



BAYHAWKS PARTNERSHIP NEWSLETTER

NEWSLETTER 1 | JUNE 2016



NEWSLETTER WELCOME

Greetings Partners and thank you for reading our first ever BayHawks Partnership Newsletter! We're constantly seeking out new opportunities to develop a more connected BayHawks partner community and believe this quarterly piece will contribute to those efforts. In each edition we will share updates on the team and information on community activations. We'll also spotlight successes we hope will spark ideas of how you can better leverage your own partnerships to achieve your specific brand objectives. In future issues, we plan to include partner content highlighting opportunities and special offers available to all partners. Your feedback about our first issue is most welcome and will help us continually improve. Thank you for supporting our efforts to become the best Corporate Partnership team we can be.

- Matt Bresee, President

PARTNER SPOTLIGHTS

LECOM AND BAYHAWKS INTRODUCE SLEEVED JERSEYS

Lake Erie College of Osteopathic Medicine (LECOM) and the BayHawks introduced sleeved jerseys for the first time in the 2015-16 season. Featured for both home and away uniforms, the BayHawks were one of the first teams in the NBA Development League to transition to full sleeve jerseys. With the D-League serving as a place for innovation in game rules, player gear, and more, the BayHawks are showcasing the future of NBA uniforms. The sleeved jersey has already begun to take root in the NBA with the Cleveland Cavaliers, Golden State Warriors, and many others wearing them throughout the season.



LECOM HEALTH CHALLENGE ACTIVATIONS

With the LECOM Health Challenge golf tournament at Peek 'n Peak around the corner (July 5-10), the BayHawks in partnership with LECOM and the Chautauqua Regional Economic Development Corporation (CREDC) created a month long activation in March featuring interactive golfing activities during each home game. Aimed at getting fans excited about the upcoming golf season and the LECOM Health Challenge, the BayHawks featured the 'Chip Off Challenge', giving two fans a chance to compete for VIP tickets to the tournament. The fun continued with a golf simulator in the West End Lounge. Fans tested their accuracy with a closest to the pin contest on an interactive computer golf simulator.



PARTNER SPOTLIGHTS (CONTINUED)

COURTSIDE CLUB PRESENTED BY ERIEBANK



ERIEBANK continued its support of the BayHawks with the sponsorship of the BayHawks Courtside Club, the BayHawks premium membership program.

The sponsorship brought a revamped look to the Courtside Club with a new entrance, private path to courtside seats, and improved receptions, networking events and dinners throughout the season.



The new entrance featured separate access for Courtside Club Members and a private access point to the arena floor and courtside seating.

ERIEBANK and the BayHawks joined in an effort to support local businesses and business professionals with first class premium sports entertainment. Some of our most attended events included the first ever Celebrating Women Leaders Reception and the Owner's Opening Night Reception



SPECIALLY DESIGNED JERSEYS

The BayHawks partner with LECOM, the Siebenbuerger Club, and Erie County Department of Health

One of the unique elements of the NBA Development League is the ability to create individually designed jerseys on a game by game basis. The BayHawks, in partnership with LECOM, Siebenbuerger Club and the Erie County Department of Health, created 3 distinct jerseys to help raise a combined \$7,500 to benefit local and regional non-profit organizations. Through each jersey, a selected non-profit was recognized and was the beneficiary of the raised funds.

LECOM featured a 'Desert Storm'



uniform on Salute Our Troops Night to benefit the Pennsylvania Wounded Warriors. Additionally, The Siebenbuerger Club hosted our Autism Awareness uniform to benefit the Autism Society of NWPA.

To finish the season, the Erie County Department of Health sponsored our specialty heart logo jersey in benefit of Million Hearts and the American Heart Association.



Pictured: BayHawks Owner, Owen McCormick, Laura Luther of the Erie County Health Department and Jared Eller, VP of Ticket Sales

THE CRICKET TICKET



Cricket Wireless supported the BayHawks and the community by making a special discounted ticket possible for families in Erie.

The Cricket Ticket was created as an \$88 season ticket available for fans in search of a cost-effective way to experience 24 BayHawks games during the 2015-16 season.

HAPPI HALFTIME SHOW

The Happi Halftime Show brought fans unique halftime acts and performances from local youth groups to national performance acts. Halftime performances Dance Vibe and Parks Martial Arts to National acts including the high flying Air-

Elite Dunkers, Flying Frisbee Dogs, and XPOGO, our halftime acts were made possible by Happi.



COMMUNITY ENGAGEMENTS

BAYHAWKS COMMUNITY CARAVAN CONTINUES

A core mission of the BayHawks is to make a positive impact on the community in which we work and serve. The BayHawks Community Caravan has been a great way for surrounding communities to get access to players and coaches like never before. The BayHawks traveled to surrounding communities including **Sherman, NY, Ashtabula, OH and Meadville, PA**. Players, coaches and staff traveled to each town with an interactive BayHawks practice featuring shooting contests, dunk contests, and more, while giving fans a chance to compete against some of the D-League's top players.

The Community Caravan is unique way for local businesses to support outlying communities. If your company is interested in participating in 2016-17, contact Jared Eller for more information (jared.eller@nbaerie.com)

PROJECT: FIT

The BayHawks, in coordination with the NBA's Fit Program (nba.fit.com), are launching a season-long initiative to raise awareness and provide education for healthy living habits through in-game activations, basketball clinics,

and digital content shared on BayHawks channels.

LECOM Health and Erie County Department of Health will be the lead sponsors of the Fit Project, starting with a skills basketball clinic on June 24th. The basketball clinic is a free 1-day camp giving inner-city youth a chance to play and compete alongside BayHawks player Jordan Sibert. 🏀



NBA DEVELOPMENT LEAGUE NEWS AND TRENDS

D-LEAGUE GROWTH CONTINUES

The NBA Development League achieved another record season in attendance and viewership as the league expanded to 19 teams. The league featured nationally televised games on ESPNU and NBA TV throughout the season and the playoffs. Among 19 teams, the total fan attendance reached 1.3MM and eclipsed 1MM visitors for the 7th consecutive year.

- **1.3MM Total Visitors**
- **Combined 53 games on ESPNU and NBA TV**
- **Set records across social media**
 - Impressions (519 million, +29%)
 - Video views (79 million, +137%).

PEPSI AND VERIZON JOIN THE D-LEAGUE

Pepsi and Verizon joined a growing roster of corporate partners that includes Gatorade, Kaiser Permanente, and Samsung. With the league expanding to 22 teams in 2016-17, the future looks bright for the NBA Development League as an attractive outlet for activating national and international brands.

NBA ANNOUNCES JERSEY SPONSORSHIPS

The NBA announced, for the first time in league history, that jerseys will feature

sponsor logos beginning in 2016-17. Each NBA team will be permitted to represent a partner of their choice on the left shoulder of the players' jerseys. The NBA estimates that this addition may add up to \$100MM in revenue across the league. The Philadelphia 76ers became the first team to announce a jersey sponsorship when they inked a new deal with StubHub for a reported \$5MM per year.



FRANCHISE NEWS

DAVIS'S STORY GOES NATIONAL

BayHawks rookie starting forward, Alex Davis, was an unknown prospect and a pleasant surprise for Coach Peterson and the BayHawks coaching staff in 2015-16. Davis, an undrafted prospect in the D-League was added to the BayHawks roster as free agent through open tryouts.

The surprise was not just through his exceptional play on the court, but his path to reach the professional ranks.



Stack Media (stack.com), a nationally recognized media publication, featured Alex's story and his unlikely journey from Walmart employee to D-League starter. The full story and video can be found at eriebayhawks.com.

BAYHAWKS SIXTH IN ATTENDANCE

The BayHawks had another outstanding year in terms of attendance by eclipsing over 3200 fans per game and bringing in the 6th most fans per game from across the NBA Development League.

As shared previously in the newsletter, the NBA Development League brought in just over 1.3MM visitors through pre-season, regular season, playoffs and the D-League Showcase.

ADVANCED SCHEDULE RELEASED

The NBA Development released an advanced schedule for the 2016-17 season with the first eight (8) home dates. The D-League will begin a week earlier this year with BayHawks Opening Night set for November 12, 2016 and the final home game on April 1, 2017. With BayHawks games being a great way to entertain employees and clients, the dates are now available to book your next company outing or party. Contact Jared Eller (jared.eller@nbaerie.com) for more information or visit eriebayhawks.com/groups



AVAILABLE GROUP DATES

- | | |
|------------------------------|-----------------------------|
| Saturday, November 12 | Saturday, February 4 |
| Saturday, December 3 | Saturday, March 11 |
| Saturday, January 7 | Saturday, March 25 |
| Friday, January 27 | Saturday, April 1 |

*Full schedule to be announced in August
For more information visit: eriebayhawks.com/groups*

BAYHAWKS CALENDAR

The BayHawks have an action packed spring and summer ahead; events lead off with the Summer Fit Clinic featuring BayHawks starting guard, Jordan Sibert. In addition, the BayHawks will also be present at a full schedule of community events including the LECOM Health Challenge and BayHawks Member Events throughout the summer. Take a look at a few of the marquee dates through August. For additional information, check out ErieBayHawks.com and follow the BayHawks on Facebook, Twitter, and Instagram.

JUNE

- | | |
|--|----------------|
| BayHawks at the Seawolves (Members Only) | June 9 |
| NBA Draft | June 23 |
| BayHawks Summer Fit Clinic | June 24 |
| Presented by the Erie County Department of Health | |

JULY

- | | |
|---|--------------------|
| LECOM Health Challenge | July 3 - 10 |
| BayHawks at the Zoo (Members Only) | July 13 |
| NBA Summer League | |
| Utah | July 4-7 |
| Orlando | July 2-8 |
| Vegas | July 8-18 |