

**THE BIRMINGHAM  
MAGICIANS  
AN OFFICIAL MEMBER OF THE ABA**



**Corporate Sponsorship Proposal**

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**Contact:**

**Reginald McDaniel, Esq.**  
**Owner**  
**RM2 Sports Management, LLC**



## **Magicians Corporate Sponsorship**

™

**An Official Member of the American Basketball Association, Inc.**

**P.O. Box 13860 Birmingham, AL 35202-3680**

**205.327.9151, 205.327.9191 fax, 205.222.8656 mobile**

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 50 teams in 2005-06 in cities such as Atlanta, Nashville, Charlotte, Louisville KY, Chattanooga, Miami, 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, Chattanooga, Orlando and more. Our exposure in over 50 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

## **MAGICIANS Organization**

### **MAGICIANS at a Glance**

The MAGICIANS organization will be competing in its first year in the Birmingham market and its first year of business as Birmingham Magicians, LLC. As with all start up businesses, the MAGICIANS face the challenges of finding its niche in the competitive world of small businesses, as well as branding itself as a respectable and successful business in the community. Through the hard work of a dedicated staff and the support of local companies and local media, the MAGICIANS have made its presence known in the Birmingham community.

As the business moves into the next stages of growth and development, it will generate successes:

- MAGICIANS will be a quality, professional basketball organization that delivers high level sports and entertainment
- MAGICIANS will be “**Champions**” and win the ABA Championship
- MAGICIANS affordable ticket prices will attract a diversified audience – crossing all economic, racial, age, and gender borders
- MAGICIANS will have a reputation for attracting and developing top level talent – delivering players to NBA teams.
- MAGICIANS will have the support of local celebrities and former professional athletes, which adds credibility and “sizzle” to the MAGICIANS environment

Looking into the future, the MAGICIANS have identified five critical factors, for both short and long term success. They are listed in order of priority:

- 1) Build loyalty in the city of Birmingham**
- 2) Sign quality players and staff**
- 3) Sign Premier Head Coach**
- 4) Win the ABA championship**
- 5) Build ABA Arena (long-term)**

**Securing a new arena** is important to the overall “franchise model”. In the future The MAGICIANS will build a mid-size arena in an area populated by the organizations target market. The opportunity to be a first tenant in a new arena provides the MAGICIANS with prime weekend dates for home games. Location for new arena is a being researched.

### **Staff**

The strength of this franchise is based on the quality, experience, and commitment of the employees. All employees understand and believe in the core values of the organization. Following are brief descriptions of the staff, their responsibilities within the organization:

<b>Reggie McDaniel:</b>	<b>Owner &amp; General Manager</b>
<b>Jim Farmer:</b>	<b>Head Coach</b>
<b>David Sayers:</b>	<b>Dir. of Basketball Operations/Media Relations</b>
<b>Rick Walker:</b>	<b>Chief Financial Officer</b>
<b>Jemisa Lockett:</b>	<b>Executive V.P. of Administration</b>
<b>Albert Owens:</b>	<b>Asst. Head Coach/ Dir. of Player Personnel</b>
<b>Anthony Toney:</b>	<b>V.P. Marketing/Personnel</b>
<b>Dana Peden:</b>	<b>Director of Special Promotions</b>

### **11<sup>th</sup> Man Celebrity Player for each home game (promotional item)**

Targeted celebrities include: Charles Barkley Rickey Smiley, Ruben Studdard, Roy Jones, Bo Jackson, Terrell Owens, Cornelius Bennett, Bobby Humphrey, David Palmer, Ennis Whatley, Chuck Person, Buck Johnson, music stars from R&B, Rock, Country and Gospel music as well as other celebrities.

## **Business Operations**

### **Ticket Operations**

As seen from the revenue generating breakdown of the “franchise model”, the Ticket Operations Department handles the MAGICIANS number one revenue source, ticket sales.

Many factors play into determining the price point for a gate ticket to a MAGICIANS game. A detailed analysis of the target market and the percentage of discretionary income used for sporting events, as well as research of competitive entertainment venues in the Birmingham area were needed in pricing the arena for appropriate ticket sales. The MAGICIANS will offer very affordable ticket prices, as well as discounted season tickets and group tickets as an incentive for multiple purchases and/or large group outings.

### **Sample 2005- 2006 MAGICIANS Ticket Prices**

**VIP Floor \$20.00**

**Lower level \$10.00**

**Upper level \$5.00**

**Baseline \$7.00**

**(discounts for non-profit groups and groups of 10 or more see below)**

The MAGICIANS will rely on this gate receipt throughout the season, which is why special promotional events and ticket specials are offered from each home game to time to increase gate walk up sales.

### **SEASON TICKET SALES**

Season Ticket sales will be the foundation of the business. This commitment of all home games from a customer gives the organization a guaranteed base of revenue.

The MAGICIANS season ticket holders should account for about 25% of the ticket sales revenues for the season. Factors that will be considered and addressed that will produce an increase in season ticket accounts for the upcoming season will be as follows:

- Discount applied to the gate price of the ticket when purchased as a season ticket package
- More aggressive push of season ticket packages to corporations and small businesses as part of an overall sponsorship package
- Use of current season ticket holders as initial sales force for referring potentially new customers

## **SPONSORSHIP & CORPORATE PARTNERSHIP PACKAGES**

*Catch the Magic! Coming November 2005*



**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 Webcast of games.*

*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 \$5 - \$25.*

**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 MAGICIANS *ABA*  
*SPONSORSHIP & CORPORATE PARTNERSHIP PACKAGES*



**TITLE SPONSOR: Special Rate \$75,000**

\$118,500 Total Value ALSO INCLUDED, COMPANY LOGO ON BASKETBALL COURT

- \$2,500 Sponsor recognition at first pre-game ceremony
- \$3,000 Sponsor pre-game give-aways
- \$3,000 Pre/post Hospitality
- \$7,500 (4) PA Announcements
- \$5,500 Coaches Show Sponsorship
- \$4,000 Website Banner
- \$5,000 (50) Tickets per game
- \$4,500 (10) Floor Tickets per game
- \$2,500 Special Appearance
- \$7,500 Scores Table Signage Panels
- \$15,000 "The Official Sponsor" Game Program Cover
- \$10,000 Arena Signage (Entrance)
- \$7,500 (8) Radio per game
- \$6,000 Warm-up Uniform Sponsorship
- \$7,500 Jersey Sponsorship
- \$10,000 Basketball Courtside Signage
- \$15,000 Bus Sponsorship with signage

**RED SPONSORSHIP: Special Rate: \$50,000**

\$ 68,000 Total Value!

- \$10,000 Game Program Sponsorship (Inside Cover)
- \$7,500 Scorers Table Panels
- \$7,500 Sponsor recognition as Game day Sponsor
- \$7,500 Arena Signage
- \$5,000 (3) PA Announcements
- \$3,500 Website Banner
- \$3,000 (30) Tickets per game
- \$3,000 (8) Floor Tickets per game
- \$5,000 Chair backs Signage
- \$4,000 (4) Radio
- \$10,000 Bus Sponsorship w/signage

**WHITE SPONSORSHIP: Special Rate: \$35,000**

\$46,000 Total Value!

- \$7,000 Game Program Sponsorship (Back Cover)
- \$7,500 Scorers Table Panels
- \$5,000 Sponsor recognition as Game day Sponsor
- \$5,000 Arena Signage
- \$3,000 (2) PA Announcements
- \$2,500 Website Banner
- \$3,000 (20) Tickets per game
- \$1,500 (4) Floor Tickets
- \$4,000 (2) Radio

\$7,500 Bus Sponsorship

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



**BLUE SPONSORSHIP: Special Rate \$25,000**

\$34,300 Total Value  
\$5,000 Game Program Sponsorship (Inside Back Cover)  
\$3,000 (2) Scorers Table Panels  
\$5,000 (2) PA Announcement  
\$7,000 Arena Signage  
\$2,500 Website Banner  
\$1,800 (2) Floor Seats  
\$2,500 (15) Tickets  
\$2,500 (1) Special Appearance  
\$2,500 (1) Full Page ad in game program  
\$2,500 (1) Radio

**SMALL BUSINESS SPECIAL SPONSORSHIP: Special Rate \$2,500**

\$6,000 Total Value  
\$1,500 Website Banner  
\$1,500 (2) Floor Seats  
\$750 (10) Tickets per game  
\$2,250 (1) 1/4 Page ad in game program

**OTHER SPONSOR-ABLE ELEMENTS:**

\$3,000 YOUTH COMMUNITY SUPPORT\*  
\$3,000 YOUTH CAMP SPONSOR  
\$2,500 POSTER / SCHEDULE CARDS  
\$7,500 ABA LEGENDS NIGHT SPONSOR  
\$10,000 DANCE TEAM SPONSOR  
\$10,000 KIDS ROCK SPONSOR OR YOUTH CLUB TEAM(S) SPONSOR.  
\$2,500 Entertainment Sponsor (per game)  
\$10,000 TEAM BUS/VAN SPONSOR  
\$varies MERCHANDISE (mini-balls, shirts, lic. Plates, cups, etc.)  
\$4,000 THUNDER STX (1,000 ct)  
\$7,500 GAME DAY SPONSOR  
\$varies upon size- COMPANY LOGO ON BASKETBALL COURT  
\$2,000 11th MAN SPONSOR per game

**WE ALSO OFFER CUSTOM SPONSOR PACKAGES!**

**Coach Sponsor-\$25,000.00**

**Free Agent and Veteran Camps- \$10,000.00**

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

<b>Reginald McDaniel</b>	<b>David Sayers</b>	<b>Anthony Toney</b>
<b>205.327.9151</b>	<b>205.617.7064</b>	<b>205.276.3128</b>
<b>205.222.8656</b>		



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# Magicians Corporate Sponsorship

An Official Member of the American Basketball Association, Inc.

## GENERAL INFORMATION

\_\_\_ Yes! I want to become the Magicians TITLE Sponsor - \$75,000.00

\_\_\_ Yes! I want to become the Magicians RED Sponsor - \$50,000.00

\_\_\_ Yes! I want to become the Magicians WHITE Sponsor - \$30,000.00

\_\_\_ Yes! I want to become the Magicians BLUE Sponsor - \$20,000.00

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

\_\_\_ Game and Warm-up Uniforms - \$15,000.00

\_\_\_ Game Day Program (18 home games) - \$ 10,000.00 (full inside cover)

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

\_\_\_ Individual Game Day Sponsor (100 tickets, back cover game day program, 6 PA's,) \$5,000.00

\_\_\_ 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 25 tickets per game @ 15% discount) \$3500.00

\_\_\_ Yes! I want to purchase an AD in the Program Book (full season pkgs., full pg., \$7500.00, half-pg., \$4000.00, qtr.-pg., \$2500.00)

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

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.