



Elevate Your Game with  
**MyHoopsLink.com**

The Premiere Basketball Social Networking Site

**Get in on all the action.**

From basketball drills for players, parents and coaches to Q&A, interactive games, free downloads and more, there's something for every basketball fan. Don't miss your opportunity to get in on one of the web's most unique basketball networking sites from the ground up. Turn page for details.

Watch for MyHoopsLink.com

**COMING  
FALL 2008!**

Become a sponsor. Call 301-793-0595

# The Premiere Basketball

MyHoopsLink.com will be the only website that lets basketball lovers of all kinds connect to share their love of the game. Our members will have access to a variety of interactive tools and features such as our extensive profile database where they can search for players, teams, tournaments, camps and clinics to our fun Activity Zone where they will find drills, tips, videos, games and more. Other basketball sites let you do one thing or another, but MyHoopsLink.com will be like no other website. We aim to be a true one-stop-shop for all things basketball, for all basketball lovers.

## **FOR PLAYERS & PARENTS**

- Post and manage team practice schedules.
- Gain valuable exposure among coaches, trainers and agents.
- Get advice with our Ask the Coach, Parent's Clipboard and more.

## **FOR COACHES & AGENTS**

- Get drills, tips and advice.
- Search for and recruit talented players directly.
- Network with other coaches and pros.

## **FOR TOURNAMENTS, CAMPS & CLINICS**

- Post upcoming basketball events in the calendar.

## **FOR ADVERTISERS & SPONSORS**

- Reach players, parents, coaches and other pros nationwide.
- Sell your products or services.

## **FOR EVERYONE**

- Create a customized profile page and upload photos.
- E-mail other registered members.
- Get the pros' perspective in our BBall Spotlight.
- Access video clips, fun games, trivia and downloads.
- Shop for basketball equipment, tools and apparel.

# I Social Networking Site

## WHO WE ARE

MyHoopsLink.com founder and CEO, Donald Toatley, is a native of Washington D.C. where he has extensive experience working with young people. Having obtained a B.S. Degree from Norfolk State University in Biology Education, Donald taught biology, mentored at-risk youth, and coached children in the sport of basketball for over fifteen years.

After his stint as an educator, Donald started New Vision Investment Solutions LLC, a very successful real estate investment company and, continuing his commitment to helping the younger generation, Donald created New Vision Youth Services & Outreach, an organization that provided residential group home services for abused and neglected youth.

Donald is currently a personal trainer for several professional and college athletes, hosts numerous youth Skills and Drills camps and is an AAU 9u National Championship winner. His mission for MyHoopsLink.com is to help promote the sport of basketball and provide a one-stop shop for all things basketball. Along with the support of the MyHoopsLink.com staff and network of resources, local communities and active members across the country, Donald's goal of bringing together the basketball community will be an incredible asset to the game, on and off the court.

## HOW YOU CAN HELP

MyHoopsLink.com sponsors will help promote the sport of basketball and enjoy national visibility among the basketball community including players, parents, coaches, trainers, tournaments, camps and clinics.

A rich, robust site like MyHoopsLink.com that can help basketball lovers stay connected to the game and each other is sure to attract thousands of visitors each month. Visitors who will undoubtedly spend time every day on our site managing their profile page, searching for and interacting with other members — players, coaches, teams and tournaments — shopping for gear and apparel, and taking advantage of the helpful tips and fun activities we plan to offer. The bottom line? Ample opportunity for your company's message to be seen. Get in the game now by becoming a MyHoopsLink.com sponsor.

## HOW

MyHoopsLink.com will be aggressively promoted via a variety of proven tactics including:

- Monthly e-mail marketing campaigns
- Valuable coupons and other promotional offers
- Online surveys and online voting
- Targeted Banner ads or exchange with other sites
- Print advertising in basketball magazines
- Press releases across the country

Regularly updated content on the MyHoopsLink.com site — such as Featured Video and MVP Member of the Week, new games, drills and tips — will keep members coming back day after day. This repeat traffic is the reason our sponsors will enjoy increased visibility on MyHoopsLink.com. Of course, we make things convenient and easy from a housekeeping perspective too by assigning a dedicated Sponsorship Coordinator to log all your sponsorship activity and manage your relationship on an ongoing basis. Take a look at our sponsorship packages, prices and benefits. Then give us a call to become a sponsor today.

# Sponsorship Packages

## **Champion / Lead Sponsor - \$10,000**

- One of two premier sponsorship packages
- 1 featured banner placement on one of several premiere website pages\* for 6 months\*\*.
- 4 banner placements on website subpages for 6 months\*\*.
- Logo placement or company name mentioned on marketing materials including e-newsletter campaign.

## **All-Star - \$3,000**

- 2 banner placements on website subpages for 3 months\*\*.
- Logo placement or company name mentioned on marketing materials including e-newsletter campaign.

## **MVP - \$5,000**

- One of two exclusive sponsorship packages.
- 1 featured banner placement on one of several premiere website pages\* for 6 months\*\*.
- 2 banner placements on website subpages for 6 months\*\*.
- Logo placement or company name mentioned on marketing materials including e-newsletter campaign.

## **Slam Dunk Champion - \$1,000**

- 1 banner placements on website subpages for 3 months\*\*.
- Logo placement or company name mentioned on marketing materials including e-newsletter campaign.

\* Premiere website pages may include Home, Activity Zone, Online Store, and Search Results Pages. Only one sponsor banner allowed per premier page.

\*\* Banner placement will occur on a monthly rotating schedule and may not appear on the same page for consecutive months. Multiple sponsor banners may appear per website subpage.

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Become a sponsor. Call 301-793-0595  
Or contact us by U.S. Post:

Attn: Sponsorship Coordinator  
Hoops Link LLC.  
2803 Foxglove Way  
Upper Marlboro, MD 20774