



A MEMBER OF THE AMERICAN BASKETBALL ASSOCIATION

About the Jersey Express

The Jersey Express espouses the American Basketball Association's (ABA) philosophy of promoting a mix of community-based, fun, affordable professional basketball and quality entertainment unparalleled in today's professional sports.

We are dedicated to fair play, good sportsmanship, and integrity, both on and off the court. We are committed to making a positive impact in Morris County. We are seeking partnerships with non-profit and community-based organizations to help our families, neighbors and children in need. Our goal is to assist local communities and schools to attain their goals for success.

***We invite you to be our partner in making our vision a reality.
Thank you for your consideration.***

Team Contact Information

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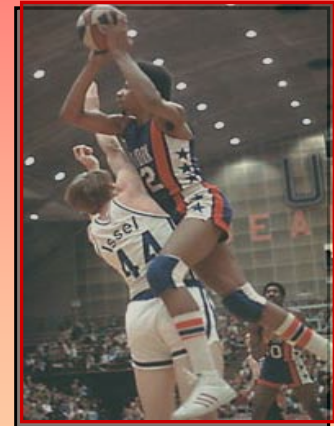
www.ABALive.com



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A History of Professional Basketball


-  American Basketball League (ABL) formed in 1924 with nine (9) teams; folded in 1931.
-  ABL second attempt in 1934, folded in 1946, with entry of Basketball Association of America (BAA).
-  National Basketball League formed in 1937, midwest focused, folded in 1946 and merged into BAA.





Julius "Dr. J" Erving




Pacers vs. Stars, 1971

-  BAA formed in 1946, renamed National Basketball Association (NBA) and fielded 17 teams in 1950, by 1954, down to 8 teams.

-  Continental Basketball Association (CBA) formed in 1947 with 100 teams, league folded in 2000, Started again in 2001 with 6 teams.

-  American Basketball Association (ABA) formed in 1967, played 9 seasons before merging with NBA (1977). Known for fan-friendly entertainment.

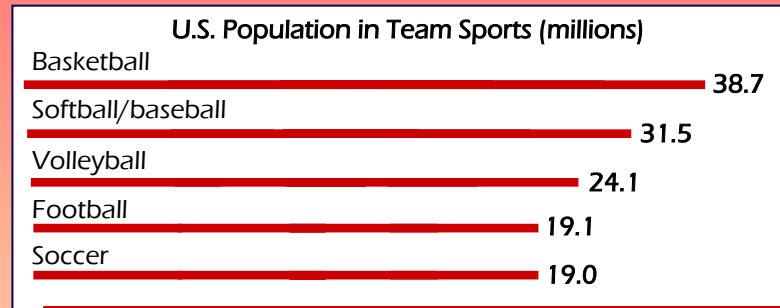
-  ABA Live return after a 25-year lockout from NBA merger. Fielded 7 teams before major expansion to 34 teams in 2004. Expanding to 60 in 2005.



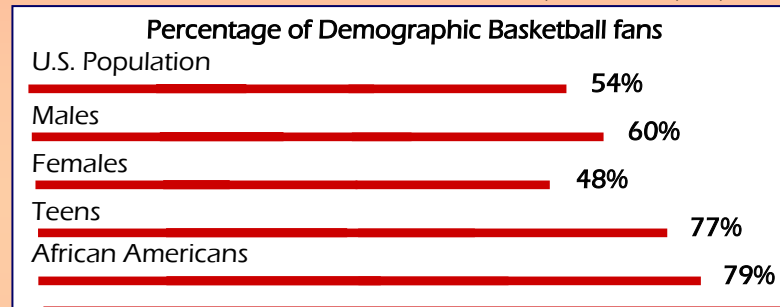
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ABA Basketball Popularity

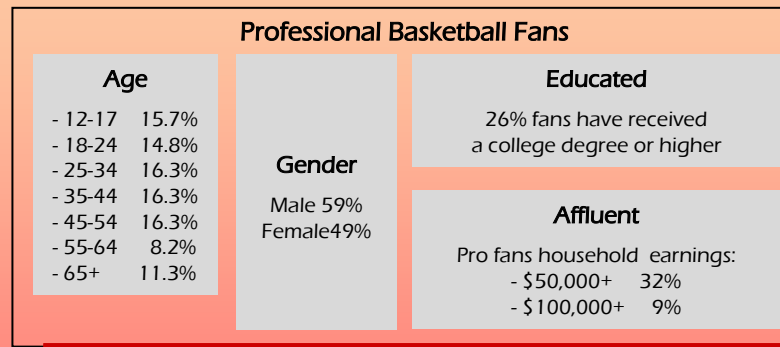
**ABA is the
fastest
growing
sports league
in History!**



SGMA Report on basketball participation, 2001



ESPN Sport Poll, 2000



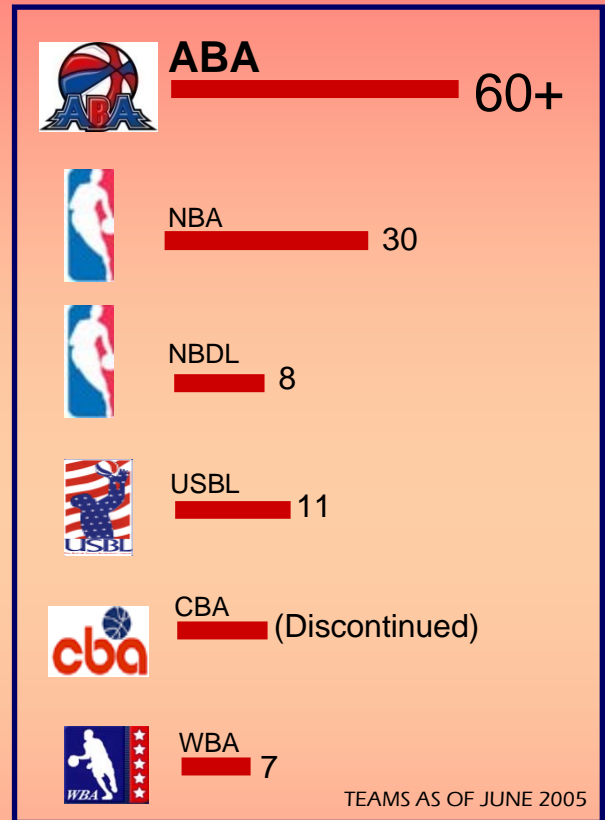
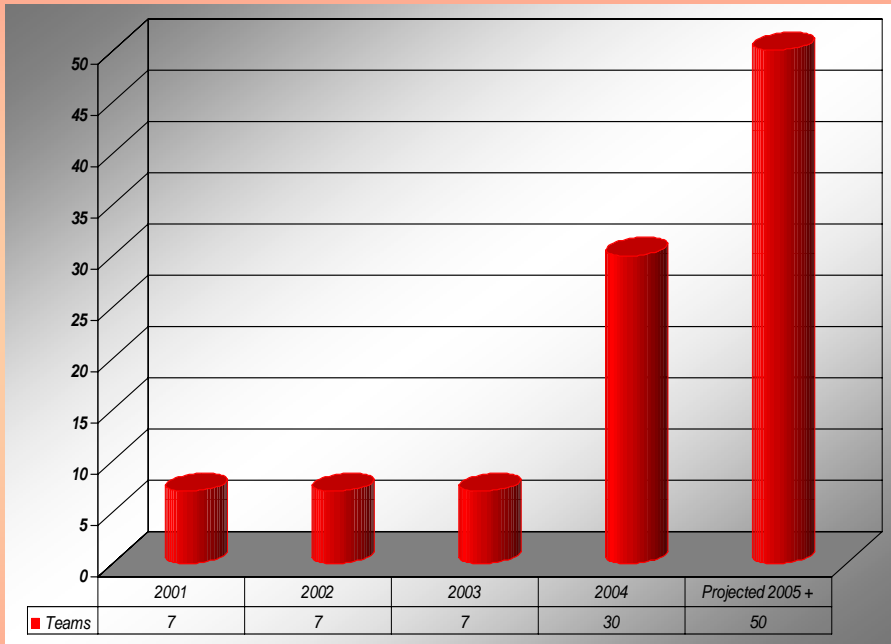
ESPN Sport Poll, 2002


**ABA
currently has
OVER 60
teams!**




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ABA Explosive Growth!



 More than 60 teams for the 2007-08 season

 Major (NBA-sized) cities with average population of 750,000+



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Community

Our commitment to excellence can be found on and off the court. Jersey Express players are proud members of the community and are committed to many city programs.



Jersey Express players perform volunteer services within the local community each season.

Our players are always available for appearances at community events, youth basketball clinics, autograph signings, ribbon cuttings and other local events.



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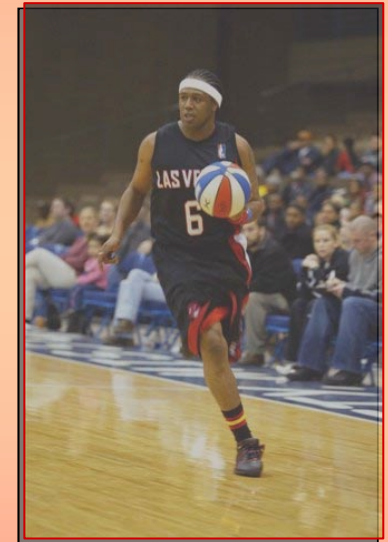
ABA Teams

Current ABA Teams

Anderson Champions
Atlanta Vision
Beijing Aoshen Olympian
Bellingham Slam
Big Valley Shockwave
Brooklyn Comets
Buffalo Silverbacks
Cape Cod Frenzy
Detroit Panthers
Gallup Outlaws
Hollywood Fame
Houston Takers
Jacksonville Jam
Jersey Express
King County Royals
Knoxville Noise
Maryland Nighthawks
Maywood Buzz
Miami Tropics
Minnesota Ripknees
Mississippi Miracles
Monterrey Veneno
Montreal Royal
NW Arkansas Aeros
Orlando Aces
Palm Beach Imperials
Peoria Kings
Quad Cities Riverhawks
Quebec Kebekwa
Richmond Ballerz
Rochester Razorsharks
Sacramento Heatwave
San Diego Wildcats
Sauk Valley Rollers
Southern Alabama Bounce
St. Louis Stunners
Strong Island Sound
Tennessee Mug Frogs
Texas Tycoons
Tijuana Dragons
Twin City Ballers
Vermont Frost Heaves
Waco Wranglers
Wilmington Sea Dawgs

Expansion Teams

Providence, RI
Ventura, Ca
Delaware, WI
Ohio
Halifax
Rome, GA
Rio Grande Valley
Birmingham, AL
Alexandria
Orange County, CA
Corning, NY
Tampa Bay, FL
Corpus Christi, TX
Lawton, OK
Las Vegas, NV
Reading, PA
Murray, KY
Phoenix, AZ
Long Beach, CA
Rochester, MN
Syracuse, NY
Chicago, IL
Henderson, NV



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Sponsorship Options

Press Telegram Coop Special

Cooperative Print Advertising with Express
and The Star Ledger and the Daily Record
\$25,000

Sponsors will receive \$100,000 worth of cooperative advertising with The Express for \$50,000.

Your logo printed in all Star Ledger or Daily Record printed media including $\frac{1}{4}$, $\frac{1}{2}$ and full page ads.

(Limited to 10 Sponsors)



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Sponsorship Options

TITLE Sponsor

Title Sponsor for ALL Team Events - \$80,000

**Promotions
Team Transportation Promo (Logo)
Game PA Announcements
Arena Signage
Scorers Table Signage
Logo On Printed Team Ads
Logo On Game Schedules
Logo on Website
Logo on Team Poster
Autographed Red, White & Blue Ball**

**Eight (10) VIP Floor Tickets
20 VIP Courtside Tickets
Logo at Team Sponsored Events
Game Sponsor (1 Full-Page Ad)
Scorers Table Display
Logo On Team T-shirts/Giveaway
“Official” Title of Team
Corporate Table at Tip-off Function
Host Team Press Conferences
Logo on Backdrop of Web Interviews
VIP All-Access Passes to Events**



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Sponsorship Options

RED Sponsor - \$50,000

- Promotions
- Team Transportation Promo (Logo)
- Game PA Announcements
- Arena Signage
- Scorers Table Signage
- Logo On Printed Team Ads
- Logo On Game Schedules
- Logo On Team Website
- Logo On Team Poster
- Autographed Red, White & Blue Ball
- Ten (10) VIP Floor Tickets
- 10 VIP Courtside Tickets
- Courtside Tickets (50)
- Game Sponsor (Full-page Ad)
- Scorers Table Display
- Logo On Team T-shirts / Giveaway
- Corporate Table At Tip-off Luncheon

WHITE Sponsor - \$10,000

- Game PA Mentions
- Arena Banner
- Logo On Team Website
- Program Full Page Ad
- Two (4) VIP Floor Tickets
- Courtside Tickets (25)
- Logo At Team Sponsored Events
- Autographed Red, White & Blue Ball

BLUE Sponsor - \$25,000

- Promotions
- Game PA Announcements
- Arena Banner
- Logo On Printed Team Ads
- Logo On Game Schedules
- Logo On Team Website
- Four (4) VIP Floor Tickets
- 10 VIP Courtside Tickets (50)
- Logo At Team-sponsored Events
- Game Sponsor (Full-page Ad)
- Scorers Table Display
- Autographed Red, White & Blue Ball
- Logo On Team T-shirts/Giveaway



Customized Sponsorship Available



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Platinum Community Sponsorship Packages

PLATINUM GAME SPONSORSHIPS are an effective and flexible means to promote your business in conjunction with the Jersey Express. These events are fun and your company will be tied in with the event at every game, creating tremendous exposure. These sponsorships are for the entire season (18 games) and can be combined or customized. Availability is limited.

 **BOYS AND GIRLS CLUB SPONSOR** **\$7,500**

50 Tickets to every game will be donated to the Boys and Girls Club on the sponsor's behalf. Game day recognition and PA announcements. Banner announcing sponsor of Boys and Girls club. Two (2) VIP tickets season tickets, ad in the program book, and website advertisement.

 **ALL-STAR TEACHERS AWARD SPONSOR** **\$5,000**

We will chose 10 "all-star teachers" from students who submit brief letters about their favorite instructors. Winners will receive \$250.00 and VIP tickets for their family. Students will also receive tickets to the same Jersey Express game, where the winning teacher will be presented the All-Star Teacher Award. Sponsor receives two (2) VIP season tickets, full page program ad, PA announcements and website advertisement.

 **MVP PLAYER OF THE GAME SPONSOR** **\$5,000**

Sponsor the MVP player of the game and receive mentions as the "MVP Player of Game" sponsor on radio and game announcement. This sponsorship will cover home and away games (36). Sponsor receive two (2) season tickets, full page program ad, PA announcements and website advertisement.



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Platinum Community Sponsorship Packages



Express Entertainment SPONSOR

\$15,000

Sponsor The Jersey Express Entertainment. Entertainment will be provided at breaks throughout the game. Sponsor will receive recognition when the Entertainment performs at the home games. Sponsor receives two (2) VIP season tickets, full page program ad, PA announcements and website advertisement.



GAME BALL SPONSOR

\$5,000

At every game one ticket holder will be chosen to receive the game ball, to be announced during and after the game. Players may autograph for winner. Game day recognition and PA announcements. Two (2) VIP tickets season tickets. Ad in the program book, and website advertisement.



STARTING LINE-UP SPONSOR

\$5,000

Sponsor the starting line up and receive game day recognition at the start of every game, for the entire season (home and away games), and on live radio broadcasts. Two (2) VIP tickets, game day recognition via PA announcements, website advertisement.



13TH MAN CELEBRITY SPONSOR

\$15,000 - season

Each game a celebrity will be invited to be the team's 13th Man. The 13th man will suit up and be eligible to play in the game. The sponsor will be announced at the introduction of 13th man. Sponsor will take pictures with 13th man and receive autograph team merchandise. Sponsor receives Five (5) VIP season tickets, 10 courtside tickets, full page program ad, PA announcements and website advertisement.



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Jersey Express 3D SPONSOR

\$ 10,000 for the season

Fun and exciting Jersey Express 3D sponsor. Every time the 3D light goes on (turnover in backcourt), the sponsor will be announced "the (Sponsor) 3D Light is on! This is an exciting way to connect game excitement to your company. Sponsor receives two (2) VIP season tickets, 2 courtside season tickets, full page program ad, PA announcements and website advertisement.



Jersey Express TIME OUT SPONSOR

\$ 10,000 for the season

Every game timeout will be announced as a sponsorship, at game and on live radio. Game day recognition and PA announcements. Two (2) VIP tickets season tickets. Ad in the program book, and website advertisement.



Jersey Express Dance Team SPONSOR

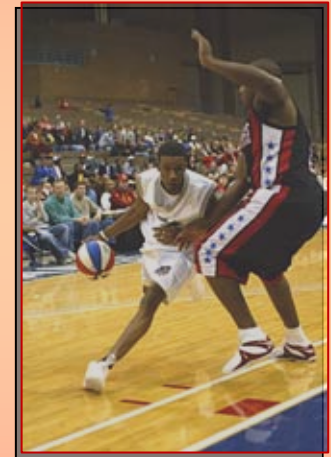
\$ 15,000 for the season

Sponsor the Jersey Express Dance Team and receive game day recognition at the start of every game. Logo on Cheerleaders calendars, and logos at community events, at local shopping malls and live radio promotions. Two (2) VIP tickets, 2 courtside tickets, game day recognition via PA announcements, full page program ad, website advertisement.



Jersey Express Junior Dance Team (Jr. Express) SPONSOR \$ 15,000 - season

Sponsor our fun and exciting Jersey Express Junior Dance Team, The Jr. Express. The Jr. Express Dance Team will consist of children 13 and under and will be made up from Participants of the Morris County Parks and Recreation. Sponsor will receive recognition when the Team performs at home games. Sponsor receives two (2) VIP season tickets, full page program ad, PA announcements and website advertisement.



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Platinum Community Sponsorship Packages



Jersey Express \$300 Halftime Shootout

\$7,500 for the season

Sponsor the half-time Shootout contests. Fan will be chosen to shoot a free throw and win \$50, a 3 point shot and win \$100 and a shot from half court and win \$150.00 during halftime. Sponsor mentions during the game and at halftime for entire season. Sponsor receives two (2) VIP season tickets, program ad, PA announcements and website advertisement.



COACH'S CORNER RADIO SHOW SPONSOR

\$10,000 for the season

Sponsor the coach's corner pre- and post-game show and weekly coach's show. Radio announcements and advertisements. Two (2) VIP season tickets, Two (2) courtside season tickets, game day recognition via PA announcements, website advertisement.



COMMUNITY CHARITY GAME

\$2,500 per game

Each Jersey Express game will be dedicated to a non-profit organization in the community (hospice, homeless shelters, etc.) Sponsor recognized for non-profit sponsorship. Ten percent of game-day proceeds will be donated to charity. 100 tickets will be donated to the highlighted charity to bring out fans to cheer on the Jersey Express. Sponsor receives 4 VIP tickets, 4 courtside tickers, plaque recognizing community support, program ad, PA announcements and website advertisement.



Jersey Express Parks and Recreation

\$5,000 for the season



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Platinum Community Sponsorship Packages



Jersey Express PACK

\$5,000

Box lunch meal with sponsor logo on the box. Healthy concession items in the lunch pack, also include coupon from sponsor. Sponsor receive two (2) VIP season tickets, program ad, PA announcements and website advertisement.



Jersey Express CELEBRITY SOFTBALL TOURNAMENT

\$5,000

Become a sponsor of the annual celebrity softball tournament. Sponsor will host a softball luncheon, meet ABA/NBA basketball legends. Hosted by radio personalities. Event tickets, signage, logo on T-shirts, website, PA announcements, and advertisement in local media.



Jersey Express COUPON SPONSOR

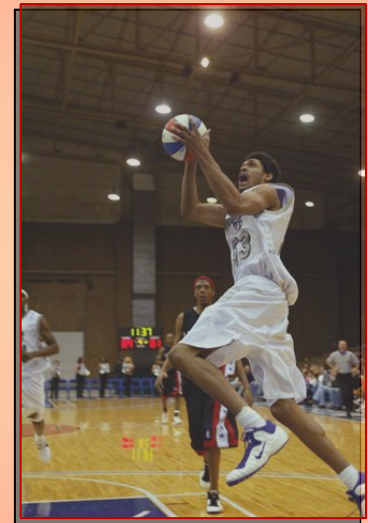
\$2,000

Sponsor coupons will be distributed to 20,000 fans over the course of the season. Two (2) VIP tickets, Two (2) courtside tickets to home opener, game day recognition via PA announcements and website advertisement.



Jersey Express YMCA

\$5,000 for the season



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**The Jersey Express
Thanks You For Your
Support!**



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