

## BANNER SPONSOR

(\$400)

- ◆ COMPANY BANNER DISPLAYED AT ALL GAMES AND RELATED EVENTS
- ◆ ADVERTISEMENT ON THE AABL WEBSITE WITH A LINK TO THE SPONSOR WEBSITE

THE AABL IS ALSO CAPABLE OF DEVELOPING A *TAILOR-MADE SPONSORSHIP* TO SUIT YOUR MARKETING NEEDS. PLEASE FEEL FREE TO CONTACT US TO DISCUSS A CUSTOMIZED SPONSORSHIP PACKAGE. WE ALSO ENCOURAGE BUSINESSES TO COMPARE OUR SPONSORSHIP PRICES TO OTHER SIMILAR EVENTS WHICH ARE JUST WEEKEND LONG TOURNEYS AND CHARGE MORE. AN AABL SPONSORSHIP IS APPLICABLE FOR AN *ENTIRE SEASON!*

THANK YOU FOR YOUR INTEREST IN THE AABL AND THIS OPPORTUNITY TO BECOME A PART OF ONE OF THE MOST DYNAMIC ORGANIZATIONS AROUND! AS THE YEARS PASS, THE AABL AND ITS COMMUNITY-ORIENTED IDEAS WILL CONTINUE TO PROSPER AND THE QUALITY OF OUR SERVICES WILL BECOME MORE INNOVATIVE. AN AABL SPONSORSHIP IS NOT JUST A MUTUALLY BENEFICIAL BUSINESS TRANSACTION, BUT IT IS ALSO AN INVESTMENT IN THE COMMUNITY!

BE A PART OF THE ACTION!

BE A PART OF THE FUN!

BE AN AABL SPONSOR TODAY!

FOR MORE INFORMATION REGARDING BECOMING AN AABL SPONSOR,

PLEASE E-MAIL:

SPONSORSHIP@AABL-NORFOLK.COM

OR CALL:

FERD DIMAIWAT @ (757) 342-5126



*THE AABL 2009 SEASON IS SET TO TIP-OFF ON NOVEMBER 1, 2009 AT NEWLY RENOVATED BLAIR MIDDLE SCHOOL LOCATED AT 730 SPOTSWOOD AVENUE, NORFOLK, VA NEAR MANY SHOPS AND RESTAURANTS ON COLLEY AVENUE AND 21ST STREET.*

*THE 2009 SEASON WILL BE 11 WEEKS LONG, STARTING NOV. 1 AND ENDING JAN. 17. ALL GAMES ARE PLAYED ON SUNDAY. ALL GAMES ARE FREE AND THE ENTIRE COMMUNITY IS WELCOME TO ATTEND.*

*TEAMS CONSIST OF ASIAN PLAYERS EXCEPT FOR THE AABL'S UNIQUE RULE OF ALLOWING TWO NON-ASIANS PER TEAM. THIS "AABL FORMAT" HAS BEEN CHANGING THE WAY OTHER COMMUNITY BASKETBALL ORGANIZATIONS RUN THEIR EVENTS AND IT HAS BEEN DUPLICATED BY OTHER BASKETBALL LEAGUES AND TOURNEYS ACROSS VA.*

*FOR MORE INFO ABOUT THE AABL, PLEASE VISIT OUR WEBSITE: [WWW.AABL-NORFOLK.COM](http://WWW.AABL-NORFOLK.COM).*



# AABL



ASIAN AMERICAN BASKETBALL LEAGUE  
[WWW.AABL-NORFOLK.COM](http://WWW.AABL-NORFOLK.COM)

SPONSORSHIP  
OPPORTUNITIES

*ASIAN AMERICAN BASKETBALL LEAGUE, INC. IS A DYNAMIC AND INNOVATIVE ORGANIZATION WHICH HAS THE POTENTIAL TO PROVIDE UNIQUE MARKETING SOLUTIONS. AABL SPONSORSHIPS GIVE BUSINESSES THE OPPORTUNITY TO BE ASSOCIATED WITH AN ORGANIZATION THAT HAS GAINED AN OUTSTANDING REPUTATION FOR PROVIDING THE COMMUNITY WITH AN EXCITING AND ORIGINAL OUTLET OF ENTERTAINMENT FOR THE HAMPTON ROADS AREA AND BEYOND. THE AABL HAS PROVIDED QUALITY SERVICE TO THE PLAYERS, FANS, AND LOCAL BUSINESSES SINCE 2001, WHILE STRIVING TOWARDS OUR MISSION OF "CULTIVATING FELLOWSHIP AND DIVERSITY IN THE COMMUNITY THROUGH BASKETBALL."*

*SO WHETHER YOU REPRESENT A LARGE CORPORATION OR YOU ARE THE OWNER OF A START-UP BUSINESS LOOKING FOR A CLIENT-BASE, DISCOVER HOW THE POWER OF AN **AABL SPONSORSHIP** CAN HELP YOUR BUSINESS GET GREATER EXPOSURE WHILE BEING A PART OF A WORTHWHILE ENDEAVOR!*



*"CULTIVATING FELLOWSHIP AND DIVERSITY IN THE COMMUNITY THROUGH BASKETBALL"*

# BE A PART OF THE ACTION! SHARE IN THE SUCCESS!

SINCE 2001, THE AABL HAS BROUGHT A UNIQUE AND EXCITING ENTERTAINMENT OUTLET FOR THE *ENTIRE* COMMUNITY. WE HAVE BUILT OUR SUCCESS BY PROVIDING THE *BEST POSSIBLE* BASKETBALL ENVIRONMENT FOR PLAYERS OF *ALL* RACES AND CULTURES—WHERE *FAMILY, FRIENDS AND FANS* ARE ENCOURAGED TO PARTICIPATE!

BESIDES OFFERING EXCITING GAMES ON THE COURT, THE AABL HAS GIVEN *EVERYONE* A REASON TO COME OUT TO THE GYM. DURING THE SEASON WE GIVE LOCAL TALENT THE CHANCE TO SHOWCASE THEIR ABILITIES,



WHETHER THEY ARE DJs, DANCERS, MUSIC BANDS, OR SINGERS. WE HAVE HAD HALLOWEEN COSTUME DAY AT THE GYM, AND HELD FUNDRAISERS, TOY DRIVES, AND FOOD DRIVES TO BENEFIT LOCAL AND INTERNATIONAL CHARITIES. ALSO, WE HAVE WORKED WITH LOCAL BUSINESSES THAT HAVE OFFERED THEIR LOCATIONS FOR VARIOUS AABL PARTIES AND EVENTS.

THERE IS A LOT MORE IN STORE FOR THE AABL IN THE FUTURE, INCLUDING OFF-SEASON TOURNAMENTS AND LEAGUES FOR THE AREA YOUTH, ALL-STAR GAMES, THREE-POINT CONTESTS, AND MORE FUN AND GAMES FOR THE KIDS AT THE GYM. WE PLAN ON ORGANIZING AN AABL TEAM TO PARTICIPATE IN OTHER RECREATIONAL SPORTS EVENTS, SUCH AS ADULT KICKBALL OR FLAG FOOTBALL, SO THAT THE NON-BASKETBALL PLAYER CAN JOIN IN THE AABL FUN AND CAMRADERIE. ALSO IN THE WORKS ARE MORE AND MORE OPPORTUNITIES FOR FOLKS IN THE COMMUNITY TO SHOW OFF THEIR TALENT IN WEEKLY EXHIBITIONS, RANGING FROM DANCERS, SINGERS, BANDS, MARTIAL ARTS DISPLAYS, AND WHATEVER ELSE THE COMMUNITY HAS TO OFFER. AS YOU CAN SEE, THE AABL IS VERY DIVERSE IN WHAT IT HAS TO OFFER THE FANS—AND YOUR BUSINESS!

## SPONSORSHIP BENEFITS

AABL SPONSORS HAVE THE OPPORTUNITY TO BE RECOGNIZED ON A LOCAL, REGIONAL, AND NATIONAL LEVEL—AND BEYOND! SPONSORS CAN GAIN EXPOSURE FROM A DIVERSE AND EXPANSIVE DEMOGRAPHIC BY HAVING COMPANY LOGOS ON TEAM JERSEYS, GAME DAY BANNERS DISPLAYED FOR THE 11-WEEK LONG 2009 AABL SEASON (NOV. 1 TO JAN. 17), SPECIAL RECOGNITION IN ALL AABL PRINT MATERIAL, COUPON GIVEAWAYS, BUSINESS SPONSORED RAFFLES, AND MORE. THE ONLY LIMITS TO THE POSSIBILITIES ARE IMAGINATION—AND PARTICIPATION FROM YOUR BUSINESS!

SPONSORS CAN GAIN EVEN GREATER EXPOSURE BY MAKING THEIR PRESENCE KNOWN ON THE AABL OFFICIAL WEBSITE: [WWW.AABL-NORFOLK.COM](http://WWW.AABL-NORFOLK.COM). OUR HIGHLY VISITED WEBSITE IS POPULAR AMONG PLAYERS AND FANS. WEB VISITORS CAN READ THE LATEST NEWS; CHECK OUT GAME SCORES, RECAPS, AND STATISTICS; LOOK AT PHOTOS FROM ALL AABL EVENTS; CHAT AND LEAVE COMMENTS TO OTHER LEAGUE FANS. WE PLAN TO MAKE THE SITE EVEN MORE INTERACTIVE IN THE FUTURE BY ADDING VARIOUS POLLS SO THE FANS' VOICE CAN BE HEARD. EXPOSURE ON [WWW.AABL-NORFOLK.COM](http://WWW.AABL-NORFOLK.COM) IS SURE TO GIVE AABL SPONSORS EVEN MORE MARKETING POSSIBILITIES AND EXPOSURE!

WITH YOUR SPONSORSHIP, THE AABL WILL BE BETTER EQUIPPED TO BRING EVEN MORE EXCITING AND WORTHWHILE EVENTS TO THE AREA FOR YEARS TO COME!



## SPONSORSHIP PACKAGES

THE AABL OFFERS THREE BASIC SPONSORSHIP PACKAGES:

### OFFICIAL LEAGUE SPONSOR

(\$4500— ONE PACKAGE AVAILABLE)

- ◆ ONE LEAGUE TEAM OF CHOICE—COMPANY LOGO ON JERSEYS PROVIDED BY THE AABL
- ◆ TWO COMPANY BANNERS PROMINENTLY DISPLAYED AT ALL GAMES AND ALL RELATED EVENTS
- ◆ WEBSITE BANNER PROMINENTLY DISPLAYED AT TOP OF AABL WEBSITE RECOGNIZING YOUR BUSINESS AS THE OFFICIAL LEAGUE SPONSOR.
- ◆ LINK TO COMPANY WEBSITE
- ◆ LEAGUE SPONSOR CREDIT ON OFFICIAL AABL TSHIRT
- ◆ CHOICE OF VENDOR SPACE AT ALL GAMES
- ◆ COUPON DISTRIBUTION AND PROMOTIONAL MATERIALS DISTRIBUTED TO ALL TEAMS AND FANS AT ALL GAMES AND ON THE WEBSITE.
- ◆ COMPANY NAME ON CHAMPIONSHIP TROPHY

### TEAM SPONSOR

(\$1500— 12 PACKAGES AVAILABLE)

- ◆ ONE TEAM OF CHOICE— COMPANY PROVIDES JERSEYS
- ◆ COMPANY BANNER DISPLAYED AT ALL GAMES AND RELATED EVENTS
- ◆ COMPANY NAME OR LOGO ON OFFICIAL AABL TSHIRTS
- ◆ AD ON AABL WEBSITE WITH A LINK TO SPONSOR WEBSITE
- ◆ VENDOR TABLE AT THE GAMES (\$25/DAY)