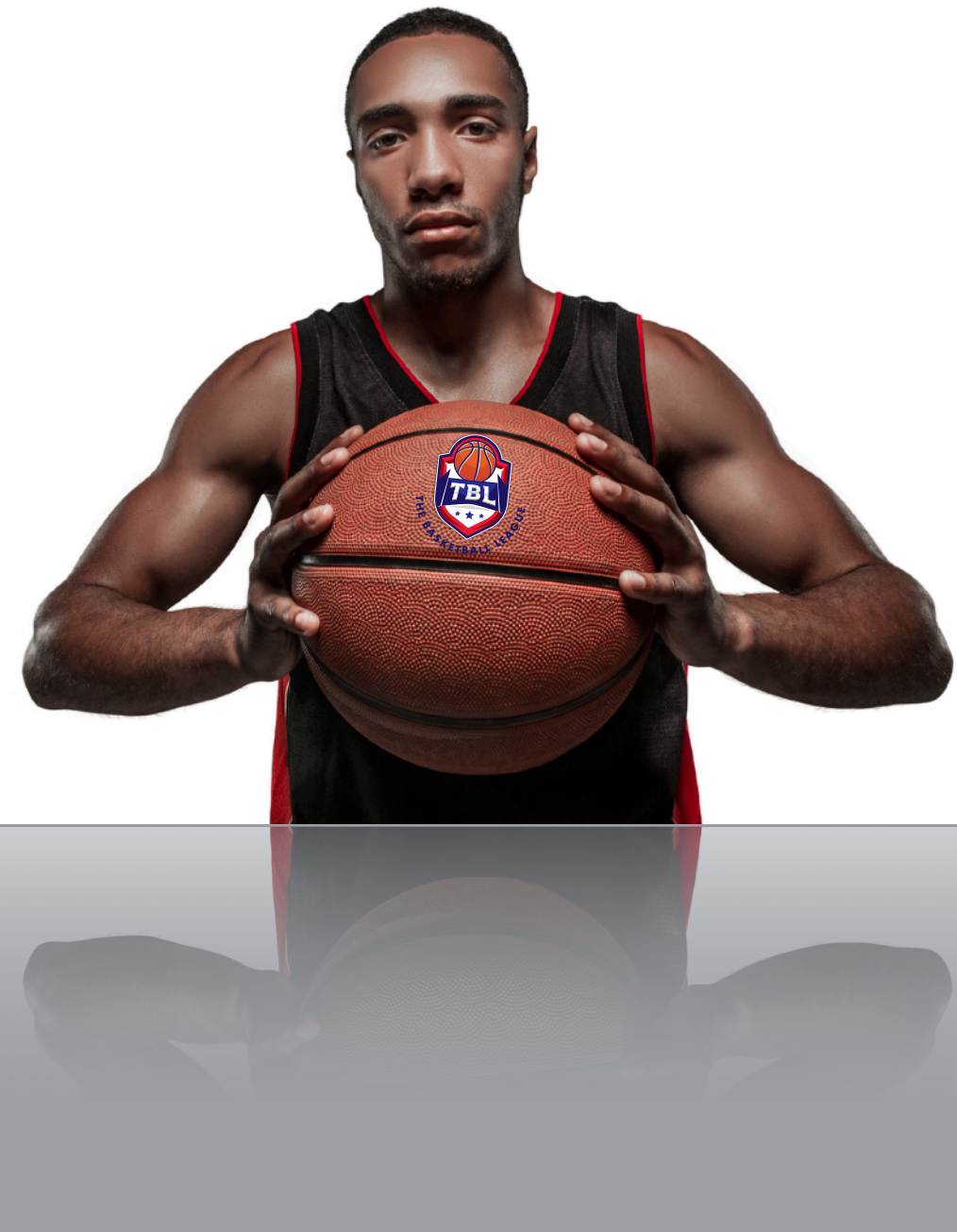






THE BASKETBALL LEAGUE

OWNERSHIP



TBL



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.

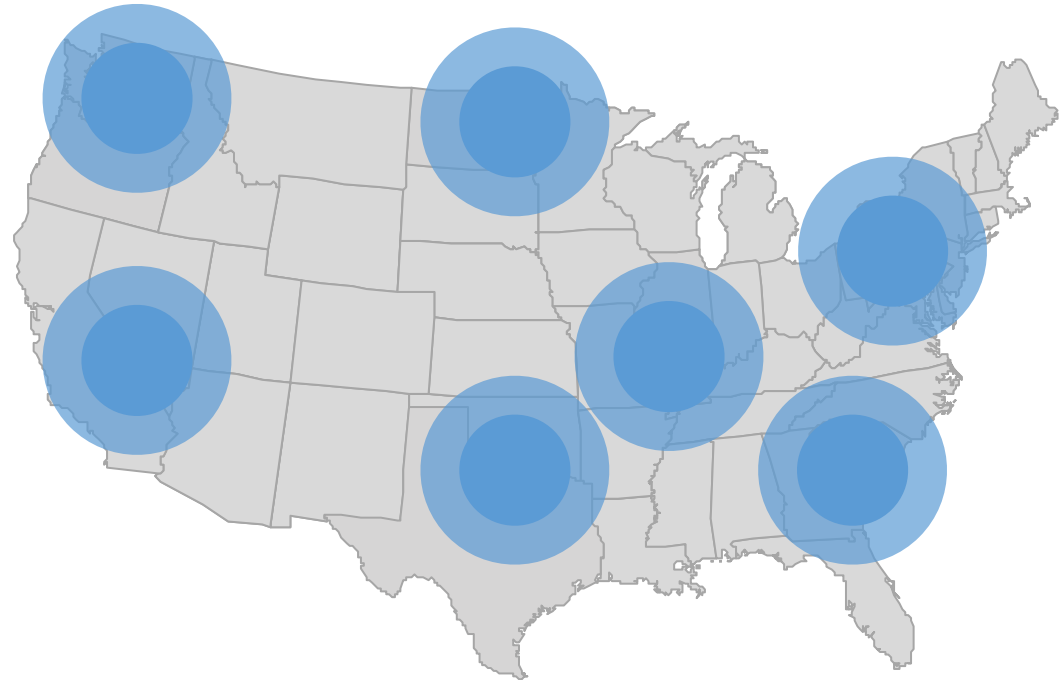
TBL ACROSS

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 .

1

2

3

6

Spain

26

9

Italy

2

8

7

Germany

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

Philippines

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



About CEO

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



2019



TBL LAUNCH

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

2015



PROJECT

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

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.



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.



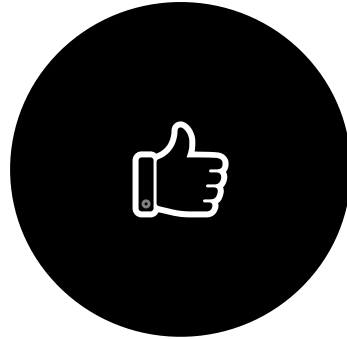
SHERYL NEAL - EXECUTIVE ASSISTANT

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



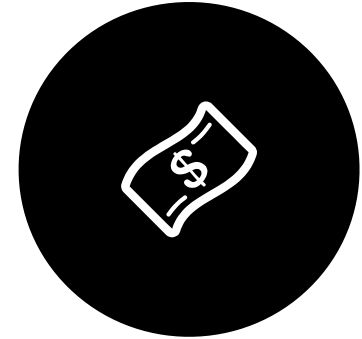
Impact

Owning a pro basketball team is a wonderful way to positively impact the community and it's 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.

THE BASKETBALL LEAGUE

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

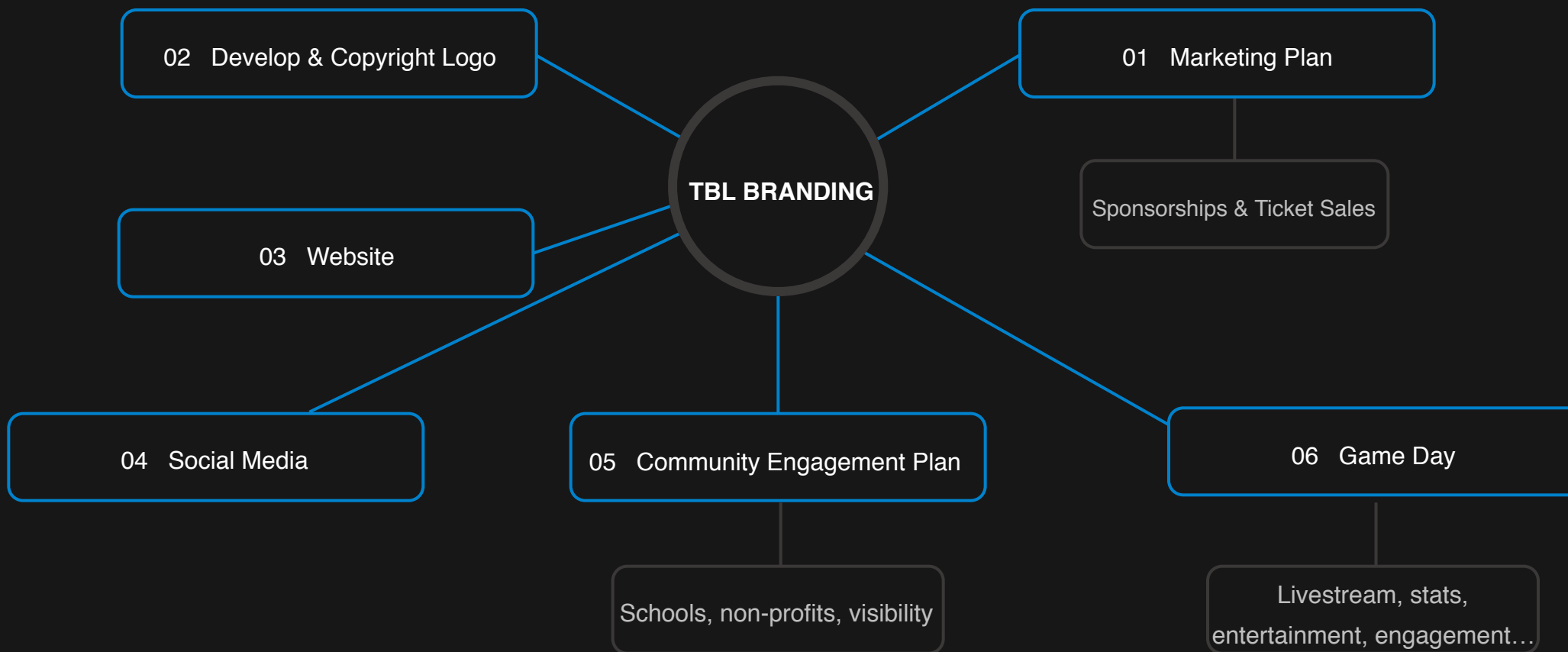


We fill the need for high quality entertainment in the market while providing opportunity for our athletes, coaches and staff.



/On-Boarding

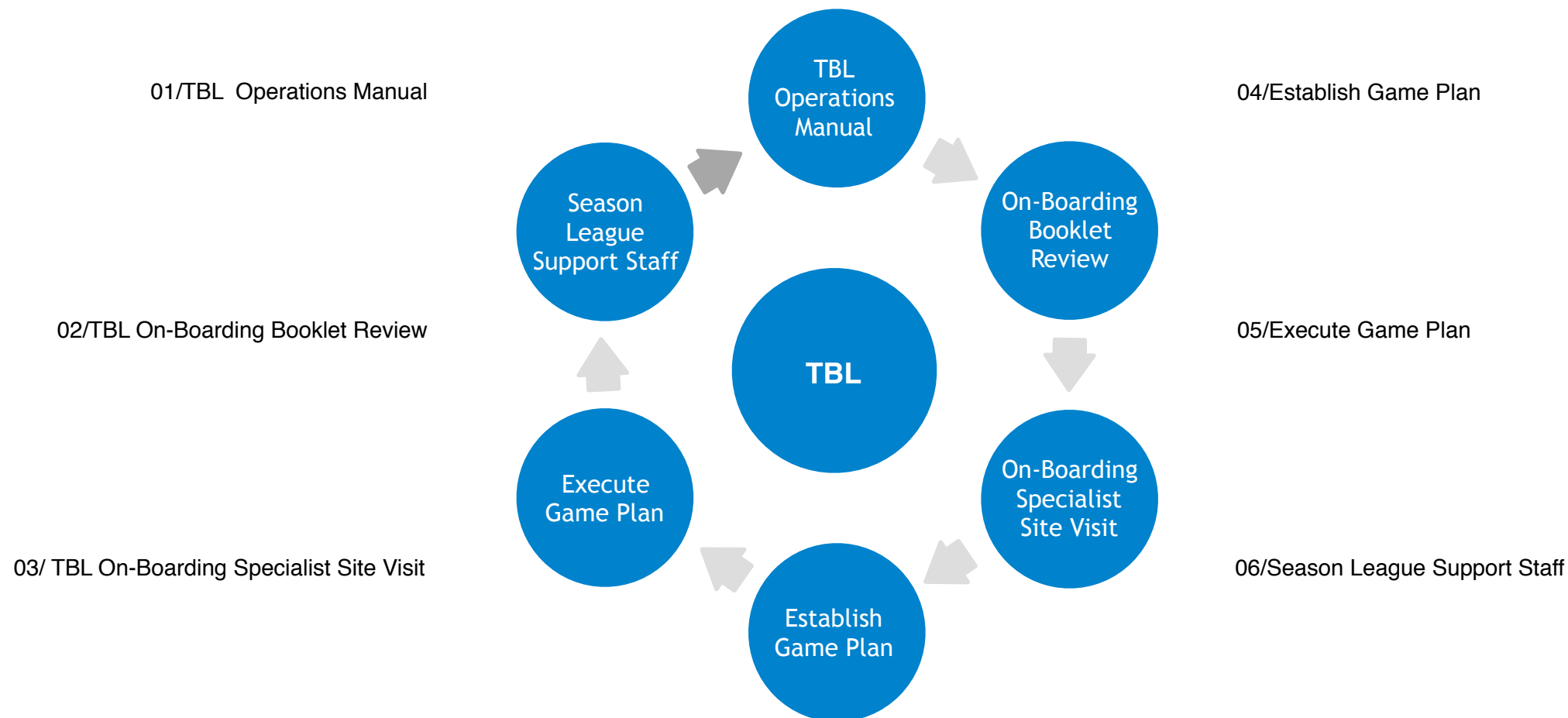
BEST RESULT IS OUR PURPOSE





/Turn-key process

BEST RESULT IS OUR PURPOSE





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.

“
COMBINES
provide
opportunities for
all interested in
dreaming... ”



TBL Players include former NBA, Division I, and overseas talent.

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

Sample Pro Forma - The Basketball League

REVENUE	Year 1	Year 2	Year 3	Logic
Tickets	180000	240000	360000	\$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	10000	20000	30000	
Concessions				
Sponsorship	40000	60000	80000	Growth based on exposure over time
TOTAL	230,000	320,000	470,000	

OPERATIONS	Year 1	Year 2	Year 3	Logic
Players	70000	80000	100000	Modest increase based on success
Coaches	20000	25000	30000	Modest increase based on success
Travel	30000	40000	40000	Based on 2 air trips and playing multiple away games at a time
Housing	20000	25000	30000	Based on average cost per player \$500 per month
Uniforms	2500	3500	5000	Warm ups, Practice Uniforms, Sweats...
Training Camp	10000	10000	12000	Travel to and from, per diem and housing
Arena	32000	32000	32000	Flat Rate of \$2,000 per game
Game Day	8000	10000	12000	Modest increase based on success
Cheerleaders/ Entertainment	4000	6000	8000	Modest increase based on success
Insurance/Workmans Comp	3000	4000	5000	Estimate
TOTAL	199,500	235,500	274,000	

SALES EXP	Year 1	Year 2	Year 3	Logic
Wages/Commission	8000	12000	16000	20% Commission
TOTAL	8,000	12,000	16,000	

Operating	Year 1	Year 2	Year 3	Logic
Admin	5000	10000	15000	Business Managers in season base
Legal	5000	7500	10000	
Referee	12000	14000	17000	Teams share of the referee costs
Trainer	5000	6000	7000	
TOTAL	27,000	37,500	55,000	
Contingency	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.

”





For More VISIT

WWW.THEBASKETBALLLEAGUE.NET

TBL

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PRESIDENT

Contact Us



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