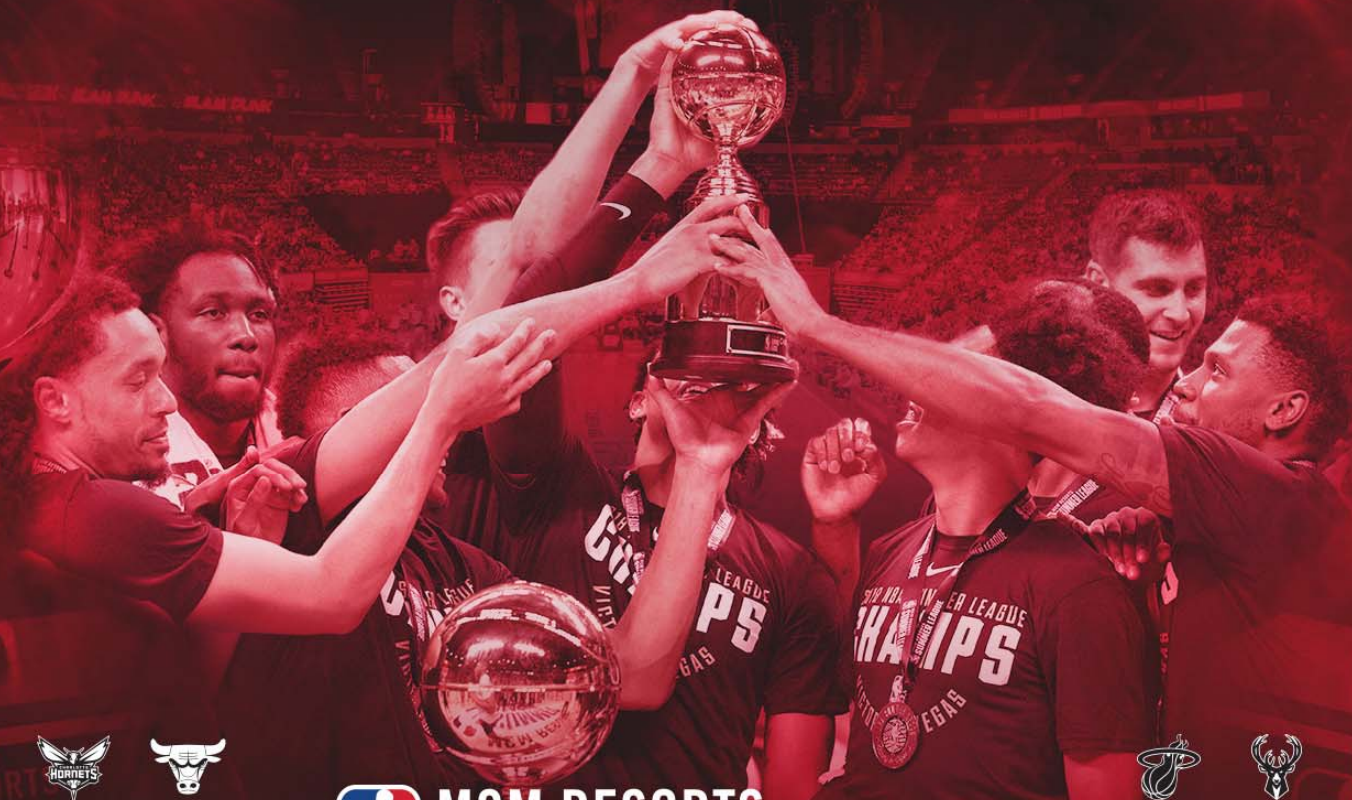


ALL 30 TEAMS, LIVE IN LAS VEGAS.



MGM RESORTS
SUMMER LEAGUE



BRAND & SPECTATOR GROWTH



Over the past 15 years, we have grown the NBA Summer League brand and Fans have responded:

2004

- 6 teams - 3,000 spectators

2018

- 30 teams - 140,000 spectators

Annual increases across:

- Hotel Nights
- Gaming
- Rental Vehicles
- Show Tickets
- Strip Events and Attractions
- Dining & Shopping
- Nightlife



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SPONSORSHIP & PARTNER ACTIVATION



From humble beginnings to building global partners:

- Over 20 active event and media partners in 2018
- Expanded the footprint on site, digital, online & through cross promotions
- Excellent activation opportunity



2018 PARTNERS:



PAST TITLE PARTNERS:



2018 MEDIA PARTNERS:



2018 HOSPITALITY PARTNERS:

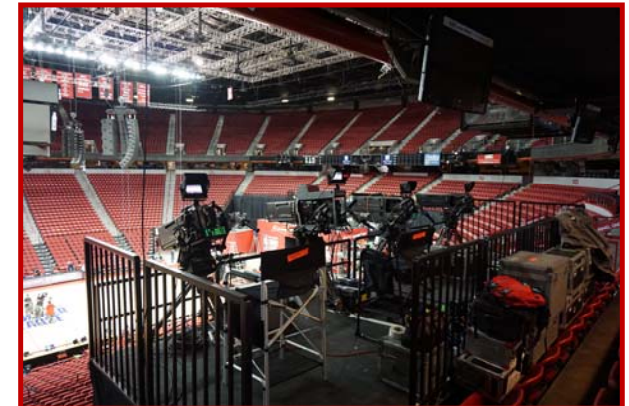


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BROADCAST & MEDIA



- Over 15 million live viewers on broadcast television
- 30.4 million hours across ESPN, ESPN2, ESPNU, and NBA TV
- 450 million video views online
- Over 3 million watching a single Summer League game in China
- 600+ media credentials issued
- Innovation proving ground for new technology and broadcast elements
- Provides content during the off season and develops stories for the regular season



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ANCILLARY & HOSPITALITY EVENTS



Programming Off the Court Examples:

- NBA Board of Governors Meetings
- Tip Off Party
- Top Golf Fundraisers
- Giants of Africa Movie Premiere
- St. Jude Table Tennis Tournament
- Tech and Venture Capital Exec Panel



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COMMUNITY & CHARITY PROGRAMS



Giving back to the Southern Nevada Community is part of who we are:

- Jr NBA Program - 6,7,8 grade boys and girls
- Military Appreciation Program
- Noche Latina Scholarship Program
- Coaches Appreciation Program
- Adopt a School, Adopt a Family Programs
- Halftime and Anthem Performers Programs
- Established the Tomorrow's Stars Foundation with local Board Members



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KEYS TO SUCCESS



- **CONTINUE TO FRESHEN THE PRODUCT AND EVENT ELEMENTS:** Add to the NBA Experience – Fans make Summer League the place to be, we realize we’re in the Experience business
- **GREAT PARTNERSHIPS:** Teams, NBA, Venues, Sponsors, Media Partners, City of Las Vegas, Las Vegas Events – a record number of teams and partners in 2018
- **COMMUNITY PRESENCE:** 365 days a year we are working in the community and making them a part of the Summer League family – established the Tomorrow’s Stars Foundation
- **IDENTIFIED A VOID IN NBA CALENDAR AND FILLED IT:** NBA has a 365 days a year media cycle and we’ve become part of the NBA DNA – i.e. *Summer Matters*
- **CONSISTENCY WITH OUR SENIOR STAFF:** Developed a strong Summer League network and continue to add talent, paid Internship program (100+ have gone on to careers in sports)
- **GREAT TEAM, STAFF AND CULTURE:** “Your Ego is Not Your Amigo” / stay Hungry + Humble with everyone pitching in, never lose sight that we represent the NBA - a valued partnership
- **HAVE VISION:** Always looking at growth, enhance ancillary & hospitality events and build value for partners and the city of Las Vegas through programming, but must EXECUTE FIRST
- **MANAGING RELATIONSHIPS:** Our internal team strategically works to improve relationships and grow in the proper areas – we listen, adapt and always have time for a new introduction
- **GROWING MEDIA RIGHTS DEALS + MEDIA COVERAGE:** Instead of viewing as more work, we view as an opportunity to be the first to market with new ideas – we’re the Petri Dish
- **LEVERAGING TECHNOLOGY IN EVERY WAY POSSIBLE:**
 - Marketing / Data Capture / Sales
 - Broadcast and Social Media
 - Content Creation and Distribution
 - In-Arena & Enhance the Fan Experience
- **CONTINUE TO ENGAGE A GROWING PASSIONATE + LOYAL FAN BASE:** SPEAK WITH THEM, they are part of the story and Summer League is always creating the story: i.e. Linsanity
- **KEEP TICKETS AFFORDABLE:** The best value in sports at \$35 GA Ticket, fans can see up to 10 games a day and feel like NBA Insiders
- **WE ARE STORYTELLERS:** See the Stars of Tomorrow Today!

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