new audience. We have a range of great marketing opportunities for your business including:

- A great way to bring new people into your business or introduce your brand on a more personal level, furthermore associate your brand with the Western Basketball Association's family friendly, fan oriented, affordable and entertainment events.
- Signage in the Montego Bay Cricket Club court and other community courts for all basketball games throughout the year.
- Advertise in the game day program and official basketball website.
- Reach a wide range of fans/potential customers over the course of 12 regular season home games with additional exhibition games each year.
- Reach even more fans/potential customers at the numerous community leagues, clinics, camps, etc.
- Reach thousands more via our website (www.wbajamaica.com)
- Gain company exposure via TV, radio and webcasting
- Increase your company's exposure via courtside advertising, banner advertising, game day giveaways, and much more!
- Develop your own unique promotional event; allow us to help maximize your business.
- The WBA participate in many community events such as parades, festivals, bike race, having booths at community and charity events.
- The WBA can offer you an opportunity to partner in giving back to the community – sponsors provide tickets for schools, Boys & Girls Club, etc

Select from the packages we have created or allow us to customize a package especially for your business needs and budget. The WBA have created a variety of sponsorship packages ranging in prices that fit all business level needs. Do not miss the opportunity to increase your sales, send your message and brand your company within the community.



 *[Sponsor Name] Half-time Shoot-Out*

Two contestants will have a chance to go compete against each other during half-time to shoot the most free throws or jump shots within a time limit.

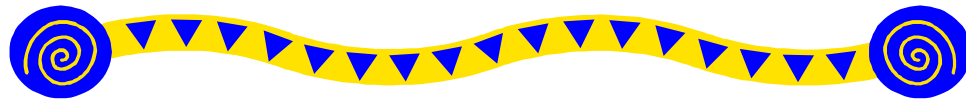
How you enter: Each game two ticket numbers will be randomly called at half-time.

Shoot-Out Rules: Each contestant has 24 seconds on the clock to make in order a lay-up, a free throw, three-point shot and a half-court shot. Each shot must be made in order before progressing to the next shot.

Only one ball is to be used and contestant must rebound their own shots!

Prizes for winning shots:

- If lay-up is made: **Two (2) free tickets to the next game.**
- If lay-up and free throw is made: ???
- If lay-up, free throw and three-point shot is made: ???
- If lay-up, free throw, three-point shot and half-court shot is made: ???



 *[Sponsor Name] 30-seconds Blitz*

How you enter: Each game a ticket number will be called at random at half-time.

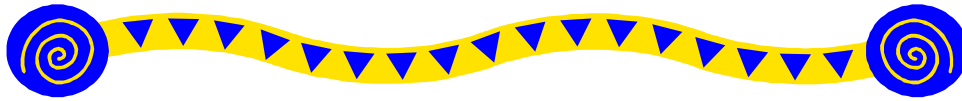
Shoot-Out Rules: Two (2) contestants have 30 seconds each to score as many baskets as possible. Both will compete from separate hoops at the same time.

Prizes for winning shots:

- 1-3 baskets made: **Two (2) free tickets to the next game**
- 4-7 baskets made: ???
- 8-10 baskets made: ???

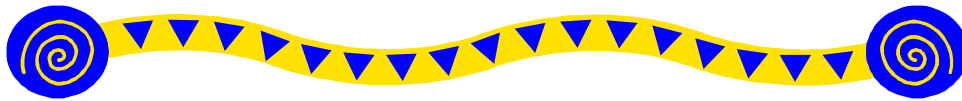
 ***[Sponsor Name] Hot Ticket***

During every timeout and at halftime, random ticket numbers will be announced. Fans with tickets bearing the winning numbers will win free giveaways from the promotion sponsor(s). It can't get any easier than that!!



 ***T-Shirt Program***

Place your company's name and logo on t-shirts that are thrown into the crowd for three-points baskets or slam dunks.

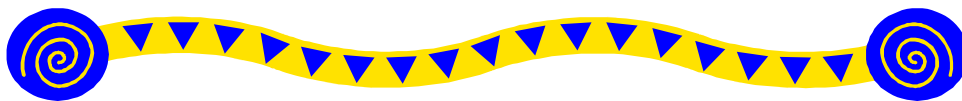


 ***[Sponsor Name] 100 Point Buzz***

(option 1): This season all WBA fans in attendance will be treated to a FREE gift from (restaurant/store) if a team scores more than 100 points in a single game.

(option 2): When a team scores 100 points or more in a single game the sponsor will donate \$10,000* to one of the WBA's charities.

** Donation amount serves as an example. The amount is left up to the sponsor.*



 ***[Sponsor Name] Predict & Win Competition***

How you enter: This competition is website driven; participants are encouraged to log onto www.wbajamaica.com, click on the Predict & Win banner and type in your half-time or final score prediction to win a big prize!!!!

Prizes for winning entry:

Winner will be announced at the next game. Sponsor will determine prize.

Profile

This is a sport that men and women, boys and girls play at some level all year long. The WBA Game Day promotions can give you access to not only the basketball fan at their games but also to numerous basketball fans and players at clinics, other leagues and many other event we are a part of.

WBA Corporate Partnerships are designed to enhance the brand of partner companies, products, and services through valuable exposure in the sports media and, more importantly, an association with the premiere men's division one basketball league in the western Jamaica. Thanks in part to our current partners; the WBA is able to provide our members with additional promotion opportunities, as well as the chance to increase their operating budgets. With continued support, the WBA will improve upon its status as the top development league for future collegiate and professional basketball players, coaches, and officials.



How can the WBA help me market my business?

The WBA attracts a rapidly growing legion of loyal, community-minded fans to its games. In each of the past seven seasons, the WBA has attracted thousand fans. The WBA prides itself on offering affordable, family entertainment with a professional presentation of the highest level of professional basketball. We offer a wide variety of corporate visibility options through multimedia channels such as radio, television, broadband, print, in-arena, and Internet properties, supported by a marketing staff committed to helping you and your business achieve its goals.



What can the WBA do for a small, local business owner?

The WBA does not believe in a "take-it or leave it" type of partnership package. Instead, we will listen to your goals and work with you to design a marketing plan to suit your budget. We have room for flexibility and creativity to ensure your advertising message is heard by your target demographics.



My company has a great website. Can we link to WBAJAMAICA.com and the team sites?

Yes. As an official WBA partner, your business would receive a listing on our Corporate Partners page, complete with your company logo and a link to your website. Furthermore, the WBA is currently negotiating cable TV agreement with Klick TV network*, which drives traffic and ultimately maximizes exposure within electronic sports media.



What does it mean to be an official corporate partner of the WBA?

To us, it means everything. It means that your company has decided to make a commitment to a first-class developmental basketball league. It also means that your company has decided to invest in the potential of over 400 student-athletes, coaches, officials, and staff on a yearly basis – in addition to the more the many fans that attend the various WBA league games. Finally, it means that you are ensuring a powerful marketing and advertising punch which delivers results and a positive buzz for your company.

Who can I talk with about developing a plan for my company?

We sincerely thank you for taking the time to consider becoming a partner of the WBA. We hope we can develop a partnership that benefits both sides for many years to come. Please contact **Khurt Comrie**, WBA Vice President for Marketing, with any further questions regarding WBA Corporate Partnerships. He can be reached at (876) 772-0170 or via email.