



**CLUB MARKETING
MANUAL
2009**

CONFIDENTIAL

FORWARD

In our effort to improve the image and structure of our clubs, players and our various league competitions, the Association has formulated a few strategies, policies and procedures which once followed will continue to enhance the basketball product within western Jamaica.

It is one of our aims to change the old adage of basketball being *just a sport*. By our effort we are striving to classify basketball as a total entertainment event, one which the WBA will design to be fan-friendly, family-friendly; the games are affordable and youth is one of our primary fan bases. Providing an experience fans will be willing to pay for.

Clubs who are affiliated with the WBA should enjoy a fun and profitable experience.

In 2006, the official website was created to expose the league its players, coaches, officials, volunteers and even the fans who are all pivotal in the league's success.

Clubs who are eager to adopt some level of success within their operational structure will find this document beneficial.

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REVENUE

Clubs should begin to treat aspects of basketball as a business. Clubs can survive in this kind of environment via:

1. controlled expenses,
2. collecting membership fees,
3. seeking respective sponsorship,
4. and selling advertising spaces on team web pages. *

Additional revenue will allow clubs to provide finances to handle:

1. Refreshments during training and game days
2. Cover traveling costs to and from training and game venues,
3. Uniform and gears among other miscellaneous.

SPONSORSHIP

League Name

The League must be referred to as the 'Lucozade Sport Men's Basketball League (MBC)'. Please do not, whether be it visually or via audio, refer to the League as just the 'MBC'. All radio and TV advertising at some point in every commercial must mention the 'Lucozade Sport MBC'.

League Sponsors

Title Sponsor – Lucozade Sport
League –

League Logo

The Lucozade Sport MBC logo is the only logo that can be used to represent the League (see the logo on the right).



Advertising and Promotional Materials

As the official logo of the MBC; the Lucozade Sport MBC logo MUST appear on all marketing materials, advertisements, tickets, posters, and websites. This includes any other materials produced by a club not listed. The size and placement of the Lucozade Sport MBC logo and/or Lucozade Sport name must reflect its status as the official logo of the League.

Lucozade Sport is entitled to use all MBC player images and team logos in any advertising/promotional materials.

While pursuing sponsors for their clubs please ensure not to solicit direct competitor's to the WBA's League Title Sponsor(s). Sponsors to avoid are energy sports drinks and energy drinks.

Banners

Teams will be allotted the area directly behind the bench. Banner should display club logo and club name. Using the same font style (*wording design*) as was submitted to the WBA prior to the start of season.

Banner dimensions should not exceed 3" x 2"

UNIFORMS

All teams must be completely uniformed in all our Leagues for the 2009 season.

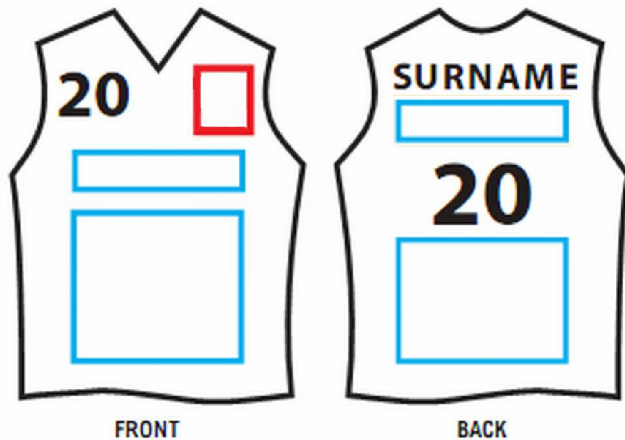
The front of the singlet shall conform to the following provisions:

- a) The manufacturer's logo may appear, but it must not be larger than 12 cm².
- b) The MBC logo including the MBC Title Sponsor must appear on the front of the singlet positioned on the top left. This logo must not be smaller than 64 cm².
- c) The player's number must appear and be clearly visible and at least 10 cm high. Any other markings on the front of the singlet must be at a distance of at least 5 cm from the player's number.
- d) The name and/or the logo of the team must appear on the front of the singlet as follows:
 - i) If the written text comprises one line, the letters shall be a maximum of 8 cm in height. If the written text comprises two lines, the letters on each line shall be a maximum of 6 cm in height.
 - ii) The logo must not be smaller than 100 cm² nor larger than 200 cm² and shall be a maximum of 10 cm in height.

The back of the shirt shall conform to the following provisions:

- a) The player's surname must appear above the player's number and shall comprise only one line of text. The height of the writing must be between 6 cm and 8 cm.
- b) The player's number must appear and be clearly visible and at least 20 cm high. Any other markings on the back of the shirt must be at a distance of at least 5 cm from the player's number.

Each club must submit to the League Manager, at least two months prior manufacturing and start of each season for approval, the colour, design and placement of all printing of both the main and alternate uniform.



KEY

LEAGUE SPONSOR (RED)

OTHER SPONSORS (BLUE)

COMMUNICATION

Game Programme

The Communications Officer will assist teams with content for their programme. Please contact the Communications Officer directly for information.

All teams must ensure the following:

- ü The MBC logo is on the cover of all game programmes or club advertising.
- ü A reference to the WBA website www.wbajamaica.com is in your programme.
- ü Please refer to your opposition by their sponsored name and use their logos.
- ü Primary sponsors logos are included and printed on all game programmes.

Email/Phone

Teams should provide an email address which will be accessed frequently. If a team would rather have the WBA provide one, please contact the Association's Marketing & Communications Officer Khurt Comrie @ **876-772-0170**.

Website

Your logo and team photos will be placed on our official website. Adding this directly forms your team page i.e. [www.wbajamaica.com/teamname.php]. This page can be seen by your sponsors, fans and supporters anywhere in the world!

A few features of the website will include:

- 1) player photos, player profiles,
- 2) player and team statistics,
- 3) community notice board,
- 4) MBC title sponsor, other league sponsor(s) and each club's respective sponsors,
- 5) login area to read (team name@wbajamaica.com) email.

The notice board will be an area to advertise anything basketball or community related. Let us say your club is searching for an Assistant Coach, this is an avenue to advertise for same. A club may even promote an event within their community, subject to approval by the league's Marketing & Communications Officer.

All Teams must submit a team logo in **.jpg** or **.pdf** format no later than ***Friday, February 13, 2009***



TEXT ONLY



TEXT & GRAPHICS LOGO

We understand that due to space constraints teams may choose to keep club name in letters. We encourage the same typeface or writing style (font) to be use on everything for the club i.e. club letterheads, business cards, team banners, flyers etc.

Photos & Videos

Clubs are encouraged to contribute pictures of their games and other events to the WBA so that they can be used on your club's webpage and also in the various match reports press releases, newsletters and official WBA game-day programs.

Clubs may also provide video recordings for TV highlights when and where applicable.

Media Interaction & Interviews

Players and Management of clubs are required to make themselves available to the media for interviews prior, during and after games in person or via telephone. Time should also be allocated whether your team has a game on the particular day or not.

We are demanding more from media houses and journalists to improve coverage of our leagues and players via features, radio & TV interviews so your cooperation in this regards will make things flow seamlessly.