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**2023-2024 START OF SEASON  
FAN ENGAGEMENT CAMPAIGN**

**7.26.23**



# WE'RE EXCITED FOR THE OPPORTUNITY TO PARTNER!

On behalf of Jack Morton Worldwide, thank you for the opportunity to provide this response to your Start of Season Fan Engagement Campaign RFP. We are excited to share our creative concepts and strategic thinking with you.

At Jack, we exist to help our clients deliver the proof behind their brand purpose through extraordinary experiences. We are incredibly inspired by the prospect of working with the NBA, the world's most innovative, progressive, and captivating league. We share in our values of equality, respect, and inclusion and weave those commitments into everything we do.

The following presentation details our response to your very thoughtful RFP. As you review, we would like to share three (3) key points that we think best exemplify our value proposition as an agency partner for the NBA:

**1. We live at the intersection of expertise in culturally forward marketing, sponsorship, and innovation.** Through our specialty practices, Vivi, Jack 39, and Jack X, we are uniquely qualified to strategize and deliver against ideas that are rooted in your fan insights, pressured tested through the lens of brand partnership, and propelled through innovative technologies and tactics.

**2. We specialize in executing with excellence on world stages for our iconic, global brand clients.** We are experienced and proven in bringing extraordinary experiences to life at the Olympics, the World Cup, even the Royal Wedding. As culture mavens, we thrive under pressure and fearlessly take on brands' biggest challenges.

**3. We are ready at your go!** Through our deep bench and 1Jack network we're able to operate nimbly at scale and are prepared to hit the ground running.

Thank you again for your consideration of Jack Morton and we look forward to the opportunity to further discuss how we can build extraordinary work together.

Regards,

Craig Millon & Shelley Elkins  
Global Co-President & Global Chief Creative Officer

Handwritten signatures of Craig Millon and Shelley Elkins in white ink.



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# THE FOUNDATION THE FOUNDATION THE FOUNDATION





## You've Got Momentum

Tip-Off and the first-ever In-Season Tournament are on the horizon after a momentous 2023 season.

And we know there's **an Early Season Challenge** for viewership and building excitement for the IST.

But with challenge comes...

## FRESH OPPORTUNITY:

To excite and reignite your hoop heads and establish a deeper connection with your casual enthusiasts with a must-see Tip-Off moment and tournament "firsts" that they can't miss because there will never be a first In-Season Tournament again.





# TO QUICKLY ENGAGE OUR **CORE FANS...**

**He is...** a dedicated NBA fan with a strong love for the league. He's all about focusing on the fundamentals: players, athleticism, and the game. Basketball drives his media consumption.

**Why he loves the NBA:** The love comes from early memories of playing the game and being ingrained in basketball culture. They love the strong ties of the game, players, athleticism, and culture.

**First Memory of the NBA:** Family ties and being a basketball player

**Things he wants to see:** More access to players and games

## FOR OUR CORE FAN, THE NBA IS:

- A cultural connection
- About representation
- A part of the community
- Tradition
- Nostalgic



“

*I was born and raised in Brooklyn, NY, and the #1 outdoor activity and hangout spot while growing up was the [basketball] playground. It was only natural I would become a basketball and NBA fan.*”

Source: Jack conducted audience survey to core fan demographic, GWI audience intelligence data on core fans (watching NBA, following NBA teams, Interested in the NBA, NBA League Pass subscribers).



# ... AND SPARK INTEREST AMONG **CASUAL FANS.**

## **CORE FAN, LIGHT VIEWER** / HISPANIC AUDIENCE

### **WHAT THEY WANT FROM THE NBA:**

More inclusivity/experiences for at-home watchers who can't afford games.

### **REASONS TO TUNE IN TO TIP-OFF & IST:**

Celebrities, something hype like Super Bowl halftime performance. Watching with friends/family.

## **CASUAL FAN, HEAVY VIEWER** / WHITE MALES

### **WHAT THEY WANT FROM THE NBA:**

More team culture, less superstar stories.

### **REASONS TO TUNE IN TO TIP-OFF & IST:**

The competitive aspect of single elimination games like the NFL.

## **CASUAL FAN, LIGHT VIEWER** / YOUNG WOMEN

### **WHAT THEY WANT FROM THE NBA:**

Players to be more connected to fans on & off court and more female representation.

### **REASONS TO TUNE IN TO TIP-OFF & IST:**

More engaging social experience, the "celebrealities" drama, and more experiences for those watching at home.



Source: Jack conducted audience survey to core fan demographic, GWI audience intelligence data on core fans (watching NBA, following NBA teams, Interested in the NBA, NBA League Pass subscribers); Sports Illustrated, "Why I Love My Team"



# GETTING IN THEIR FEEDS TO SPARK **TUNE-IN INTEREST**

**CREATING MOMENTS THAT  
KEEP OUR FANS AT THE  
CENTER, REACHING THEM  
WHEREVER THEY ARE WITH  
ENGAGING CONTENT THAT  
DRIVES TUNE-IN FOR TIP-OFF  
AND THE IN-SEASON  
TOURNAMENT.**

## **IRL MOMENTS THAT EARN MEDIA**





# BY CONNECTING WITH THEIR **HEAD AND HEART**

## **BRAND TRUTH**

The NBA strives to inspire and connect people everywhere through the power of basketball.

## **AUDIENCE TRUTH**

Fans are inspired by players' love for the game, their on-court intensity, and their personal stories.

## **NBA SEASON TRUTH**

There's something for everyone from those that live and breathe the NBA lifestyle to those that are drawn by the kicks and the style.

**NBA TIP-OFF AND THE IN-SEASON TOURNAMENT IGNITE THE MAGIC BETWEEN ON-COURT ACTION AND THE OFF-COURT STYLE THAT FANS LOVE. THE NBA PLAYOFFS ARE ABOUT WHAT HAPPENS ON THE COURT, AND ALL-STAR WEEKEND IS A CELEBRATION OF HOOPS CULTURE. TIP-OFF AND THE IST UNIQUELY BRING BOTH TOGETHER AND ALLOW THE NBA TO TAP INTO...**



# ONE-OF-A-KIND **NBA FEELS.**

NBA FANS ARE UNLIKE ANY OTHERS. THEY WATCH. THEY FOLLOW. THEY ADMIRE THE LEGENDS AND HYPE THE RISING STARS. THEY ANTICIPATE THE MERCH DROPS AND KEEP UP WITH THE CULTURE. UNLIKE OTHER SPORTS, IT'S NOT JUST ABOUT THE SCORE OF THE GAME. IT'S ABOUT THE FEELS.

THE FEELS INSPIRED BY YOUR FAMILY TIES TO A TEAM, THE FEELS OF WATCHING YOUR FAVORITE PLAYERS ON AND OFF THE COURT, THE FEELS FOR THE LOVE OF THE GAME, THE FEELS OF BASKETBALL BEING A PART OF YOUR IDENTITY AND YOU BEING A PART OF ITS COMMUNITY.

IN MOMENTS WHEN MOST SPORTS ARE IN ACTION, IT'S THE FEELS THAT INFLUENCE WHAT YOU WATCH AND WHAT THAT SAYS ABOUT YOU.

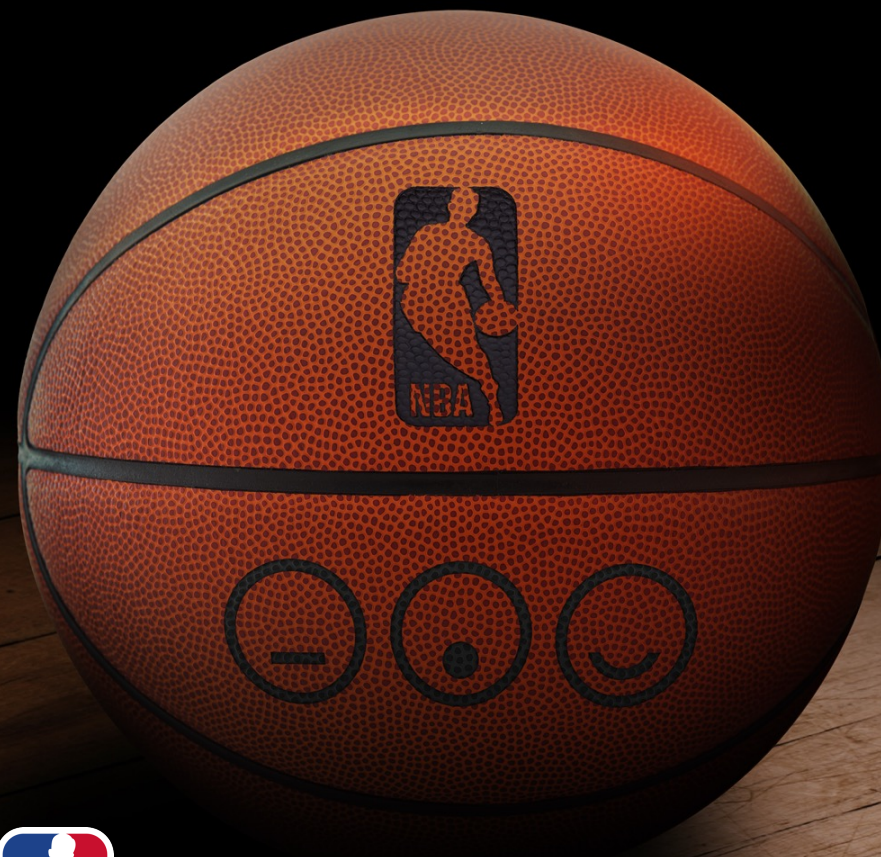


THE IDEAS  
THE IDEAS  
THE IDEAS





# 1



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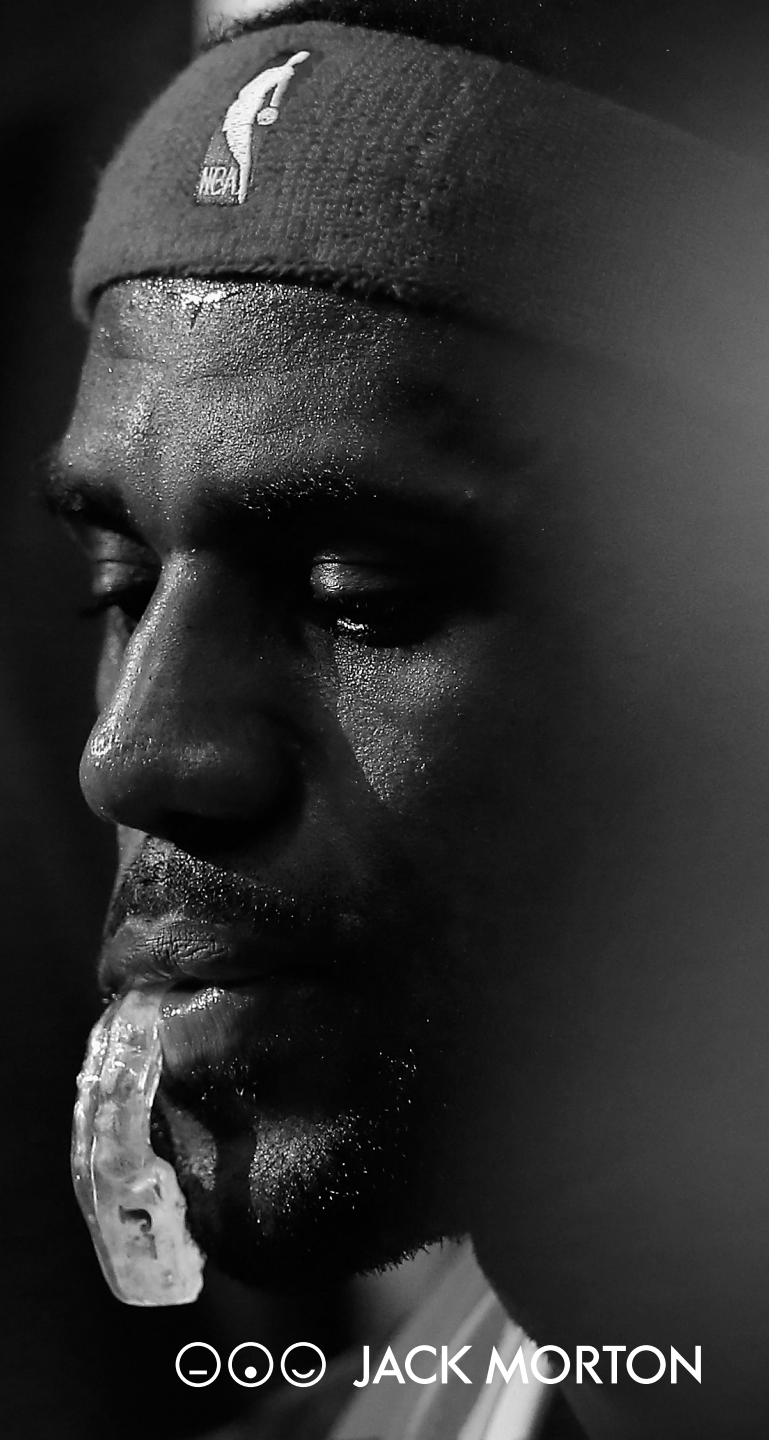


# INSIGHT INSIGHT INSIGHT

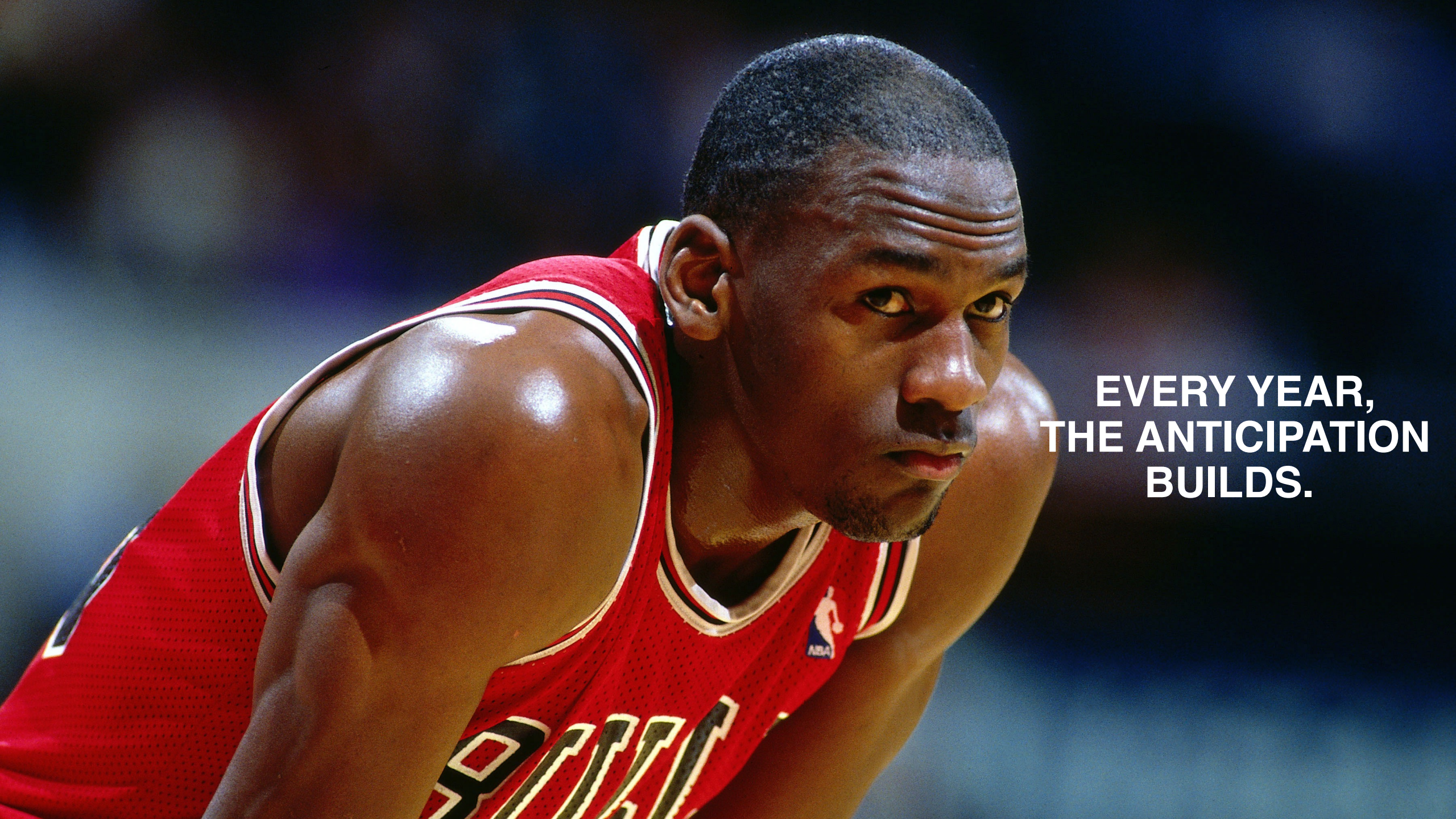
Loving the NBA isn't just about witnessing greatness. It's about being a part of greatness, even for a fleeting moment.



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**EVERY YEAR,  
THE ANTICIPATION  
BUILDS.**

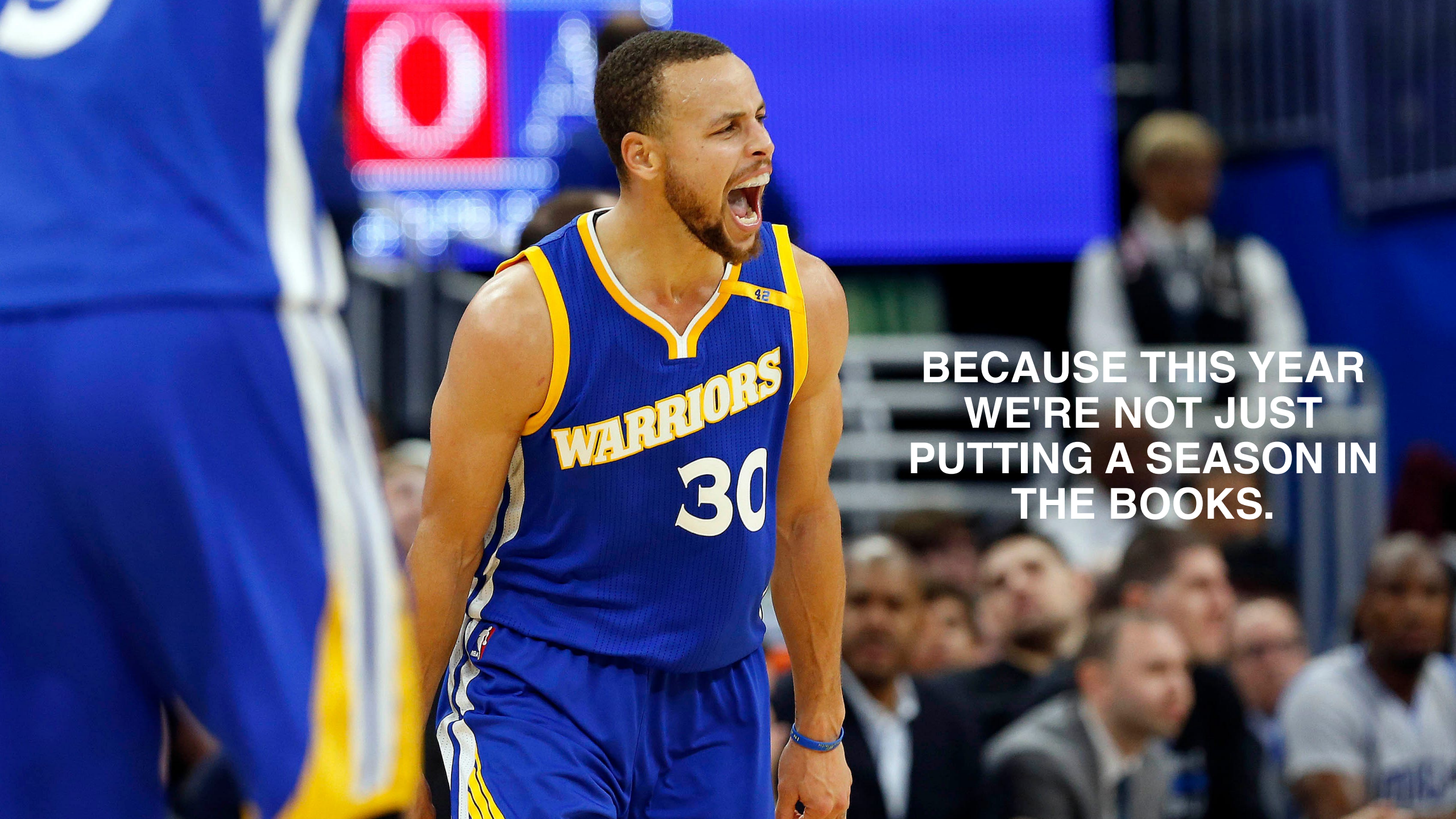


A dynamic action shot from an NBA Finals game. In the center, a player in a white Miami Heat jersey is jumping high to shoot the ball. He is being defended by a player in a blue Denver Nuggets jersey. To the left, another player in a white Heat jersey with the number 1 (Dwyane Wade) is visible. Further left, a player in a blue Nuggets jersey with the number 41 (Andrei Kirilenko) is also in the frame. The background is filled with a large, cheering crowd. The basketball hoop and backboard are visible at the top left. The court floor is highly reflective, showing the players and the crowd. The text "BUT THIS YEAR FEELS DIFFERENT." is overlaid in white, bold, sans-serif font in the upper right quadrant. The text "HEIGHTENED." is overlaid in the same font in the lower right quadrant. Various logos are visible on the court, including "SPALDING", "NBA.COM", "The Finals", and "BACARDI" on the backboard.

**BUT THIS YEAR  
FEELS DIFFERENT.**

**HEIGHTENED.**





**BECAUSE THIS YEAR  
WE'RE NOT JUST  
PUTTING A SEASON IN  
THE BOOKS.**



**WE'RE REWRITING  
THE BOOK.**





A low-angle shot of Luka Dončić, a professional basketball player, wearing a dark blue Dallas Mavericks jersey with the number 77. He is pointing his right index finger directly at the camera. The background shows a basketball arena with bright lights and various advertisements on the scoreboard and walls. The text "THIS IS THE BEGINNING OF THE FUTURE OF THE NBA." is overlaid in white, bold, sans-serif font on the right side of the image.

**THIS IS THE BEGINNING OF  
THE FUTURE OF THE NBA.**





**THIS IS WHERE...**





# LEGENDS RISE

PLAYOFFS





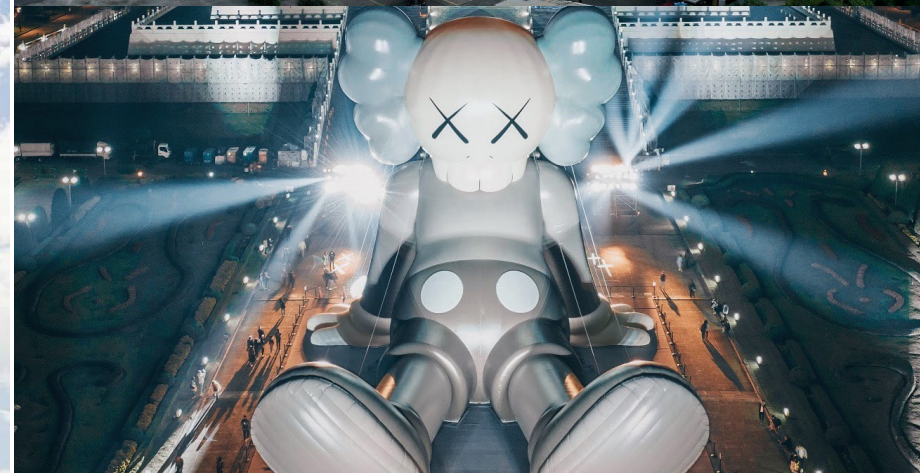
**LEGENDS RISE:**

# WHERE LARGER-THAN-LIFE COMES TO LIFE.

In the weeks leading up to tip-off, in your top key markets, colossal figures are rising from the grounds, towering over fans and bringing a message to everyone: the NBA is back.

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**TIP-OFF BUZZ BUILDING**

# FIRST UP, THE CHAMPS.

The week before tip-off, under the cover of night, a humongous Jokic gets his footing outside Ball Arena. Denverites wake up to find the reigning champ and Finals MVP ready to defend his turf — and title.

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**TIP-OFF BUZZ BUILDING**

# NEXT, THE CHALLENGERS.

Oh no, Denver isn't the only city getting some XL love. Because this season, new legends will rise – which is why Chicago is up next with DeMar DeRozan outside the United Center, leaving fans to wonder, which city is next?

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**BUZZ BUILDING TO AND THROUGH IST**

# BIG UPS IN THE BIG APPLE.

A few days later, that question is answered, when a massive Julius Randle guards Time Square, sending NBA Twitter into a tizzy over whether it should have been Jalen Brunson.

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**BUZZ BUILDING TO AND THROUGH IST**

# L.A.ST BUT NOT LEAST.

If you thought NYC was a spectacle, just wait until L.A. hits, when not a Clipper, but a Laker pops up. And, it's not LeBron or AD, but undrafted budding star Austin Reaves who closes out the stunt outside the Crypto.com Arena.



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# BUZZ BUILDING TO AND THROUGH IST ILLUMINATING THE TOURNAMENT.

Lights up to illuminate the sky and the statue to kick off the NBA Tip-Off and IST tournament. When the IST tournament happens **every Tuesday and Friday**, we have a 24-second light show around the sculpture to signal that the IST games are starting.





## FAN ENGAGEMENT

# SELFIES WITH A STAR.

QR codes at the base of each statue trigger location-based AR Instagram & Snapchat filters that make it look like you stopped them on the street for a quick pic.

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**OVERTIME INTERACTION**

# AR-POWERED EPIC MOVES.

In a key market, we can bring these awe-inspiring figures to life with AR. You've seen your favorite player dunk, spin, and drive, but you've never seen them dunking on skyscrapers and turning entire city boulevards into the lane – until now.

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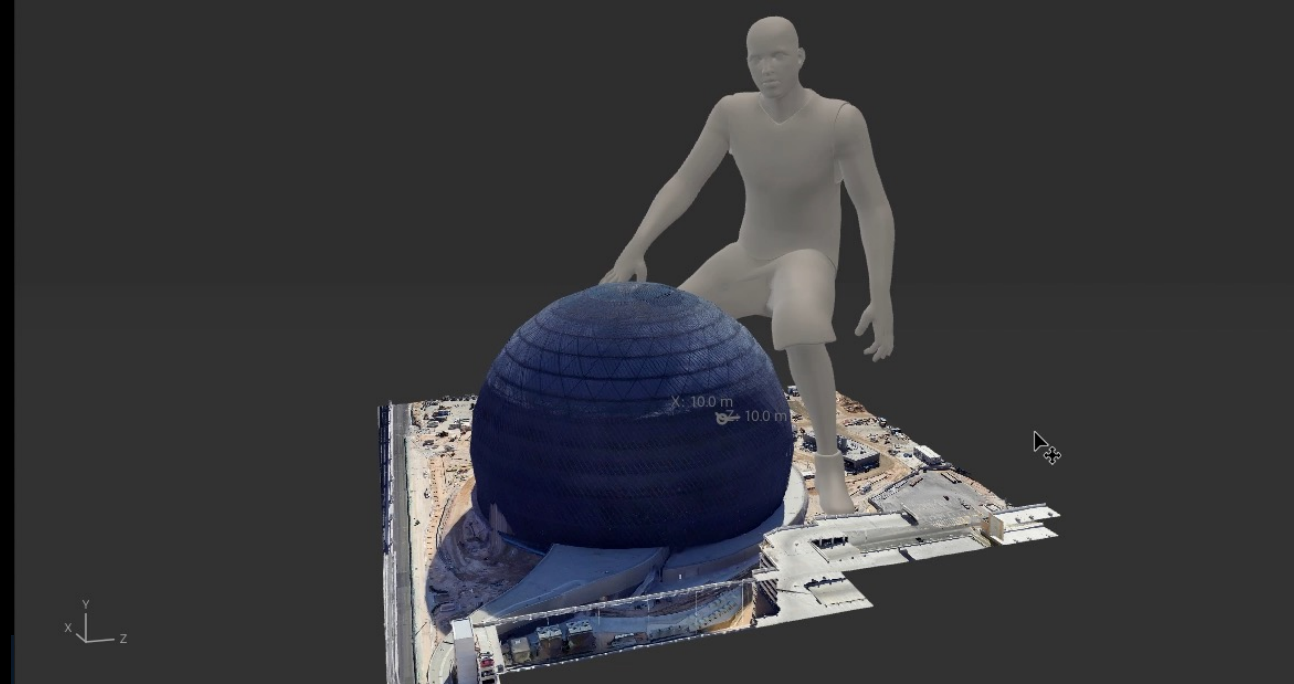


IST FINALS

# HISTORY MADE: FIRST IST LEGEND RISES (FINAL GAME)

Just when the world thinks the game is over and the legends have risen, we surprise them with the MVP of the winning team of the IST tournament rising in Vegas as the first-ever IST Legend in history in AR.

🕒🕒🕒 JACK MORTON





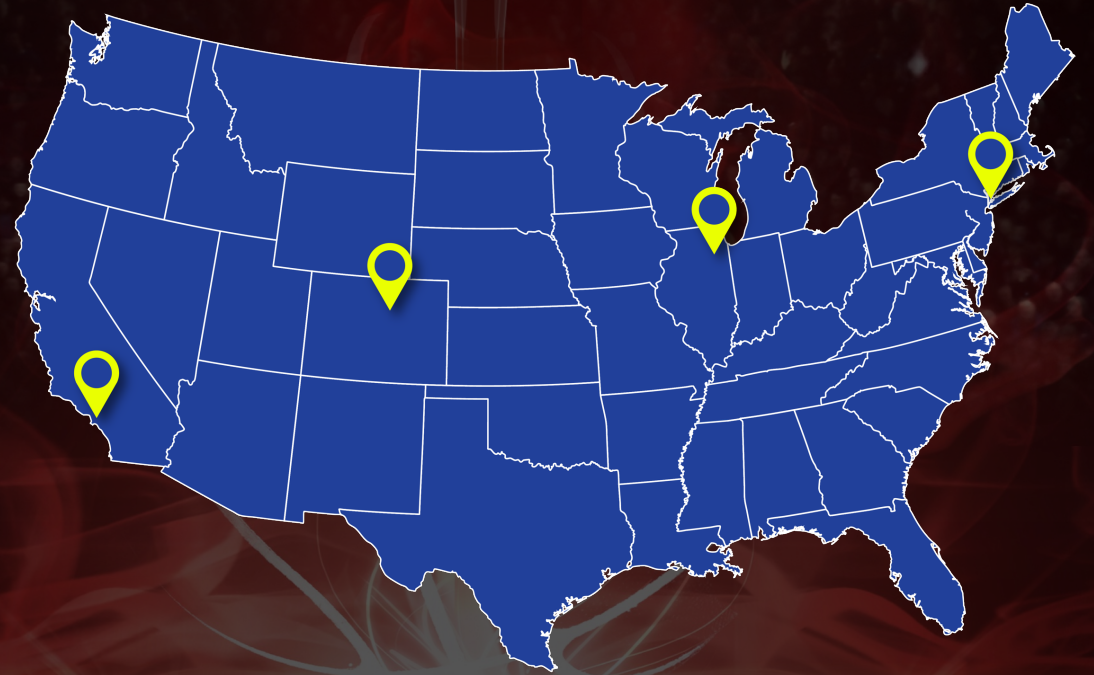
## CONCEPT 1: LEGENDS RISE

# MARKET RATIONALE

Market Rationale: Denver, Chicago, LA, NYC

Denver: It's only right we kick things off in Denver with the reigning champs.

CHI, NY and LA: These are top viewership markets, homes to a diverse fan base of core & casual fans and cover both coasts and the Midwest.



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Sources: Morning Consult Data for NBA teams, 2020; BCW, 2023 Ranking of Sports Cities; GWI audience intelligence data on casual fan base



THE BUZZ

PRESS COVERAGE LIKE...

COMPLEX

MUSICSTYLEPOPCULTURESPORTSLIFESNEAKERSSHOWS

TRENDING: NFLSTEPH CURRYLEBRON JAMESKEVIN DURANT

These giant NBA figures are taking over for tip-off. Will your city be next?

BY COMPLEX SPORTS



NBA DRAFTROUND 1

Pick #1 V. Wembanyama C - France

Pick #2 B. Miller SF - Alabama

Pick #3 S. Henderson PG - USA

Pick #4 A. Thompson PG - Overtime Elite

Pick #5 A. Thompson SG - Overtime Elite

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The Basketball Tournament

IN-SEASON TOURNAMENT

These giant NBA figures are bringing a message: this Tournament is going to be BIG.

10h • Tim Bontemps

The Verge / Tech / Reviews

These NBA statues turn entire cities into one giant basketball court

ELIZABETH LOPATTO JUL 21

IT WAS VERY INFORMATIVE'

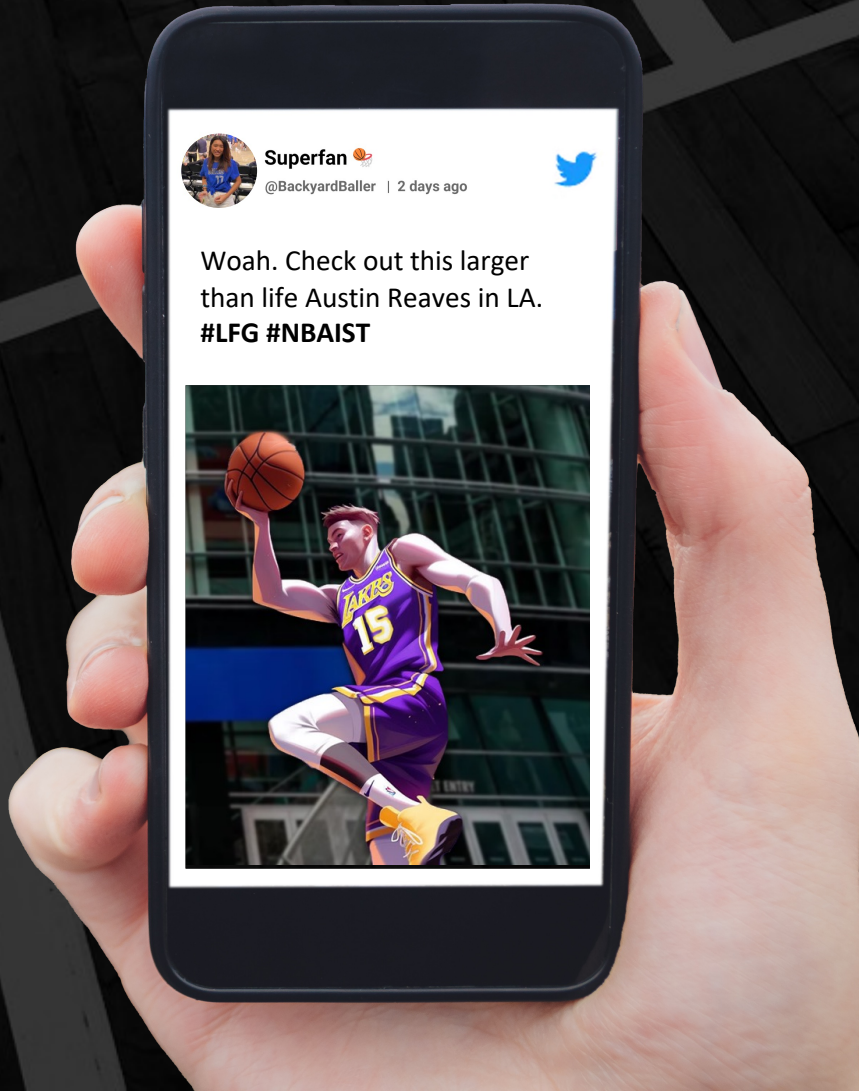
hology that could change NBA shooting forever

NEW AT THE DREW



SOCIAL

# WHAT FANS ARE SAYING



Tammy Henault • 2nd  
Chief Marketing Officer @ NBA  
1w •

+ Follow ...

NBA giants are popping up across America. I wonder what city will be next...



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CONTENT EXTENSIONS

CONTENT



NBA

@NBA | 2 days ago



Each statue has a code for you to activate a location-based AR photo filter for shareable moments on social! #IST #NBA

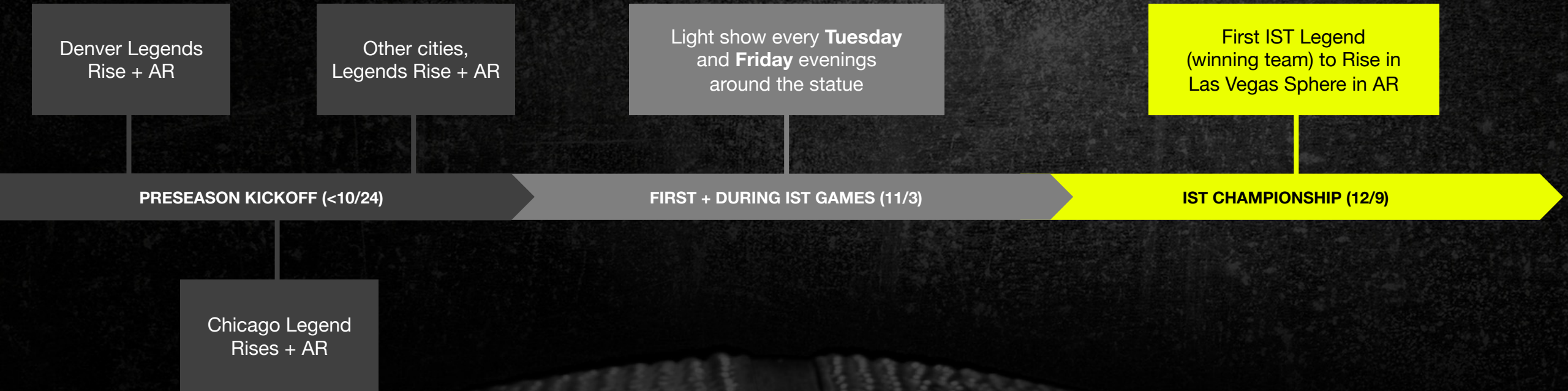






# CREATIVE CONCEPT: LEGENDS RISE

## TIMELINE







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# INSIGHT INSIGHT INSIGHT

The tournament isn't just a new format. It's a way to experience those first-time feels, all over again.



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**THIS SEASON ISN'T LIKE  
ANY THAT CAME BEFORE.  
AND ANY THAT COME  
AFTER.**





**BECAUSE, WHILE THERE  
MIGHT BE REPEATS, OR  
EVEN THREE-PEATS, THERE  
WILL NEVER BE ANOTHER  
MOMENT LIKE THIS.**







**THE FIRST-EVER  
IN-SEASON TOURNAMENT  
AND TOURNAMENT MVP.**





THE FIRST-EVER NBA CUP,  
RAISED FOR THE FIRST TIME.



**THIS IS A SEASON OF FIRSTS.  
SO, WE THINK IT'S THE  
PERFECT TIME.**





A large crowd of fans at a sports event, likely a basketball game. Many fans are wearing blue and orange New York Knicks gear, including hats and jerseys. The crowd is dense, and many fans are looking intently at the court, with some having their mouths open in anticipation. The lighting is bright, typical of a large indoor arena.


**TO MOVE THE GAME FORWARD  
BY RECONNECTING FANS WITH  
THOSE FIRST-TIME FEELS.**



TO SPARK PASSION FOR  
THE TOURNAMENT.  
AND REIGNITE EVERYONE'S  
LOVE OF THE GAME.





A photograph of Larry O'Brien, former NBA Commissioner, celebrating at a Brooklyn Nets game. He is wearing a white Brooklyn Nets jersey with a red turtleneck underneath and a silver watch on his left wrist. He has his arms raised in the air, making the 'rock on' hand gesture with both hands. He is wearing glasses and has a joyful expression. In the foreground, two fans are visible: an older Black man on the left wearing a colorful patterned shirt, and a woman on the right wearing a Brooklyn Nets jersey. The background shows a large arena with bright lights and a scoreboard displaying '#1' and '4:00'.

**THIS IS FOR THE FANS,  
FOR YOU, FOR ALL TIME.  
BECAUSE...**



FIRST  
IS  
FOREVER







**FIRST IS FOREVER:**

# YOU NEVER FORGET YOUR FIRST GAME.

Or your first hero. The first jersey you wore.  
Or if you are lucky, your first championship.

From Tip-Off to the Tournament, this  
season of firsts is a moment to bring fans back  
to when they first fell in love with the game.  
Beginning, with the first action in every game.

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## TIP-OFF BUZZ BUILDING

# THE FIRST FAN VS. PRO TIP-OFF.

The tip-off is the first iconic moment of every game, and winning that challenge ignites momentum.

While we've all seen tip-offs, nobody's ever seen one like this. Because nobody's ever made a tip-off challenge machine before – let alone had the chance to face off vs an NBA legend.

But that's exactly the memory we'll create for fans, young and old. The tip-off challenge kicks off at high-profile locations in key markets, the week before Oct. 24, where average fans would face NBA legends (kids get a little help, of course). And watch as Tip-Off becomes the new Pop-A-Shot.



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## TIP-OFF LEADERBOARD

	1. RICHARD SHIDELER	65.1	
	2. SHELLEY ELKINS	60.4	▲
	3. BONNIE SMITH	60.1	
	4. ASHLEY BRANTMAN	57.2	▲
	T5. JESSICA FISHER	51.3	
	T5. MARISSA LINDSTROM	51.3	▼

**BUZZ BUILDING DURING IST**

# FIRST-PLACE BRAGGING RIGHTS.

The NBA team that wins the opening tip wins the game 52.5% of the time (even more for the home team). But which fanbase would win? We'll find out during the IST.

We'd bring the tip-off challenge to key markets, pitting rival fanbases against one another, to see which fans have the best hops, and would win a real NBA tip off.

The leaderboard tracks each fan's – and fanbases' – results – creating opportunities for prizing, content, and of course, some friendly trash talk.

It might even spark a Tip-Off TikTok challenge.



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## COMMUNITY BUILDING

# A FEEL-GOOD FIRST.

As a possible charitable extension, we could work with NBA Cares to ensure local communities get the VIP treatment at our tip-off activations.

We could even donate \$1 for each in-market tip-off to a local youth charity.

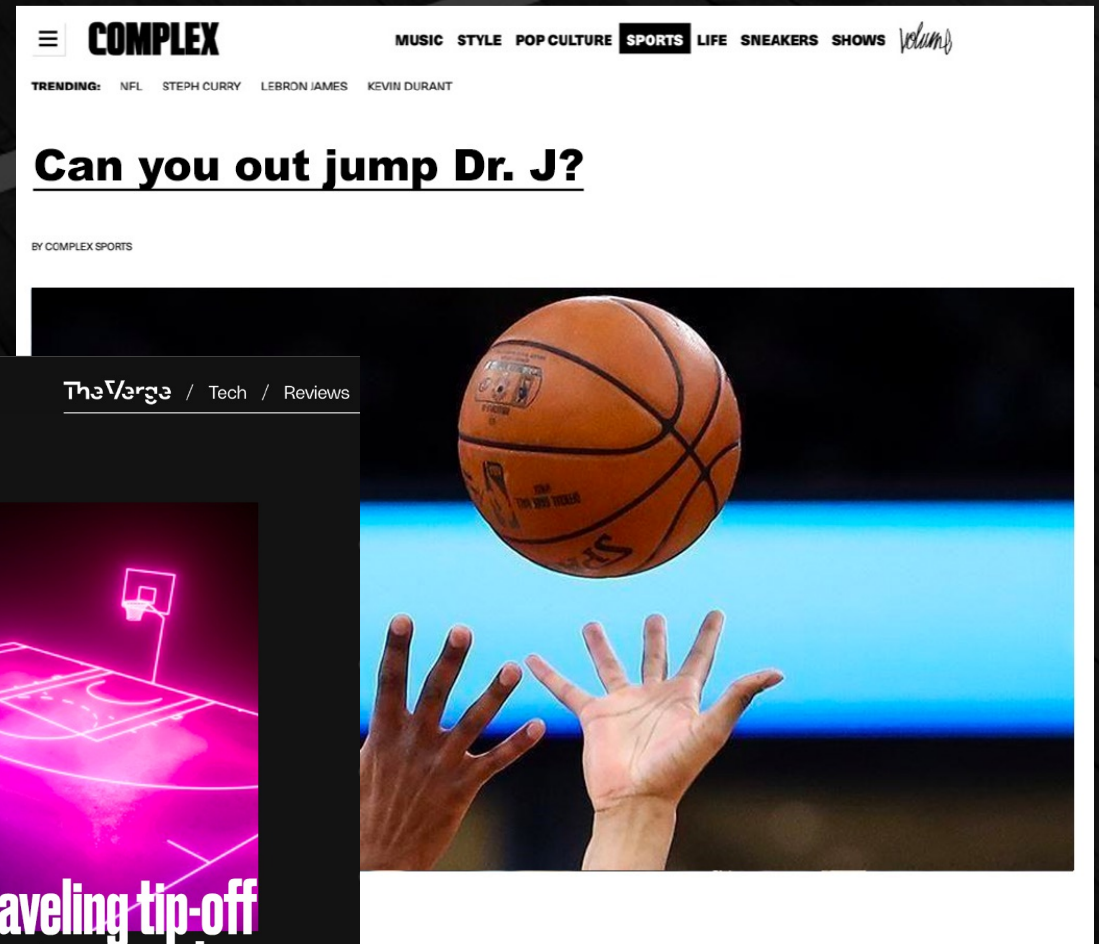
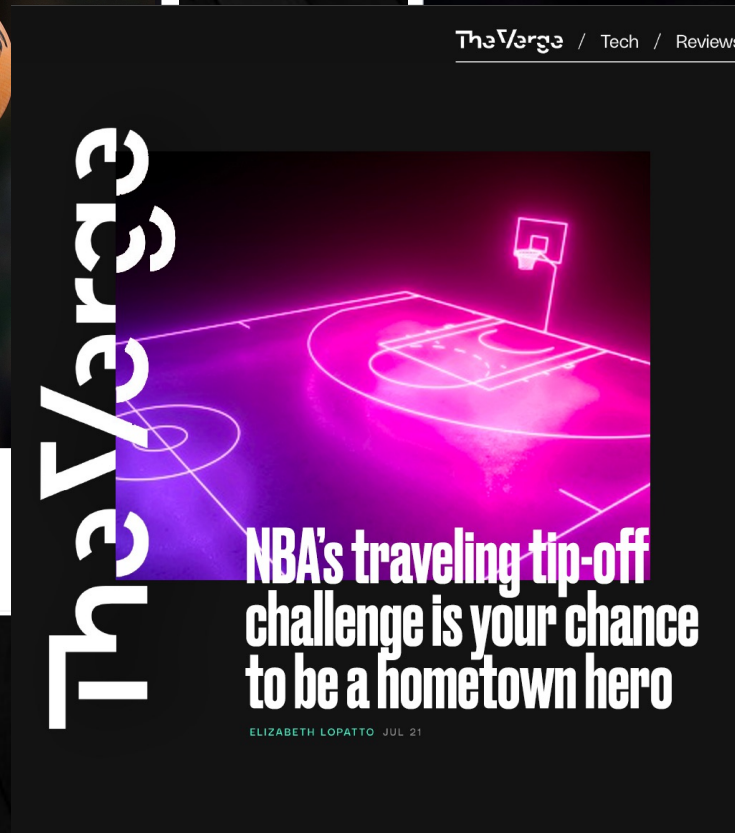
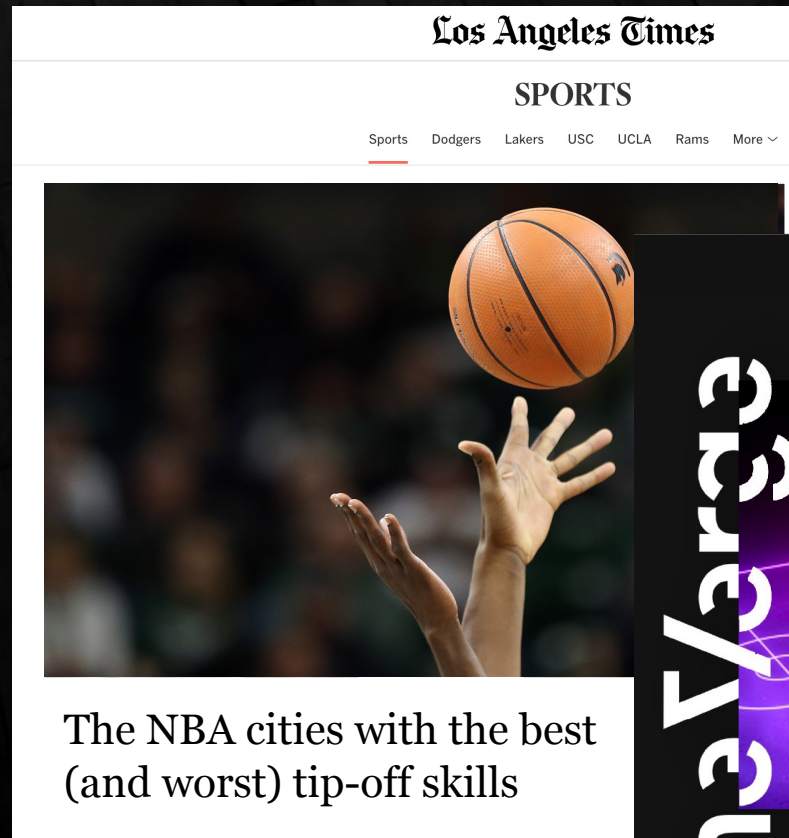


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## THE BUZZ

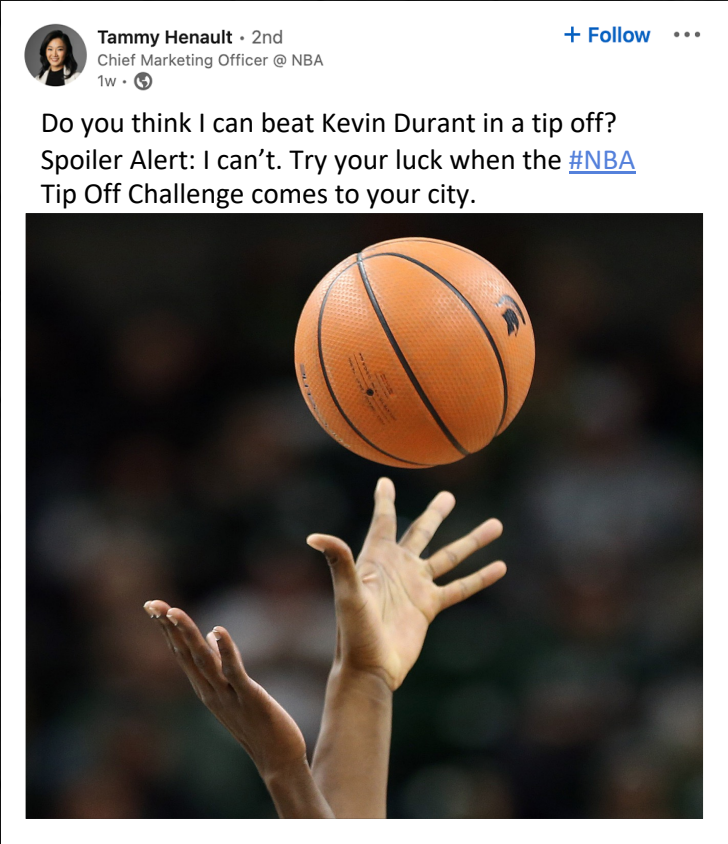
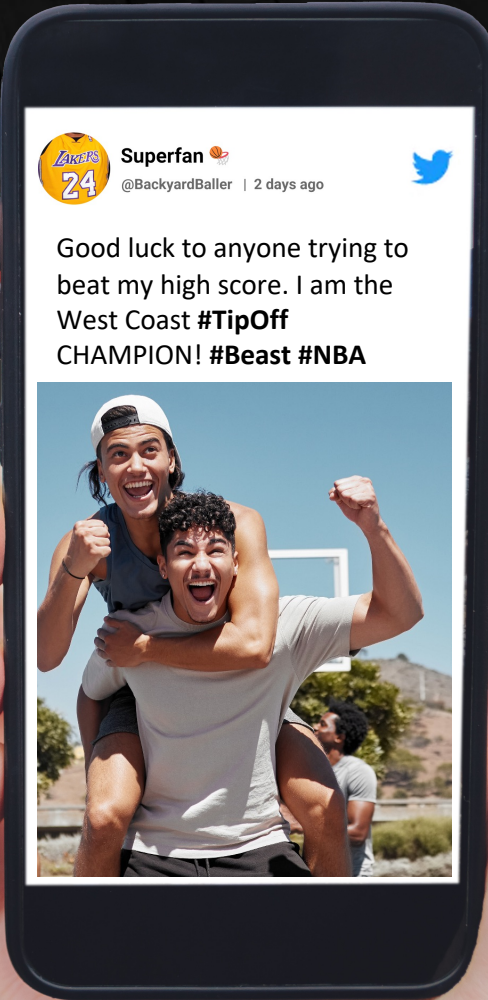
# PRESS COVERAGE LIKE...





SOCIAL

WHAT FANS ARE SAYING







IST FINALS

# THE FIRST ROW, FOR FIRST-TIMERS.

During the IST Finals, we're reserving the first row for fans. Not A-list celebs, not bigwigs, but true blue NBA fans – who've never been to a game before.

Tune into the first round of the IST for the first chance to win a seat in our special section at the IST finals. We'll ask a question and reward first-time fans who respond on social, with first-row seats.



NBA ✓

20.7M...



Who scored the most pts in an NBA finals game?



**@marshmallaw467**

Elgin Baylor dropped 61!



**@NBA**

Congrats! You just booked a courtside seat to the IST finals.





## PARTNER EXTENSION

# FIRST-EDITION MERCH FOR THE FIRST-EVER IST.

Whether in clothing or collectibles, there can only be one first edition. So, this one-time only exclusive IST merch will only be available via in-broadcast QR codes and commemorate the first IST (and other significant firsts throughout the history of the NBA).

We could partner with existing brands or partners, or someone like Off-White to create the one-of-a-kind merch.







## CONTENT

# FIRSTS WITH THE GREATS.

A content series – that can be shared on NBA-owned digital channels – that takes us inside the minds and memories of NBA legends NBA first-time feels.

We'd hear from Ray Allen about his first practice. Shaq about his first team trip. Kareem about his first-game jitters.

These casual, conversational, bite-sized videos with legends would be published, leading into that legend's team's IST appearance, to drive tune-in.



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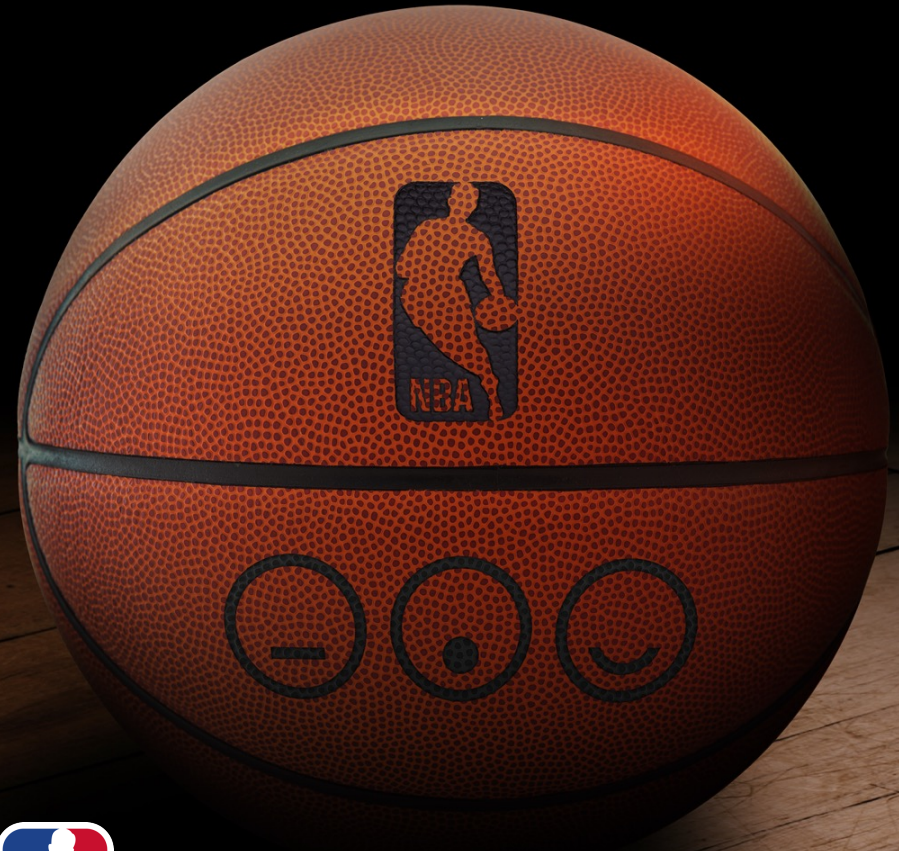


CONCEPT 2: FIRST IS FOREVER

TIMELINE









# INSIGHT INSIGHT INSIGHT



Tunnel fashion—the fits that players wear as they walk to the locker room—is the new runway.




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**THIS ISN'T JUST A GAME.  
IT'S A GROUND SHIFT.**



A photograph featuring two men in formal attire. The man on the right is the primary focus; he has a beard, wears dark sunglasses, and large black headphones. He is dressed in a light grey suit jacket over a matching vest and a white shirt with a grey tie. A white pocket square is visible in his jacket. The man on the left is partially visible, also in a suit and sunglasses. The background is blurred, suggesting an indoor setting with other people. Overlaid on the image is white, bold, sans-serif text.

**THIS IS WHERE  
SPORTS, MUSIC, AND  
FASHION CONVERGE  
AND EMERGE,  
FOREVER CHANGED.**





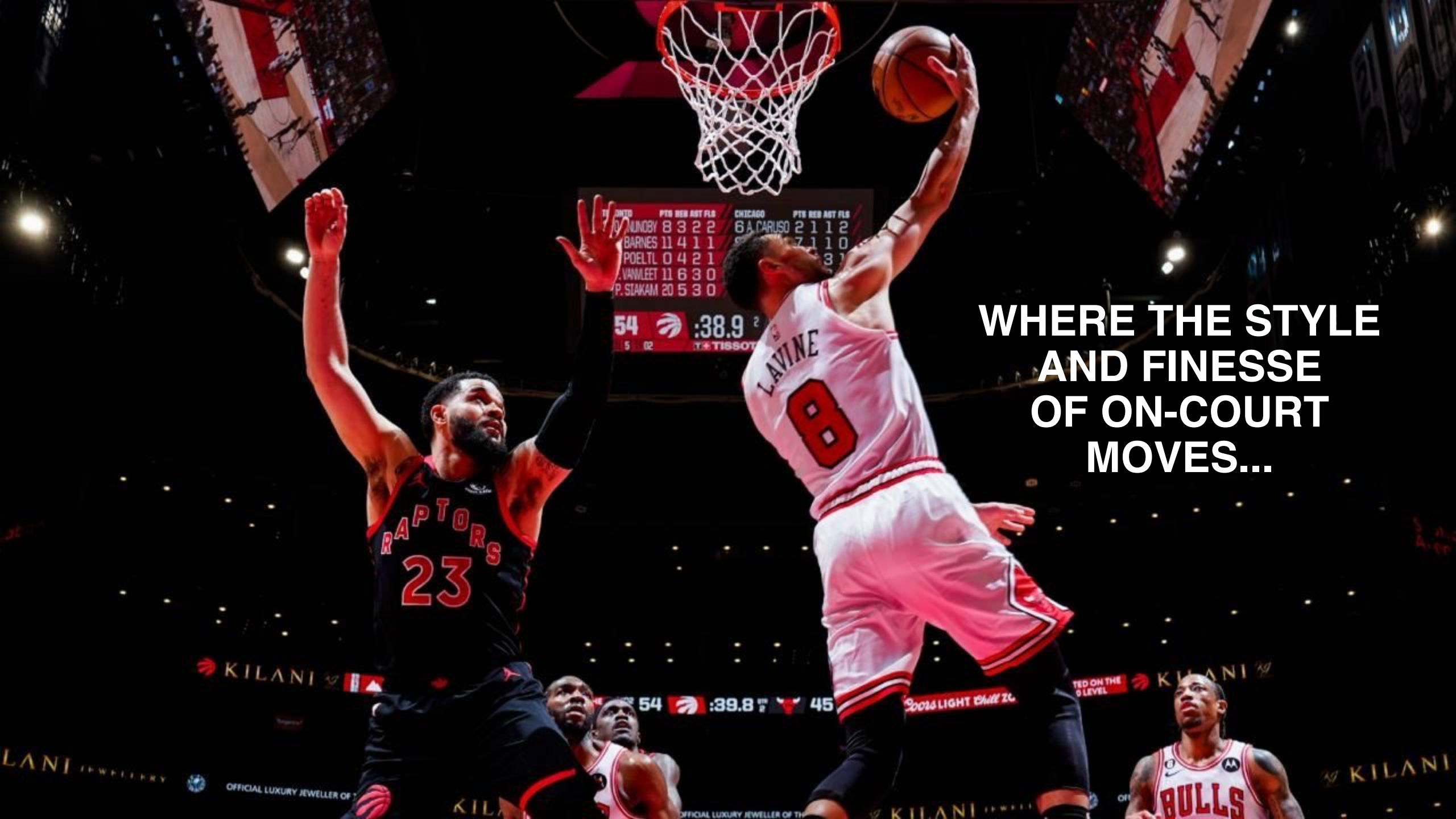
THIS IS  
CULTURE.



A man wearing a black, puffy, one-piece protective suit and large headphones stands in the center of a dark, industrial tunnel. He is looking directly at the camera. In the background, a train with the number 1354 is visible, its headlights on. The tunnel is dimly lit with overhead industrial lights. The overall atmosphere is mysterious and futuristic.

**WHERE THE TUNNEL BECOMES  
THE NEW RUNWAY.**





WHERE THE STYLE  
AND FINESSE  
OF ON-COURT  
MOVES...

PTS	REB	AST	FLS	CHICAGO	PTS	REB	AST	FLS			
NUNOBY	8	3	2	2	6	A	CARLISO	2	1	1	2
BARNES	11	4	1	1	8			7	1	1	0
POELTL	0	4	2	1							3
VANLEET	11	6	3	0							
P. STAKAM	20	5	3	0							

54 :38.9 2  
5 02 TISSOT

54 :39.8 45



A man with short dark hair, wearing black sunglasses, a white button-down shirt, and a grey textured trench coat, walks towards the camera. He has a tattoo on his left chest and is wearing multiple gold chains, including one with a peace symbol. The background is a blurred outdoor setting with trees, a crowd of people, and orange traffic cones, suggesting a public event or race. The text "INSPIRE HOW WE MOVE THROUGH THE WORLD." is overlaid on the right side of the image.

**INSPIRE HOW WE MOVE  
THROUGH THE WORLD.**





**WELCOME TO...**



Not







### CONCEPT 3: THE NET GALA

# THE FIRST-EVER FAN FASHION AWARDS.

Welcome to the Net Gala, where the NBA's legends, the biggest names in fashion and culture, and style-obsessed fans come together at the end of the first-ever In-Season Tournament for the first-ever awards show for the fans.

The Net Gala is to NBA tunnel fashion what the Met Gala is to haute couture. It's this season's hottest ticket (ok, the Tournament might be hotter), but fans can't *buy* a ticket. They have to earn it.

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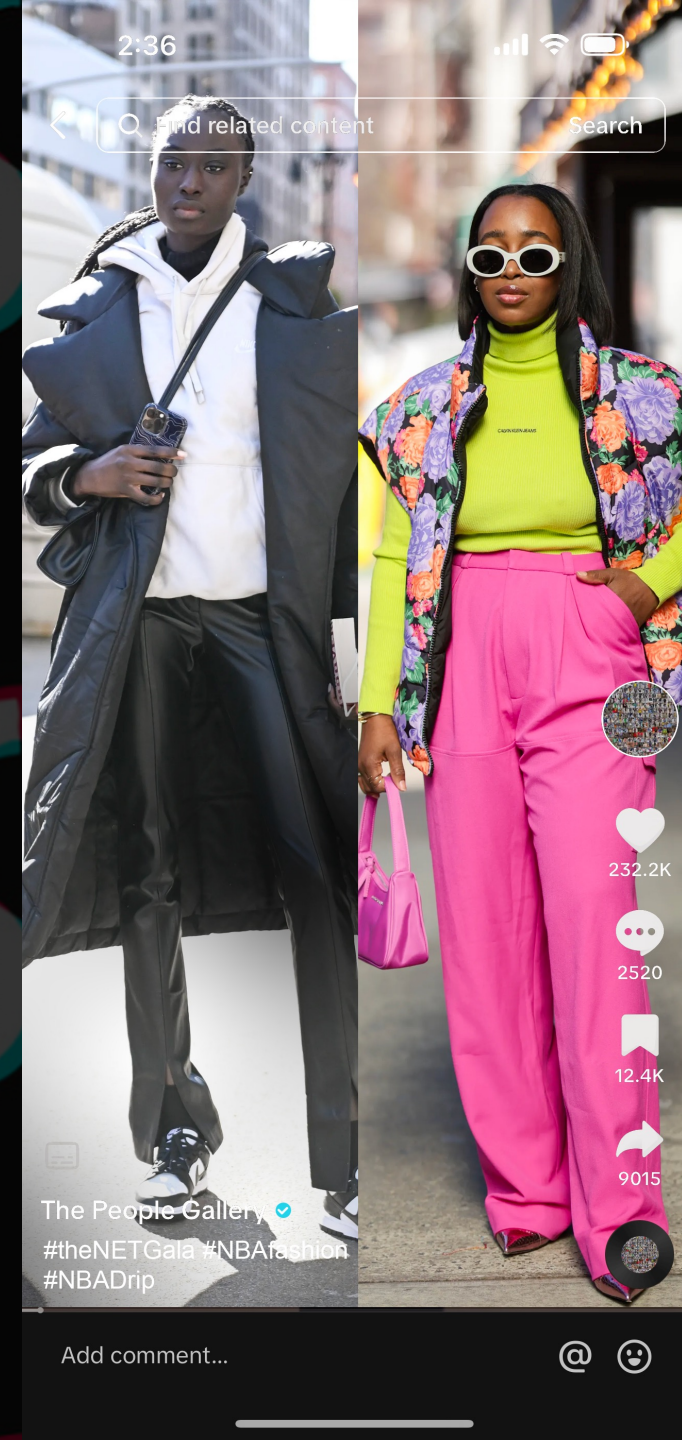
## FAN ENGAGEMENT

# GET SCOUTED TO GET A TICKET TO THE GALA.

For a chance at a ticket to the Net Gala, fans must be handpicked by a streetwear fashion influencer (like @ThePeopleGallery) that we dispatch to search for stylish fans on Tournament game nights.

As the buzz builds, the areas in and around the stadiums become epicenters of style, as fans gather in their best fits for a chance to get scouted.

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## BROADCAST INTEGRATION

# STYLE IS PART OF THE BIG SHOW.

How do you start a season-long conversation on tunnel style? That's where "The Drip-Off" comes in. It's an in-broadcast segment during tournament games that features our style influencer host breaking down the players' pre-game fits.

This "show within a show" gives fans a thread to follow throughout the Tournament as they tune in to see which player's looks are deemed Gala-worthy and which won't make the cut.



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## LAUNCH MOMENT

# EXCLUSIVE COLLABS GET THE HYPEBEASTS SALIVATING.

How do you build anticipation for an event that's months away?  
You tease an exclusive drop.

Leading up to the Tip-Off, we'll tease a one-of-a-kind capsule collection to be auctioned (for a worthy cause, of course) at the Net Gala. Tune into the Tip-Off for the big reveal.

An exclusive Louis Vuitton capsule designed by Pharrell himself? The rarest Nikes in the world? The Net Gala's collection hits that sweet spot where luxury meets streetwear.

☹️😊😊 JACK MORTON







THE NET GALA EXPERIENCE

# A RED-CARPET MOMENT FOR THE FANS.

Like the Met Gala, the Net Gala is all about capturing the fits on the red carpet. But *unlike* the Met Gala, fans get to walk it too, along the best-dressed NBA legends from years past, hoops-loving celebs, and the fashion press.



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## THE NET GALA EXPERIENCE (CONT.)

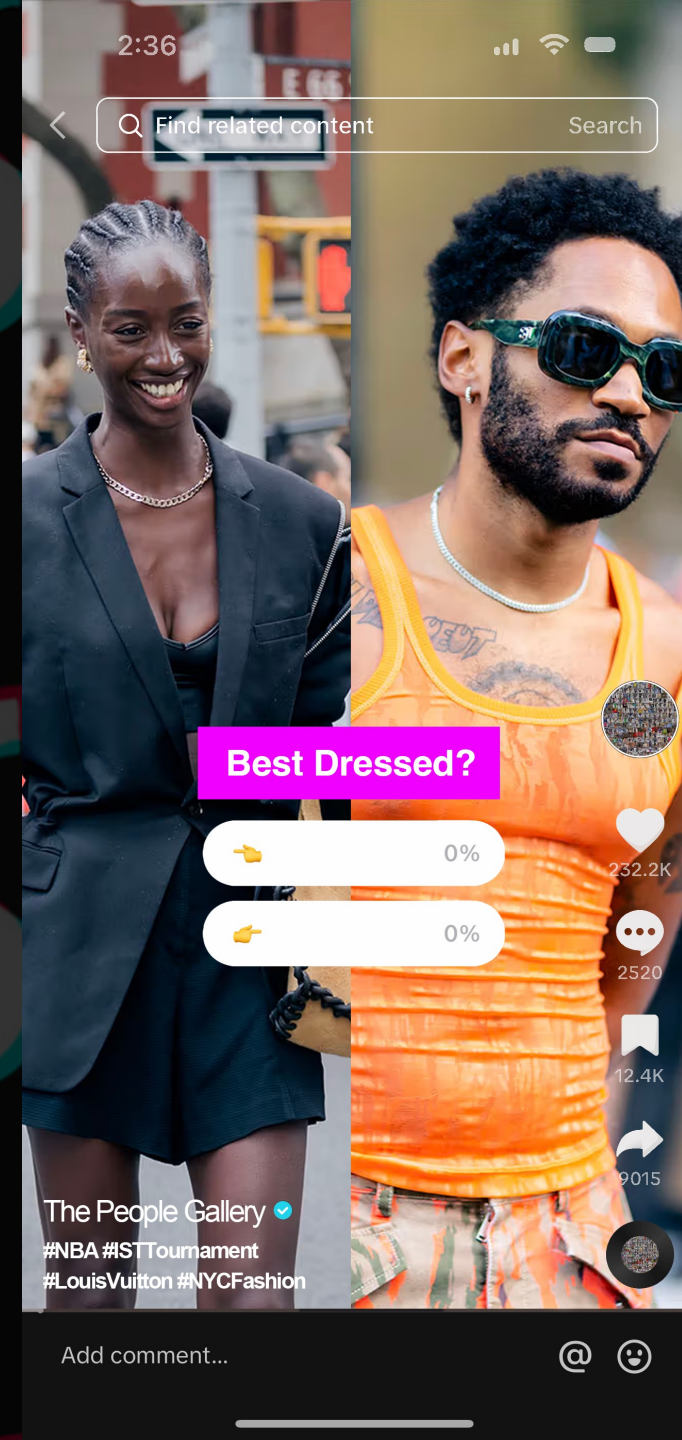
# FANS VOTE ON SOCIAL.

Once our style scouts have discovered the standout fans, we'll put it to a vote on social. Awards categories include:

- Drippiest Fan
- Rising Style Icon
- Most Devoted to Their Team
- Best Sneaker/Jersey/Throwback collection

And even though the players can't be there in person, they'll be there in spirit—and on the big screen—delivering prerecorded shout-outs to the winners.

☹️😊😊 JACK MORTON







## PARTNER EXTENSIONS

# FOLLOW THE DRIP. SHOP THE LOOK.

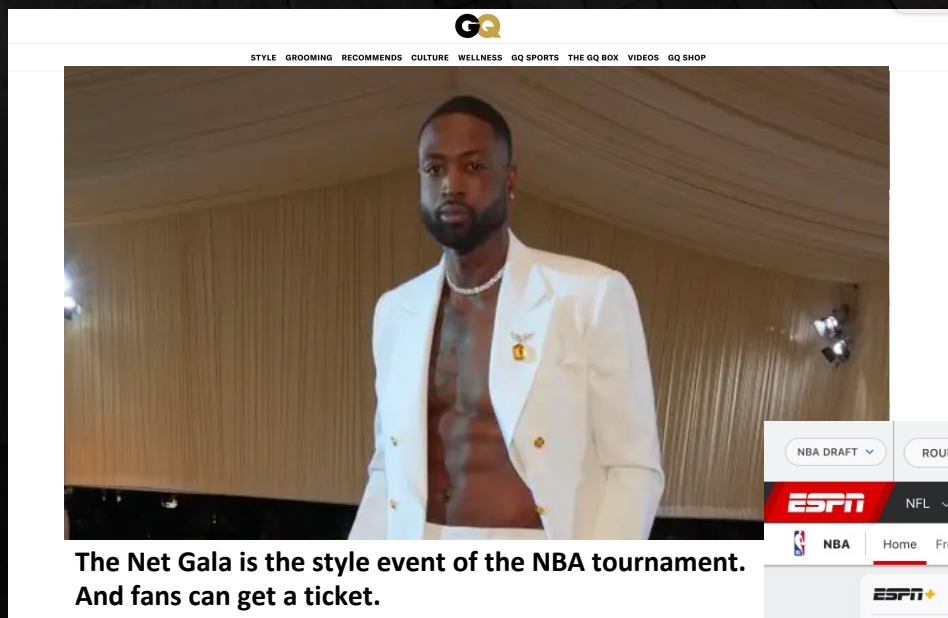
With our deep bench of NBA partner brands, we'll seamlessly integrate shoppability into social at the Net Gala, giving fans a way to feel like—and look like—they're there.

—●●— JACK MORTON










# THE BUZZ PRESS COVERAGE LIKE...

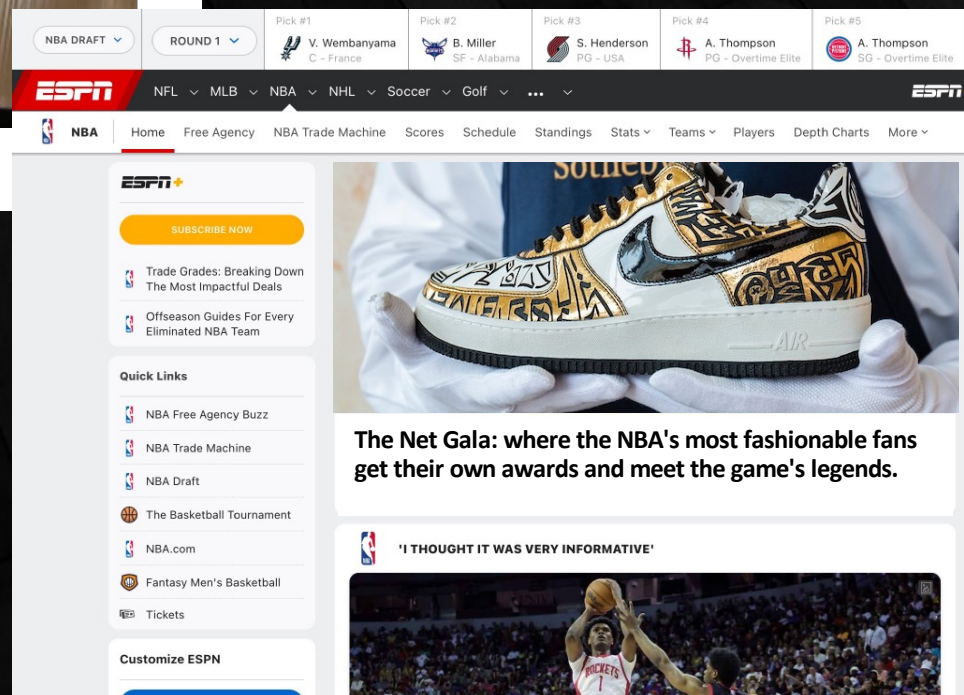


HYPEBEAST LATEST SECTIONS VIDEOS BRANDS SHOP

-  Sabrina Ionescu's Nike Sabrina 1 Releases in August  
150,014 12
-  Ye Made Almost \$85 Million USD From May's adidas YEEZY Drops  
126,997 31
-  Release Info for the MSCHF x Crocs Big Yellow Boots  
36,642 6
-  The Crenshaw Skate Club x Nike SB Dunk Low Is "Coming Sooner Than Expected"  
37,502 5
-  On-Foot Look at the TIGHTBOOTH x Nike SB Dunk Low  
14,214 4



NBA and Louis Vuitton collab on the first-ever NBA fan fashion awards



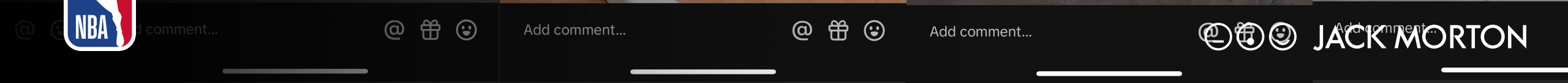
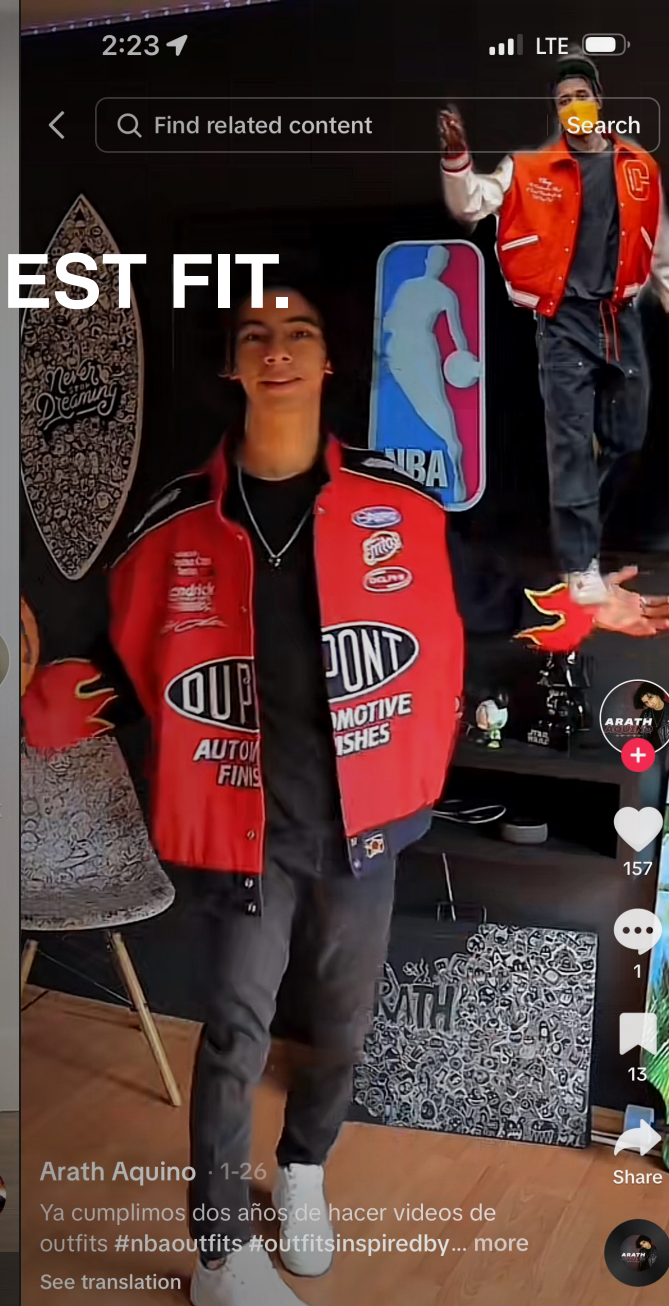
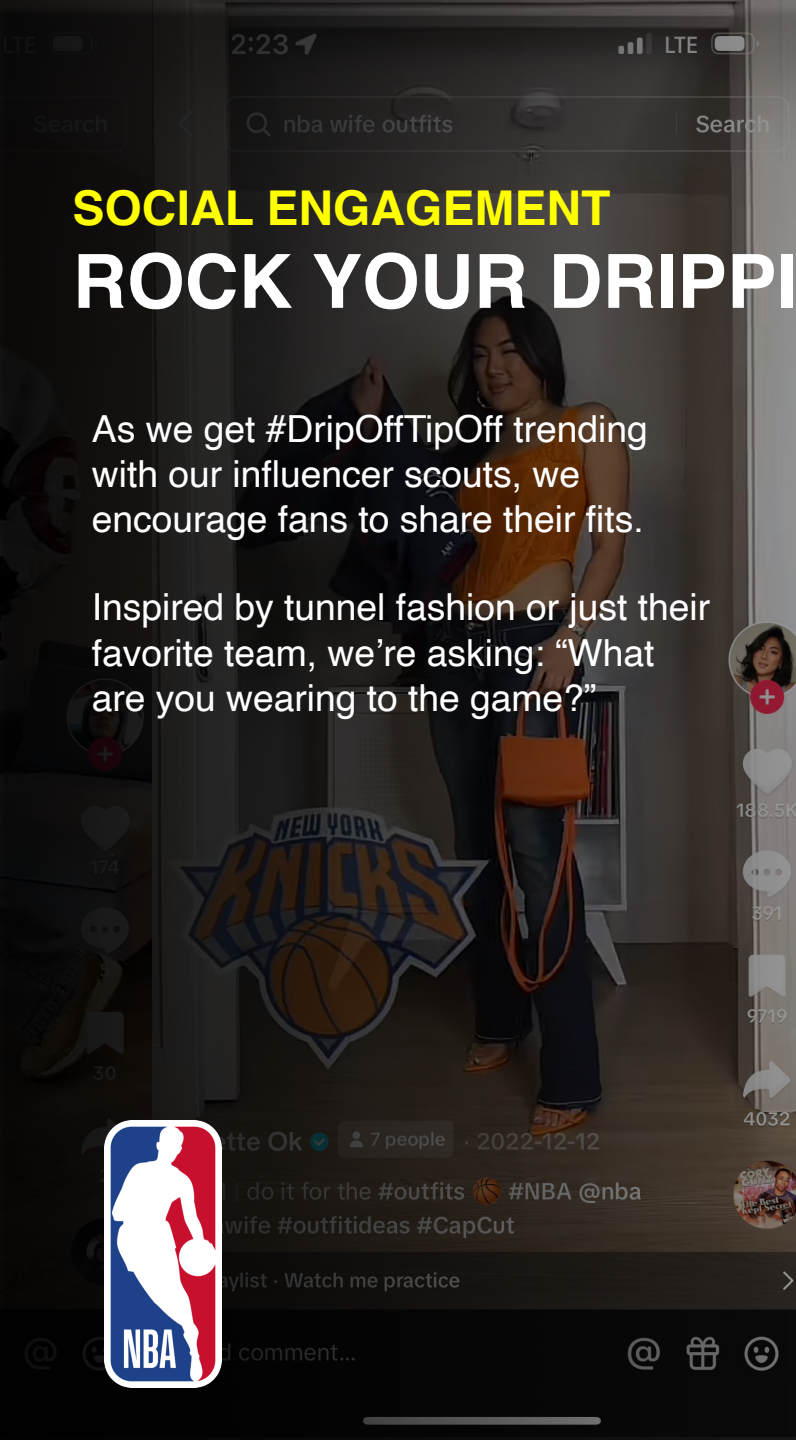
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# SOCIAL ENGAGEMENT ROCK YOUR DRIPPIEST FIT.

As we get #DripOffTipOff trending with our influencer scouts, we encourage fans to share their fits.

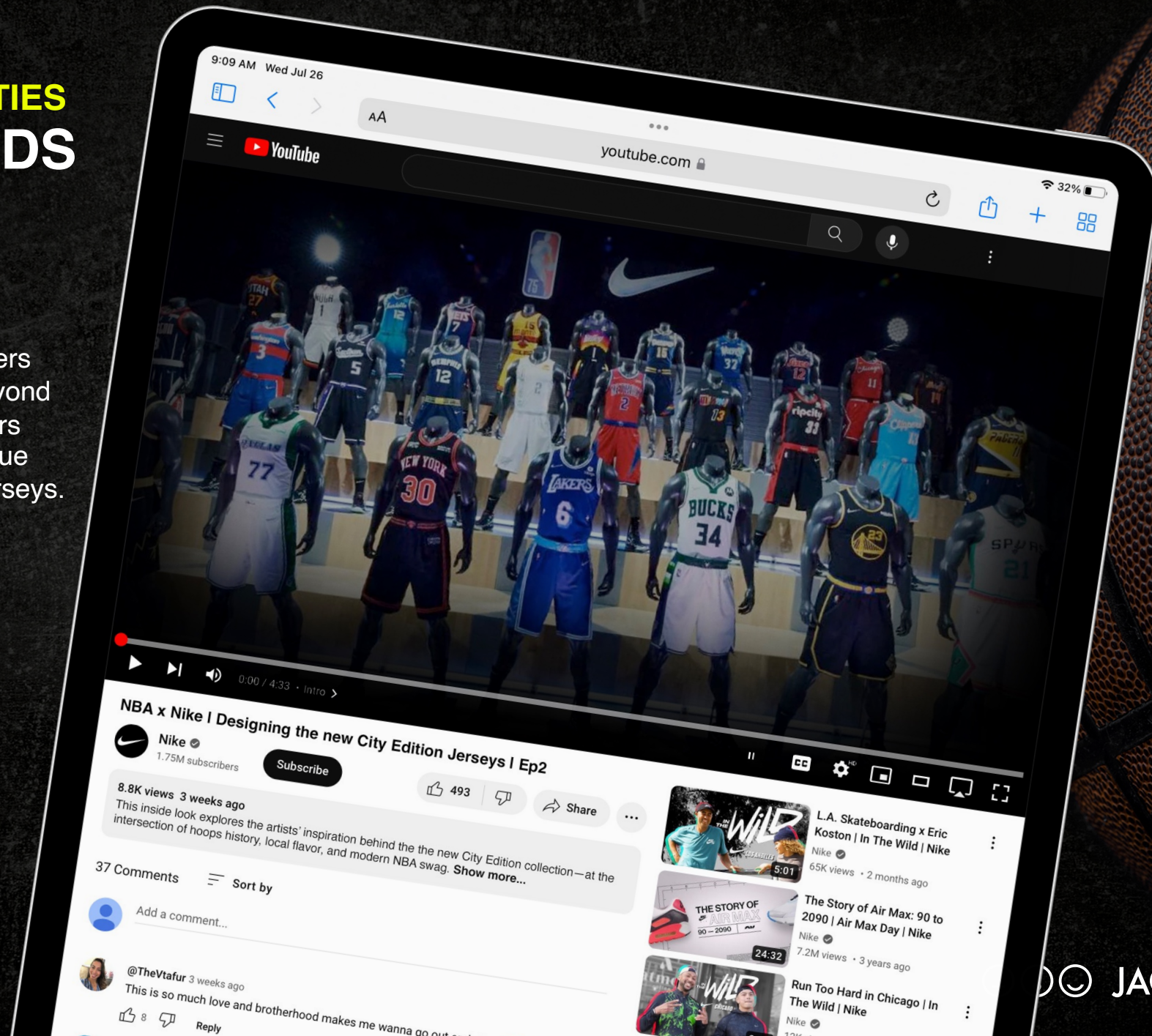
Inspired by tunnel fashion or just their favorite team, we're asking: "What are you wearing to the game?"





# CONTENT OPPORTUNITIES SETTING TRENDS AND THE BAR.

The natural extensions for partners extend beyond the court and beyond the gala – with content crossovers about fashion, lifestyle, and league highlights like the City Edition jerseys.



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## CONCEPT 3: THE NET GALA

# TIMELINE





# RECAP RECAP

LEGENDS  
RISE



*The  
net  
gala*



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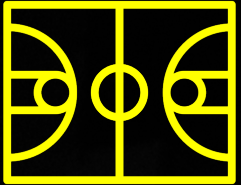
TRACKING SUCCESS  
TRACKING SUCCESS  
TRACKING SUCCESS





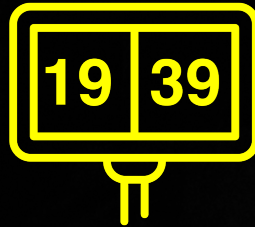
## MEASUREMENT: PHILOSOPHY

# JACK'S APPROACH TO MEASUREMENT



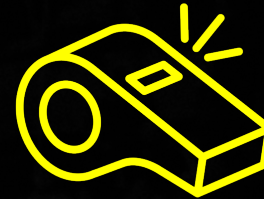
### STRATEGY MORE THAN KPIs.

We start with your goals and use them to devise a measurement plan that succinctly focuses on what matters most to you.



### CONTEXT MORE THAN NUMBERS.

We partner with you to evaluate past performance to help establish achievable benchmarks and understand what success looks like to you.



### INSIGHTS MORE THAN REPORTS.

Anyone can collect data, but we have the ability to explain the "so what" behind your results and pull out specific insights.



### ACTION MORE THAN RESULTS.

We use data insights to inform the next best action all with the intent to continue advancing your business.



# MEASUREMENT: PRIORITY

## Anchored in clarity, discipline, and actionability

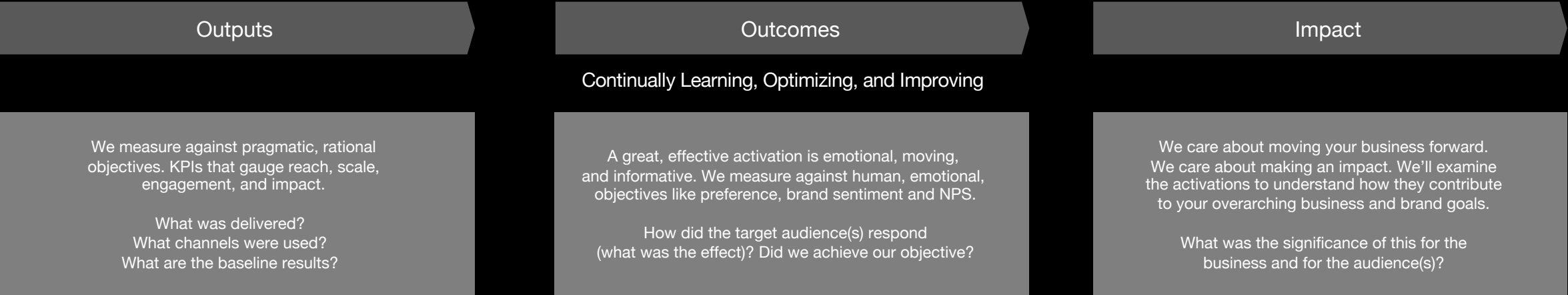
We are strong advocates for the power of experiences with 360° activation and the importance of measurement. As your partner, we'll ensure that your activation accomplishes its goals, regardless if audiences attend IRL, follow from afar, or both.

We'll work with you to build a custom plan to assess whether we are reaching our intended goals, improve along the way, demonstrate an ROI, and assess how to do even better next time.

## THE JOURNEY

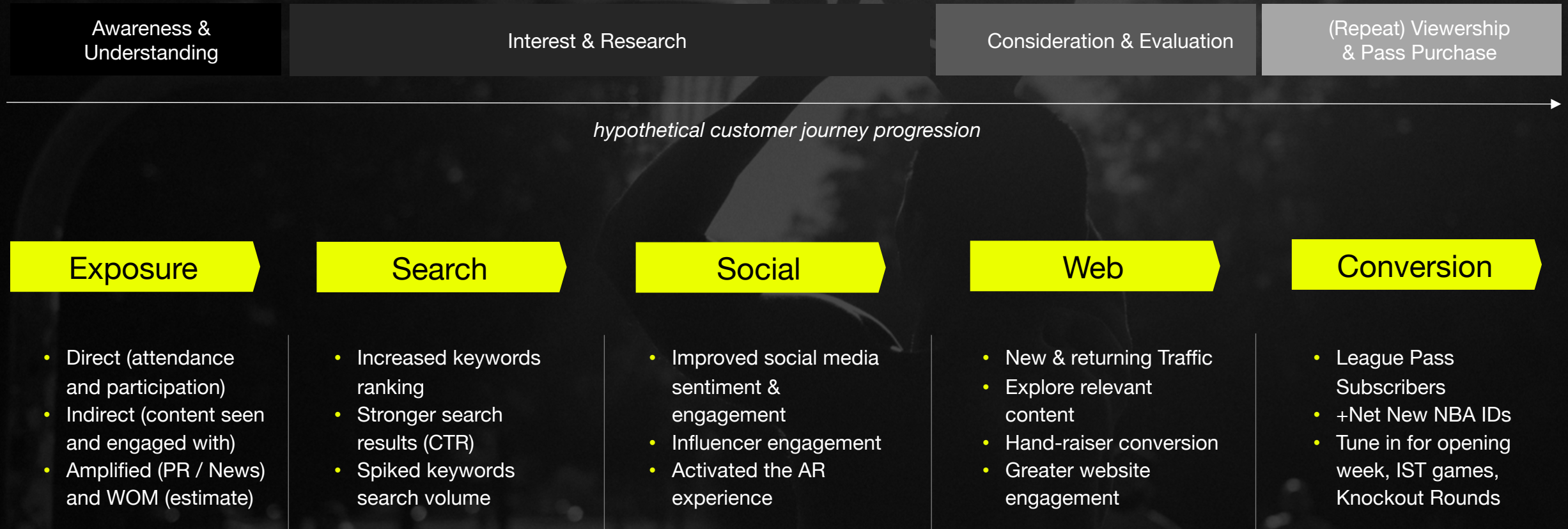


## MEASUREMENT OBJECTIVES





# MEASUREMENT: CAPTURING PERFORMANCE ACROSS AUDIENCE JOURNEY





# MEASUREMENT: PROPOSED FRAMEWORK

		<div>KPIs</div> <div>Objective</div>	Awareness & Understanding	Interest & Research	Consideration & Evaluation	(Repeat) Viewership & Pass Purchase	
Advertising	Experiential	Brand Act	GOAL	<u>Reach</u> NBA audiences in unexpected & highly visible ways	<u>Motivate consideration</u> among core and expansion audiences, demonstrating value and values alignment	<u>Reinforce</u> positive experiences with the brand to increase preference	<u>Drive</u> revenue growth through pass purchase and participation through repeat viewership
			Amplification-based (Advocacy)	Earned Media impressions (PR / EMV¹)	Brand Act inspired UGC²	Brand Act inspired WOM (Brand / Experience)	Brand Loyalty, NPS
			Perception-based (Emotion)	Brand Tracker survey capturing top-of-mind awareness and familiarity levels  Brand lift study	Social Media Sentiment, Brand Ambassador collected sentiment, Brand Perception, preference	Post-experience feedback capture (Attendee sentiment & competitive differentiation)	Brand health studies and competitive ranking
			Action-based (Activity)	Paid and owned media impression (Reach, CPM, viewable impressions)  Effectiveness of media drivers (CTR, first game content series video views, CPC, etc.)  Pop-up location attendance / influencer pre-show/halftime viewing	Experience participation (QR code scanning, scouting contest participation, kid nominations, firsts time capsule contributions, etc.), IRL dwell time  Search volume & frequency Social Media SOV & Engagement, follower growth rate	Merch redeemed, fist game attendance, gala attendance and auction participation, money raised through product sales  Website Traffic by source Net new website users Web traffic conversion to hand-raising	Purchase conversion and cart abandonment rates  Cost per net new acquisition (vs. pre- brand act baseline)  Increased sales (30/60/90 days post-Brand Act)  Viewership for each tentpole moment compared to baseline

1. EMV - Earned Media Value estimated using paid media cost per unit benchmarks multiplied by # of impressions/clicks, etc.  
2. UGC – Content captured and posted by the attendees tracked by a #



## MEASUREMENT: EXECUTION TIMEFRAME

**PRE-**

Establish metric  
baselines



**DURING**

Capture campaign  
performance



**POST-**

Report on lift and lagging  
performance





MAKING IT HAPPEN  
MAKING IT HAPPEN  
MAKING IT HAPPEN



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## OUR BASELINE APPROACH

### Lead with the brand

---

Our intimate understanding of the NBA brand and how it behaves informs every strategic and creative choice we make.

### Consider the strategy

---

Build the base. Establish the goals. Know your purpose. Spending the time up-front to align sets the team and the project on a path to success.

### Fuel with innovation

---

With clear guardrails comes opportunity. Creative, technical, and operational ideas transform experiences from the mundane to the memorable.

### Deliver with professionals

---

The team is everything. When people are deep experts with strong relationships who are empowered to act, extraordinary happens.



## HOW WE PARTNER WITH THE NBA

An honest, transparent, proactive approach is at the core of how we collaborate and partner with Illumina.

These proven tenets help us maintain that level of high-quality work with reliable consistency.

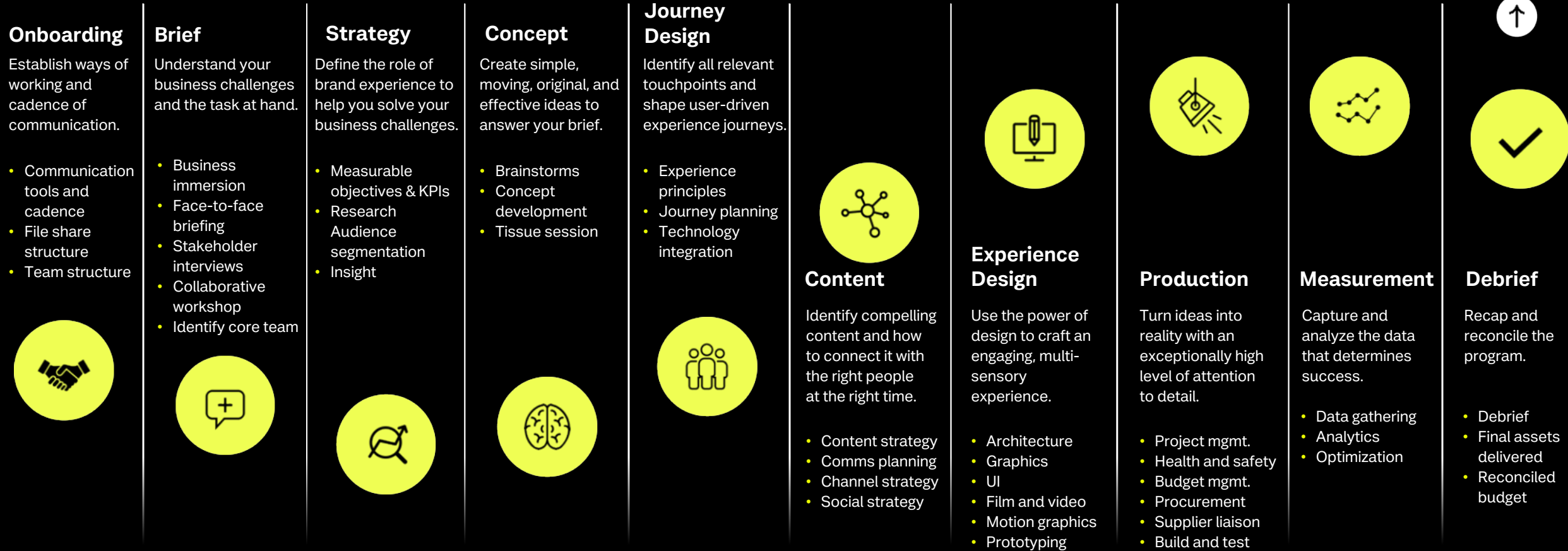
- Creating team-driven, **collaborative relationships** with you and your partners
- Tailoring **unique solutions** to a project's novel challenges and objectives
- Employing a **flexible, agile attitude** with an eye on the ultimate success of a project
- Establishing **financial transparency** from day one with no markup on third-party cost



# BUILDING FOR PARTNERSHIP SUCCESS

We start with a multi-step process to onboard new clients and build a foundation for program development. Our goal is to get immersed in your world and to make sure we are fully clear on your business requirements and program objectives in order to design solutions that deliver on both.

The Debrief is important, but communication happens throughout with clear paths of escalation, quarterly business reviews, and a regular cadence of meetings, notes, and check-ins.





# CORE TEAM STRUCTURE

Your Core Team will be central to driving our work together forward in the most impactful, efficient and effective way. Our Account leadership is your day-to-day contact and go-to. They partner closely with Production and Creative leadership to ensure all of our disciplines work together to design program that is always aligned with your vision with maximum business results.

Our Production team drives all the workstreams that support the program. That expanded team is detailed on the next page.





## BUDGET PHILOSOPHY + APPROACH

As industry experts, we believe fluidity and collaboration is a best practice in delivering excellence. You will see that our POV was to take a holistic creative approach to drive maximum PR worthy results. This also helps to ensure scopes can scale and accurately reflect the strategy and creative as they evolve. We've developed our budgets with that in mind.

### Love it all? You can have it all!

On the following pages, we outlined each of the big ideas along with the levers we can pull to scale for budget, (we have some great ideas to enhance your engagements as well). We will work with you to scale the budget to suit your needs and overall objectives.

The below elements are key drivers of the budget and can be adjusted based on what matters most to you.

#### Considerations that will influence budget allocation:

1. Audience prioritization (weight of new vs. existing audience motivations, needs, media consumption, and behaviors)
2. Channel mix optimization
3. Event and deliverable prioritization
4. Scope and breadth of new content and initiatives to deliver against goals
5. Activation size and quantity



### Partnership Investment — Fees waived

Our leadership team will have an influential role in our partnership with the NBA. We are prepared to offer the following roles at no fee.

- Bonnie Smith, SVP, Head of Vivi by Jack Morton
- Ashley Brantman, SVP, Partnerships & Co-Head of Jack 39



LEGENDS RISE - ACTIVATION BUDGET SCALE

	\$1,500,000	\$1,200,000	\$700,000
Five 30-foot-tall Legends in key cities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Augmented Reality Experience for each Legend	<input checked="" type="checkbox"/>		
Moving Lights each Tues/Fri during the tournament	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	



FIRST IS FOREVER - ACTIVATION BUDGET SCALE

	\$1,500,000	\$500,000
Content Creation with “Firsts” from NBA Legends	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
First Fan vs Pro Tip-Off Game and Tour	<input checked="" type="checkbox"/>	



THE NET GALA - ACTIVATION BUDGET SCALE

	\$1,500,000	\$1,000,000	\$500,000	OR \$500,000
Fan Fashion Award Scouting	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
The “Drip-Off” Segments	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Social Media Campaign	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Red Carpet VIP Gala Event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		



# BUDGET TRANSPARENCY AND VENDOR MANAGEMENT

## Stewards of Your Investment

- Zero third-party markup
- Budgets in partnership and transparency
- Access to global purchasing power

## Preferred Vendor Network

- IPG / Jack Preferred Vendor Pricing
- Three-bid process
- Supplier diversity in procurement

## Tools We Use

- Procim / POs Process & Requirements
- Range / Ariba Vendor Setup, Onboarding, Vetting Platform



# PROJECT MANAGEMENT TOOLKIT

Jack has a consistent set of tools in our arsenal to help organize, prepare, track, report, and repeat across the engagement to be sure all parties remain aligned and “in the know” every step of the way!

## Project Management Tools:

- Establishing a timeline & cadence of consistent meetings
- Quick communication via Teams
- Production Schedule & master planning deliverables via SharePoint
- Budget implications and overall budget planning (monthly, quarterly, annual)
- Weekly notes and action items
- Calendar scheduling for important deadlines



# WORKBACK SCHEDULE

To answer your request, we have unpacked in the workback schedule below what would broadly need to happen. As scopes become clearer, we will be able to generate a much more granular timeline.

## August

### TEAM KICKOFF & ALIGNMENT

- Scope of Work Signature
- Review current NBA campaign guidelines
- Review processes, determine cadence of meetings, touchpoints, and method of communication
- Review Master Schedule and Measurement Framework

## August

### DEVELOPMENT

- Content Capture Opportunity (TBC)
- Creative Activation Plan development and Presentations
- Budget Update
- NBA Approval of Activation Plan
- RFPs to 3rd-party partners

## September

### PRODUCTION

- 3rd -party partners reviewed and chosen for creativity, quality, diversity, in-budget, compliant offers
- Activation Schedule Finalized
- Creative Final Presentation & Approval
- Insurance Guidelines Confirmed
- Postproduction of video content complete and approved

## October

### DELIVERY

- Activation Begins
- NBA Start of Season

## November

### DELIVERY

- NBA In-Season Tournament & regular tournament nights (Tuesday & Fridays excluding Election Day)

## December

### DEBRIEF & RECONCILIATION

- NBA In-Season Tournament Knockout Rounds
- Semifinals & Championship Games
- Activation Ends
- Post-Activation Brief shared with NBA
- Post-Activation Measurement Shared
- Reconcile all Activation-related expenses



THANK YOU  
THANK YOU  
THANK YOU



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**SVP, Partnerships & Co-Head Jack 39**

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+1 (312) 543-4246

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# APPENDIX APPENDIX APPENDIX





# ALIGNMENT WITH LEAGUE PARTNERS

Jack 39, our dedicated sponsorship consulting practice, helps brands contextually prove their promise by identifying and building meaningful partnerships in sports, entertainment, and culture. This perspective gives us the unique ability to identify opportunities for NBA partners to capitalize on the ideas we're presenting.

We're confident that our experience across relevant categories and passion pillars will allow us to successfully integrate your key partners into our Tip-Off and IST concepts:

NBA Partner

Jack Category Partners

Property Activation

Kia



Nike



American Express



Michelob Ultra





# MAXIMIZING REACH & BUZZ LOCALLY AND AROUND THE GLOBE



## NY Comic Con (10/12 -10/15)

New York Comic Con is a 4-day weekend that is the biggest comic and pop culture event on the East Coast. NBA's core fan base and casual audience will be attending this event & we can use this moment to promote the In-Season Tournament to create excitement.



## Broadcast

For over 25 years, Jack Morton has created award-winning broadcast environments for the most prestigious media around the world, including news, entertainment, culture, and sports. Some of those sets that we created include TNT Inside the NBA, The Late Show with Steven Colbert, The Daily Show with Trevor Noah, and NFL Los Angeles—Studio 1.



## Global Extensions

Our 1 Jack team can seamlessly partner with you to scale our activations globally and locally to NBA teams.

Jack Morton has more than 10 offices across the globe and have produced experiences in Boston, Chicago, Detroit, Los Angeles, New York, San Francisco, Dubai, London, and Singapore. This structure enables us to tap teams of specialists across our network to fulfill your goals anywhere in the world.



# MAXIMIZING REACH & BUZZ LOCALLY AND AROUND THE GLOBE

**Talent Network:** As an IPG agency, we have power and leverage, and have negotiated hundreds of talent partnerships per year worth tens of millions of dollars on behalf of our iconic, global brand clients.

We have deep industry relationships with talent management (music, sports, film, TV) to curate the best and mutually beneficial talent partnerships. Here are just a few of the artists we've worked with:



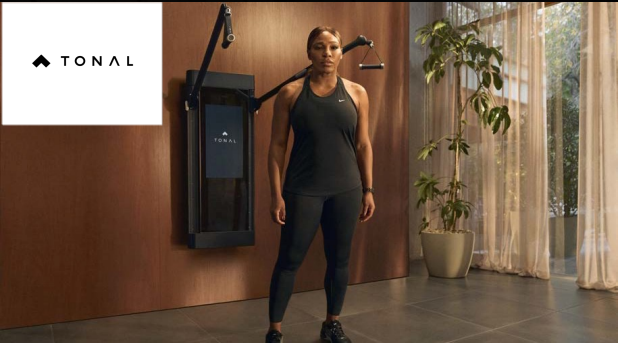
Ariana Grande/ Meta Instagram



Patrick Mahomes / Molson Coors



The Weeknd / Binance



Serena Williams / Tonal



The Roots / TBC GM brand



Bruno Mars / McDonald's

\*Requires incremental investment



## OUR COMMITMENT TO DIVERSITY

Diversity, equity, inclusion and belonging is integral to who we are and how we operate—it's a part of our DNA. We strive to live our mission and values every day.

## OUR CULTURE

We are intentional in our shared commitment and social responsibility to create a more inclusive workplace.

**Jack B Good** is our employee commitment to community and sustainability. An example includes our work with The Simple Good, a youth arts program talking systemic racism with art & discussion.

### ERGs at Jack

- AAPI (Asian American-Pacific Islander)
- Black at Jack (BIPOC)
- Pride at Jack (LGBTQIA+)
- Vamos! (Hispanic/Latine)

## OUR WORK

We've worked with global brands at their intersection of inclusivity & diversity.

- a16z Cultural Leadership Fund
- Tupac Shakur Estate: Wake Me When I'm Free
- P&G's My Black is Beautiful at Essence Festival

In 2022, GM recognized us as Supplier of the Year for the 6th consecutive year, and an Overdrive Award winner.



## OUR TALENT

We value DEIB and are committed to giving a voice to our employees, *e.g. through our Brave Talks initiative.*

We partner with Circa, ANA Educational Foundation, and their MADE Internship Program to widen the diversity of our hiring pool.






# Jack Specialized Teams

We are industry leaders in Sports, Entertainment, and Culture, strengthening the relationships between brands and properties—and the people who matter most to them.

JACK 

Innovation practice

VIVI

BY  JACK MORTON

Inclusive marketing practice

JACK 39

SPORTS. ENTERTAINMENT. CULTURE.

Sponsorship consulting practice

GENUINE

Full-service digital marketing

JACK  HEALTH

Specialized healthcare practice



LOCAL CULTURE, WITH GLOBAL REACH

Americas



Boston  
Chicago  
Detroit  
Los Angeles  
New York  
San Francisco



APAC

Asia  
Melbourne  
Sydney



EMEA

Doha  
Dubai  
Dusseldorf  
London  
Munich  
Riyadh