

GREETINGS FROM THE PHILADELPHIA DIAMONDS!



On behalf of the Bikini Basketball Association's Philadelphia Diamonds, we cordially invite you to join our team as we embark on our journey to the championship. The Philadelphia Diamonds are Philadelphia's hottest new sports team. Our team holds a focus on empowerment, athleticism, and both inner and outer beauty. The Philadelphia Diamonds team not only showcases the diverse and eye-catching culture of Philadelphia, but also breaks the stereotype that women cannot be athletic and sexy at the same time.

The Philadelphia Diamonds are a team of dedication both on and off the court! Just as we will hold a forceful presence in the game, we will also make it a priority to ensure a strong presence in the community. Being active members in the community is our way of giving back.

The Philadelphia Diamonds team is taking off at an incomparable rate! Media coverage, corporate sponsorships, and business collaborations are growing everyday! The future shines bright for the Diamonds, and we would be honored for you to be a part of the experience. This is the perfect opportunity to engage the fans through direct interaction as we ensure proper exposure, advertising, and promotion for our supporters. Allow the Philadelphia Diamonds to cultivate and expand your business.

To further discuss how you can support the Philadelphia Diamonds team; please address any questions, comments or concerns to Alfred Trotter of the Philadelphia Diamonds organization.

info@thephiladelphiadiamonds.com

Phone: (267) 270-7710

Sincerely,

Alfred Trotter

President/CEO

BIKINI BASKETBALL ASSOCIATION

The Bikini Basketball Association (BBA) is a professional women's basketball league created by Cedric Mitchell in 2012. The league announced plans to begin play in the summer of 2013. These teams of highly-skilled women's basketball players are selected based upon skill, personality, athleticism, and appearance.



SPONSORSHIP BENEFITS

Tax Deductions

Sponsorship contributions made to the Philadelphia Diamonds are completely tax-deductible!

Diamonds Charities

The Diamonds will donate a percentage of all sponsorship to a partnering charity organization!

Support for Families

The Philadelphia Diamonds believe the excitement of the Bikini Basketball Association is for all ages! So, for the 2013 season, **all children Age 10 and Under** can attend games for **FREE!**

Local, Regional and National Attention

Sponsors will be reaching out to a WIDE AUDIENCE. Outside of the fans who purchase tickets, all Bikini Basketball Association games will be **BROADCAST LIVE ON NATIONAL TELEVISION** on **Spike TV, MTV2 or VH1**. Televisions broadcasts are provided by Viacom.

The level of sponsorship is matched with an equal amount of exposure. At the most basic level of sponsorship, your company will receive local advertising. On the other hand, at the higher levels of sponsorship, your company can receive local, regional and national attention!

For this 2013 season, sponsors will have the opportunity to market and promote your product or services during our **Four (4) Home Games**.

HOME VENUE: Pennsylvania National Guard Armory (“The Armory”)
2700 Southampton Rd., Philadelphia, PA, 19154

2013 BIKINI BASKETBALL SCHEDULE

	DATE	HOME	VS.	VISITOR	HOME	VISITOR
SAT	JUNE 22		VS.		HOUSTON INFERNO	LAS VEGAS FANTASY
SAT	JUNE 22		VS.		ILLINOIS HEART	MIAMI SPICE
SAT	JUNE 29		VS.		PHILADELPHIA DIAMONDS	HOUSTON INFERNO
SAT	JUNE 29		VS.		LAS VEGAS FANTASY	ILLINOIS HEART
SAT	JULY 6		VS.		MIAMI SPICE	HOUSTON INFERNO
SAT	JULY 6		VS.		LAS VEGAS FANTASY	PHILADELPHIA DIAMONDS
SAT	JULY 13		VS.		HOUSTON INFERNO	ILLINOIS HEART
SAT	JULY 13		VS.		MIAMI SPICE	PHILADELPHIA DIAMONDS
SAT	JULY 20		VS.		MIAMI SPICE	LAS VEGAS FANTASY
SAT	JULY 20		VS.		ILLINOIS HEART	PHILADELPHIA DIAMONDS
SAT	JULY 27		VS.		LAS VEGAS FANTASY	HOUSTON INFERNO
SAT	JULY 27		VS.		MIAMI SPICE	ILLINOIS HEART
SAT	AUGUST 3		VS.		HOUSTON INFERNO	PHILADELPHIA DIAMONDS
SAT	AUGUST 3		VS.		ILLINOIS HEART	LAS VEGAS FANTASY
SAT	AUGUST 10		VS.		HOUSTON INFERNO	MIAMI SPICE
SAT	AUGUST 10		VS.		PHILADELPHIA DIAMONDS	LAS VEGAS FANTASY
SAT	AUGUST 17		VS.		ILLINOIS HEART	HOUSTON INFERNO
SAT	AUGUST 17		VS.		PHILADELPHIA DIAMONDS	MIAMI SPICE
SAT	AUGUST 24		VS.		LAS VEGAS FANTASY	MIAMI SPICE
SAT	AUGUST 24		VS.		PHILADELPHIA DIAMONDS	ILLINOIS HEART

HOW CAN YOU GET INVOLVED?

The Philadelphia Diamonds Organization would like to invite you to join our sponsorship team in support of our inaugural season. As a supporter of the Diamonds you will have a wide range of involvement choices that are available to you. When you partner with the Diamonds you provide us the opportunity to make an impact on the Greater Philadelphia area, and South Jersey at large. For your convenience this information packet has been prepared for you to review the details and benefits for our supporters. Please indicate your level of interest allowing us to better prepare for your involvement.

SPONSORSHIP OPPORTUNITIES

Opportunities vary based on monetary commitment and receivables vary according to event, location, and theme.

SPONSORSHIP LEVELS

The Philadelphia Diamonds team accepts contributions of any level and will work with your organization to provide adequate settings to fit your preferences.

VENDORS

Those interested in becoming vendors are entitled to stations at Philadelphia Diamonds events. Stations are available by reservation and are based on event theme and location.

MERCHANDISE DONATIONS

Product donations are welcomed and kindly accepted. Donors are entitled to honorable mention via in-game script promos and marketing reservation.

SPONSORSHIP OPPORTUNITIES

<u>SPONSORSHIP ITEM</u>	<u>DIAMOND</u> Special Pricing Per Game	<u>GOLD</u> \$5,000 Per Game	<u>SILVER</u> \$2,500 Per Game	<u>BRONZE</u> \$1,000 Per Game
Company Name / Logo Listed On Website				
Social Media References				
In-Game Script Promotions				
Reserved Event Station / Vendor Table				
Selection of In-Game Promotions (Based on Availability)				
1/4 Page Print Ad in Game Day Programs				
Venue Company Banner Display (Non-Televised)				
Set of "General Admission" Season Tickets (\$20 value)				
Team Public Appearances for Company Events/PR				
Court Sideline Company Banner - 3x4 feet (Viewable for Live TV Broadcast)				
Hi-Definition Projector Video Ads				
Full Page Ad in Game Day Program				
Radio Advertisement w/ Partner Station				
Company Logo on Court Floor (Viewable for Live TV Broadcast)				
Set of "Floor Seating" Season Tickets (\$50 value each)				

In-Game Promotions

Sponsors will also have the opportunity to be the presenting sponsor for certain in-game promotions. In-game promotions can be included in any sponsorship package and are **BASED ON LIMITED AVAILABILITY!**

- *Half-time “Fan Free Throw” Contest Sponsor*
- *Half-time Musical Performance Sponsor*
- *Dance Team Sponsors*

“The Diamond Divas! The Official Dance Team of The Philadelphia Diamonds, are presented by (Your Business Here)”

- *Time-out Sponsor*

“This 30-second/60-second timeout is sponsored by (Your Business Here)!”

- *Post-Game Interview Sponsor*

“This is the Philadelphia Diamonds Post-Game Player Interview, brought to you by (Your Business Here)!”

Other Available Promotions -- For Providers and Suppliers

*Contact for pricing on the following offers

- Sponsor and Host the OFFICIAL Post-Game AFTER PARTY!
- Sponsor and Host the OFFICIAL VIP Court-Side Party Tent
- Official “Beer / Liquor” Sponsor/Provider of the Philadelphia Diamonds!
- Official “Printing Provider” of the Philadelphia Diamonds!
- Official “Merchandise Supplier” of the Philadelphia Diamonds!
- Official “Travel / Hotel” Provider of the Philadelphia Diamonds!

Your audience is OUR audience! Want to discuss a personalized sponsorship package? Contact the Philadelphia Diamonds for more information and pricing options!

Sponsorship Inquiries can be made to:

Brand 27 Sports Marketing

Office: (484) 999-0272

Email: info@27sportsmarketing.com

www.27sportsmarketing.com



STAY CONNECTED WITH THE TEAM



www.bikinibasketball.com/philadelphiadiamonds



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