THE BASKETBALL LEAGUE
Impacting communities locally and internationally

- Communities are looking for role models to communicate with today’s youth.

- Professional basketball is the highest level of entertainment at a cost effective price for the local consumer.

- Hundreds of communities qualify as perspective markets.

- The barrier of entry is low enough that many local markets meet the criteria to own a team.

- The talent pool is relatively limitless.
TBL ACROSS AMERICA

PODS Concept - *International League with a Regional emphasis*

Minimum four teams within 12 hours travel:

- Cost savings for travel
- Create local rivals
- Maintain international exposure

2019 10 TEAMS  2025 60 TEAMS

60+ markets without professional basketball teams who once had NBA, original ABA, CBA, and D-League teams.
THE TEAMS
Number of Leagues Worldwide

The TBL is a high level League featuring professional players from the NBA, NCAA Division I, and international leagues.

United States of America
The United States has two major professional basketball leagues NBA/G-League (development league) & the TBL.

Germany
The German basketball league system is a series of interconnected competitions for professional from top Basketball Bundesliga (BBL) to 6th Division Landesliga Oberliga.

Phillipines
The Philippines is home to the second oldest continuously existing pro basketball league in the world.
EVELYN MAGLEY

Evelyn Magley is the former Director of Community Engagement at the Brampton A’s of the National Basketball League (NBL) of Canada. As a liaison she scaled the forward facing programming of the NBL, professional basketball teams, and nonprofit organizations within the community at large.

A Music Educator and Music Therapist, Magley has a passion for positively impacting the lives of young people. As a graduate from the University of Kansas she co-founded “Children with Purpose,” an inner-city ministry focused on mentoring children through the gospel, academic services, hot meals, and music.

A $3.7 million Fine Arts Building was constructed to house and educate students in a music program that grew to an 89% participation rate under her tutelage in Bradenton, Florida.
MEET OUR PRESIDENT

DAVID MAGLEY

ABOUT PRESIDENT

David Magley is a retired American NBA basketball player and coach. Prior to becoming the President of the TBL he served as the commissioner of the National Basketball League of Canada (NBL). Magley is a longtime successful entrepreneur. Awards include being an Academic All-American at Kansas University, 1978 Indiana Mr. Basketball, and producing four NCAA Student-Athlete children with his wife of 35+ years Evelyn.

TBL LAUNCH

The TBL launches its inaugural season January 2019, with a unique focus on “community”.

PROJECT

Founded Heroes Camp Canada, the second location in North America serving at risk youth through basketball, tutoring, and mentorship after school.
MEET OUR TEAM

ROD SINN - VICE PRESIDENT
Rod has over 15 plus years of successful sports and sales management experience. In 2016 Rod brought the prestigious Nike EYBL event to the state of Indiana. Rod has helped build several companies from scratch and loves the opportunity to help "build a brand" whenever possible. His love for sports and business makes this opportunity with the TBL a perfect fit.

“This has been a dream of mine to be involved in the business aspect of a professional basketball organization. I can't wait to help grow this company and take it to the next level. Helping athletes achieve their dreams and goals has always been a passion of mine. It is great being able to do this with TBL”

A 4 year varsity tennis player at Anderson University in Anderson, Indiana, Rod is married to his wife Michelle of 24 years. They have two children, Grant (23) and Gabrielle (21).

PAUL MOKESKI - COMMISSIONER
Paul brings a wealth of basketball experience to The Basketball League. A highly recruited basketball player out of Crespi HS in Southern California, he was a 4 year starter and graduate at the University of Kansas.

Playing 12 years in the NBA. Over 25 years experience as a coach in the NBA, NBA Development League, NCAA, CBA, NBL Canada and International Paul has also served as a GM and Player Personnel Director.

“Coach Mo,” has helped raised over $250,000 for Children’s Hospital and the American Heart Association.

“I have loved the game of basketball all my life. Having been a player, coach and GM for over 25 years this is a natural progression for me to be Commissioner. It has been a passion for me to help players on and off the court and this new role allows me to continue doing just that.”
MEET OUR TEAM

RONNIE NUNN - VICE PRESIDENT OF OPERATIONS
Ronnie Nunn, born in Brooklyn, New York, is a 27 year veteran of the NBA, nineteen seasons as an official, 5 years as the league’s Director of Officials and 3 years as Director of Development. During his Administrative tenure, he hosted Making the Call with Ronnie Nunn for 7 seasons aired on NBA TV. He officiated 1,134 regular season, 73 playoff, 4 NBA Finals games, and the 1996 NBA All-Star Game.

Nunn continued his basketball career serving as a consultant to the Euroleague and the NBL of Australia, guest analyst for BBallbreakdown.com and operations administrator with the newly established TBL, The Basketball League.

Nunn implemented his NewHoopsIQ program with the NY Knicks during the 2012-13 season returning them to the playoffs. He is a former Brooklyn Technical High School and George Washington University basketball player and a member of the university’s Hall of Fame and All-Century Team. Before joining the NBA, Nunn spent 2 seasons playing professional ball in Mexico and 10 years as a NYC Special Education teacher and administrator.

SHERYL NEAL - EXECUTIVE ASSISTANT
Sheryl has a Master’s degree in Social Work from the University of Kansas and has more than 35 years experience in a variety of professional settings including marketing, media relations, project management, administration, counseling and entrepreneurship.

As Executive Assistant, Sheryl works directly with the CEO to develop policy and procedures that aid in the core goal of impacting the community and maintaining a level of professionalism that adds real entertainment value to each market.
WHY OWN YOUR OWN PRO TEAM

Impact
Owning a pro basketball team is a wonderful way to positively impact the community and its young people with great entertainment and mentorship.

Exposure
Owning a pro basketball team allows you an opportunity to be relevant in more ways than just your core business and works well with exposure for your core business.

Revenue
Owning a pro team can be a means of additional revenue.
Over time, this is an investment that can create a significant return from valuation growth (NBA G-league grew from $200K to current prices of $9M in 20 years & USL SOCCER grew from $150K to $6.5M in just 7 years).
TBL IS ALL ABOUT COMMUNITY

TBL is dedicated to serving our communities.

Outreach efforts include daytime games for school aged students with programming at half time centered on issues of bullying, self confidence, and reputation safety.

Day games are sponsored by local businesses and are a tremendous platform of impact.

TBL is committed to Community Outreach to local Non-Profit Organizations.
TBL
BUSINESS
LOGIC

- Costs are contained by regional scheduling in professional venues.
- Teams are committed to a salary structure that allows for maximum competitiveness with minimum financial exposure.
- Referees are league-managed.
- International exposure and marketing.
- Live streaming of all games

We fill the need for high quality entertainment in the market while providing opportunity for our athletes, coaches and staff.
On-Boarding

BEST RESULT IS OUR PURPOSE

01 Marketing Plan
  - Sponsorships & Ticket Sales

02 Develop & Copyright Logo

03 Website

04 Social Media

05 Community Engagement Plan
  - Schools, non-profits, visibility

06 Game Day
  - Livestream, stats, entertainment, engagement…
Turn-key process

BEST RESULT IS OUR PURPOSE

01/TBL Operations Manual

02/TBL On-Boarding Booklet Review

03/ TBL On-Boarding Specialist Site Visit

04/Establish Game Plan

05/Execute Game Plan

06/Season League Support Staff
OWNERSHIP DETAILS
BUILD WEALTH THROUGH VALUATION OF THE FRANCHISES

01 LEAGUE WIDE PROFIT SHARE
50% of all league revenue generated through national sponsorships is returned to the teams.

02 RIGHTS
Own the property rights to the name and team.

03 SPONSORSHIPS
Secure sponsorships within your market to benefit your team.

04 SALES
Build income through ticket sales, sponsorships, game day, arena signage and beyond game day promotions.

05 CONTROLLED COSTS
Mostly in-conference travel and player costs contained.

06 VALUATION GROWTH
Each year there will be controlled growth and increase prices for new markets, raising the valuation of each current team along the way.
LIVE STREAMING

Each of our games is live streamed online to our fans for a nominal fee. Our fan base stays engaged and sponsor messaging is conveyed around the world.

Reliable
Our streaming service is real-time and dependable

Clear
Games are broadcast in the highest digital quality.

Limitless
View games any time anywhere.
TBL Players include former NBA, Division I, and overseas talent.

With 25 National Combine tryouts we vet nearly 1,000 top players.

“COMBINES provide opportunities for all interested in dreaming…”
### Sample Pro Forma - The Basketball League

#### REVENUE

| Logic                                                                 |
|---|---|---|---|
|   | Year 1 | Year 2 | Year 3 |
| Tickets | $15 per average ticket with modest ticket sales growth 800 in yr 1, 1,000 in yr 2 & 1,500 in yr 3 (no increase in ticket pricing) |
| Merchandise | Growth based on exposure over time |
| Concessions | Growth based on exposure over time |
| Sponsorship |   |

**TOTAL:** 230,000 320,000 470,000

#### OPERATIONS

| Logic                                                                 |
|---|---|---|---|
|   | Year 1 | Year 2 | Year 3 |
| Players | Modest increase based on success |
| Coaches | Modest increase based on success |
| Travel | Based on 2 air trips and playing multiple away games at a time |
| Housing | Based on average cost per player $500 per month |
| Uniforms | Warm ups, Practice Uniforms, Sweats... |
| Training Camp | Travel to and from, per diem and housing |
| Arena | Flat Rate of $2,000 per game |
| Game Day | Travel to and from, per diem and housing |
| Cheerleaders/Entertainment | Modest increase based on success |
| Insurance/Workmans Comp | Estimate |

**TOTAL:** 199,500 235,500 274,000

#### SALES EXP

| Logic                                                                 |
|---|---|---|---|
|   | Year 1 | Year 2 | Year 3 |
| Wages/Commission | 20% Commission |

**TOTAL:** 8,000 12,000 16,000

#### Operating

| Logic                                                                 |
|---|---|---|---|
|   | Year 1 | Year 2 | Year 3 |
| Admin | Business Managers in season base |
| Legal |   |
| Referee | Teams share of the referee costs |
| Trainer |   |

**TOTAL:** 27,000 37,500 55,000 5,000 5,000 5,000

**TOTAL EXPENSES:** 239,500 290,000 350,000

**TOTAL P&L:** (9,500) 30,000 120,000
"The TIME is NOW

The MARKET is READY

The NEED is REAL

The BARRIER to entry is relatively LOW

The RISK is relatively LOW

The REWARD can be SIGNIFICANT

The COMMUNITY IMPACT will be SUBSTANTIAL."
THE BASKETBALL LEAGUE