

THE BIRMINGHAM MAGICIANS

AN OFFICIAL MEMBER OF THE ABA



Corporate Sponsorship Proposal

Contact:
Reginald McDaniel, Esq.
Owner
RM2 Sports Management, LLC



TM

Magicians Corporate Sponsorship

An Official Member of the American Basketball Association, Inc.

P.O. Box 13860 Birmingham, AL 35202-3860

205.320.2534, 205.327.9191 fax, 205.222.8656 mobile

Dear Potential Partner:

The Birmingham Magicians, an official member of the American Basketball Association (ABA) is bringing a new and exciting venture to the Birmingham Metropolitan Area. Birmingham and surrounding areas will get to experience fast, fun, exciting and affordable professional basketball on the highest level, next to the NBA.

The ABA which merged with the NBA in 1975 is back, with its red, white and blue basketball and high-flying and exciting players that will captivate fans around the world. The ABA will field over 30 teams in 2005-06 in cities such as Atlanta, Los Angeles, Charlotte, Louisville KY, Indianapolis, Florida, St. Louis, Cincinnati, Greenville, MS and of course the Magic City of Birmingham, AL.

As a major partner in the local business community we want to present your company with the opportunity to become a part of a new and exciting team, the Birmingham Magicians.

The Magicians will offer an exciting new cultural event that will improve the quality of life for citizens of Jefferson County by giving them a leisure outlet that is affordable family entertainment. Jefferson County and Birmingham will have a true national professional sports identity during basketball season that will bring in thousands of visitors from surrounding cities such as Nashville, Atlanta, Charlotte, Florida, Kentucky and more. Our exposure in over 30 ABA cities across the country will put our community in a positive light as true player in professional sports.

Please review the enclosed package to determine your level of participation in a great opportunity to contribute to cultural enrichment of Birmingham and Jefferson County.

We look forward to hearing from you very soon.

Catch The Excitement!

/s/Reginald D. McDaniel, Esq.
President and General Manager

SPONSORSHIP & CORPORATE PARTNERSHIP PACKAGES
Catch the Magic! Inaugural Season 2005-06



Team: *The Birmingham Magicians, An Official ABA Franchise*

Venue: *Fair Park Arena
2133 Bessemer Rd.
Birmingham, AL 35226*

Capacity: *Over 5,000 screaming fans!*

ABA advantages: Local name branding and exposure to metropolitan area over 1 million potential fans. National & International TV, Radio and Recognizable products (red, white & blue basketballs) Vintage Jerseys, Hall of Fame Tradition; Regional rivalries (Nashville, Atlanta, Mississippi, Louisville, New Orleans, Chattanooga, Baton Rouge, Orlando, Miami, Charlotte).

Family Entertainment: Fast, fun, exciting and affordable family entertainment with average ticket price \$7 - \$20.

Community Emphasis: Emphasis placed on community youth programs and involvement through BOUNCE and other programs.

BASKETBALL DEMOGRAPHICS:

U.S. Population in Team Sports (millions)

Basketball 38.7

Percentage of Demographic Basketball fans

Gender- male 59%, - female 41%

Professional Basketball Fans Ages:

- 12-17 15.7%

- 18-24 14.8%

- 25-34 16.3%

- 35-44 16.3%

- 45-54 16.3%

- 55-64 8.2%

- 65+ 11.3%

ESPN Sport Poll, 2003

2005-2006 BIRMINGHAM MAGICIANS **ABA**
SPONSORSHIP & CORPORATE PARTNERSHIP PACKAGES



TITLE SPONSOR: Special Rate \$50,000

ALSO INCLUDED, COMPANY LOGO ON BASKETBALL COURT FOR SEASON

The Official Sponsor" Game Program Cover for season
Bus/Van Sponsorship with signage
Arena Signage (Entrance)
Basketball Courtside Signage
Sponsor recognition at pre-game ceremonies
Home Jersey Sponsorship
(10) PA Announcements per game
Warm-up Uniform Sponsorship
Scores Table Signage Panels
Coaches Show Sponsorship
(150) Tickets per game
(10) Floor Tickets per game
Sponsor pre-game give-aways
Pre/post Hospitality
Website Banner for season
Special Appearance per game

RED SPONSORSHIP: Special Rate: \$25,000

Game Program Sponsorship (Inside Cover)
Scorers Table Panels
Sponsor recognition as Game day Sponsor
Arena Signage
(6) PA Announcements per game
Website Banner
(75) Tickets per game
(8) Floor Tickets per game
Chair backs Signage
(4) Radio per game :30
Bus/Van Sponsorship w/signage

WHITE SPONSORSHIP: Special Rate: \$12,500

Game Program Sponsorship (Back Cover)
Scorers Table Panels
Sponsor recognition as Game day Sponsor
Arena Signage
(4) PA Announcements
Website Banner
(50) Tickets per game
(4) Floor Tickets
(2) Radio

BLUE SPONSORSHIP: Special Rate \$6,000

Game Program Sponsorship Ad (1/2 pg Inside Back Cover)

Scorers Table Panels

(3) PA Announcement

Arena Signage

Website Ad

(2) Floor Seats

(30) Tickets

(1) Radio

SMALL BUSINESS SPECIAL SPONSORSHIP: Special Rate \$2,000

Website Ad

2 Floor Seats

10 Tickets per game

Ad in game program for season

OTHER SPONSOR-ABLE ELEMENTS:

\$10,000 TEAM BUS/VAN SPONSOR

\$7,500 GAME DAY SPONSOR

\$5,000 ABA LEGENDS NIGHT SPONSOR

\$5,000 DANCE TEAM SPONSOR

\$5,000 KIDS ROCK SPONSOR OR YOUTH CLUB TEAM(S) SPONSOR.

\$5,000 THUNDER STX (1,000 ct)

\$5,000 T-shirt 100 per game giveaways with sponsor logo

\$3,000 YOUTH COMMUNITY SUPPORT*

\$3,000 YOUTH CAMP SPONSOR

\$2,500 POSTER / SCHEDULE CARDS

\$2,500 Entertainment Sponsor (per game)

\$varies MERCHANDISE (mini-balls, shirts, lic. Plates, cups, etc.)

\$2,000 Celebrity player SPONSOR per game

\$1,000- COMPANY LOGO ON BASKETBALL COURT per game

WE ALSO OFFER CUSTOM SPONSOR PACKAGES!

Coach's Sponsor-\$10,000.00

Free Agent and Veteran Camps- \$5,000.00

For more information or to join the Magicians team, contact:

Reginald McDaniel

205.320.2534

205.222.8656

David Sayers

205.617.7064

Don Baylor

205.276.6568



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GENERAL INFORMATION

___ Yes! I want to become the Magicians TITLE Sponsor - \$50,000.00

___ Yes! I want to become the Magicians RED Sponsor - \$25,000.00

___ Yes! I want to become the Magicians WHITE Sponsor - \$12,500.00

___ Yes! I want to become the Magicians BLUE Sponsor - \$6,000.00

___ Yes! I want to become a Magicians Custom Sponsor (check below)

___ Game and Warm-up Uniforms - \$5,000.00

___ Game Day Program (18 home games) - \$ 5,000.00 (full inside cover)

___ Travel & Transportation (signage on team van) \$ 10,000.00

___ Individual Game Day Sponsor (200 tickets, back cover game day program, 6 PA's,) \$2500.00

___ Other as agreed with the franchise

___ Yes! I want to be a Magicians Website Sponsor - \$5000.00 (year to year)

___ Yes! I want to become a Magicians YOUTH GROUP Games Sponsor (minimum 50 tickets per game @ 25% discount) \$2500.00

___ Yes! I want to purchase an AD in the Program Book (full season pkgs., full pg., \$1000, half-pg., \$500, qtr.-pg., \$300.00)

___ Yes! I want to purchase GAME tickets for Underprivileged youth fans

No. of Games _____ No. of Tickets _____

___ Yes! I want to purchase GAME tickets for employees or associates

No. of Games _____ No. of Tickets _____



Magicians Corporate Sponsorship

TM

An Official Member of the American Basketball Association, Inc.

Company Name _____
Contact Person _____
Address _____
Tel. No. _____ Email _____
Signature _____

**ALL SPONSORS MUST COMPLETE AND MAIL IN THIS SIGNED FORM BY:
DEADLINE: _____**

PAYMENT INFORMATION

Enclosed is my check in the amount of
\$ _____

Charge my VISA MasterCard AMEX
For the amount of \$ _____
Cardholder's Name _____ Acct# _____
Expiration Date _____ Authorized Signature _____

This agreement is a legally binding contract between the company named above and the RM2 Sports, LLC d/b/a The Birmingham Magicians to be interpreted under the laws of the State of Alabama.