



where legends continue

National Basketball Retired Players Association

ANNUAL REPORT 2018



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President & CEO Welcome Letter

» Something this important, this influential, should not go to waste. In 2018, the National Basketball Retired Players Association will go all-in in an effort to pursue our mission of becoming a leading voice in the basketball community.

We have all the resources in place to execute on our long-range plan, and that is exactly what we will accomplish in this coming year. As President & CEO, I am pledging that this will be our biggest year to date, and I hope that you can all realize the opportunity that is in front of each of you.

In 2017, we made three key areas our focus for the year. As a group, we chose to attack our mission of (1) Charity (2) Programming (3) Relationships. As I dwell on our accomplishments over the past 12 months and reflect on the year ahead, I am so thrilled to see how far we've come and the bright future we have yet to realize. Here is the progress we've made so far:

- In 2017, the NBRPA distributed over \$250K through our Dave DeBusschere Scholarship Fund, pushing the year-to-date total to \$2 million. We gave 70+ individuals the opportunity to attend higher education, and for that, I am deeply thankful for the support our membership has shown.
- Our capstone initiative, Full Court Press: Prep For Success, saw unprecedented success and growth this past year. The program, which is scheduled to see a major boost in funding heading into 2018, is designed to support the development of young people both on and off the court through basketball instruction, mentorship and life skills curriculum. Our goal for the year ahead is to grow the number of cities by 25 percent and engage more than 3,000 kids over the next 12 months.
- Due to our ongoing relationship with the NBA and NBPA, we have never been in a better place with all of our members and partners. Over the past 12 months, we have engaged in meaningful collaboration on programs and initiatives aimed at improving the lives of former players. Both entities have provided direct financial support to our charitable mission, as well as guidance and counsel on a variety of important matters.

I am very confident that we are heading in the right direction and are remaining at the forefront of issues facing our community. With our current team in place, we are more equipped than ever before to handle the challenges facing us in today's reality. I am truly honored to be in this position and achieving even greater successes in 2018.

Scott Rochelle

Scott Rochelle, President & CEO





Today's Retired Players Association

Founded in 1992 by NBA Legends Dave DeBusschere, Dave Bing, Archie Clark, Dave Cowens and Oscar Robertson, the National Basketball Retired Players Association (NBRPA) is a non-profit organization dedicated to helping professional basketball players transition to life after basketball.

As the only alumni association of its kind supported directly by the NBA and National Basketball Players Association (NBPA), the NBRPA provides a host of programs, services and benefits to former NBA and WNBA basketball players and their families. These benefits are wide ranging, from health and financial services to education and career opportunities. The NBRPA has a two-pronged mission of helping former athletes and their families transition to life after basketball, while also impacting the community through sports. The goal is to change the narrative surrounding professional athletes and assist them as they navigate life after basketball.

Today, with its dedicated Board of Directors and staff members, the NBRPA is known for more than just the tangible benefits it provides its members - the NBRPA has created a family-like community, allowing players to stay connected to each other, and to the game of basketball, even into retirement.

Today's NBRPA/Mission

MEMBERSHIP IS AT AN
ALL-TIME HIGH

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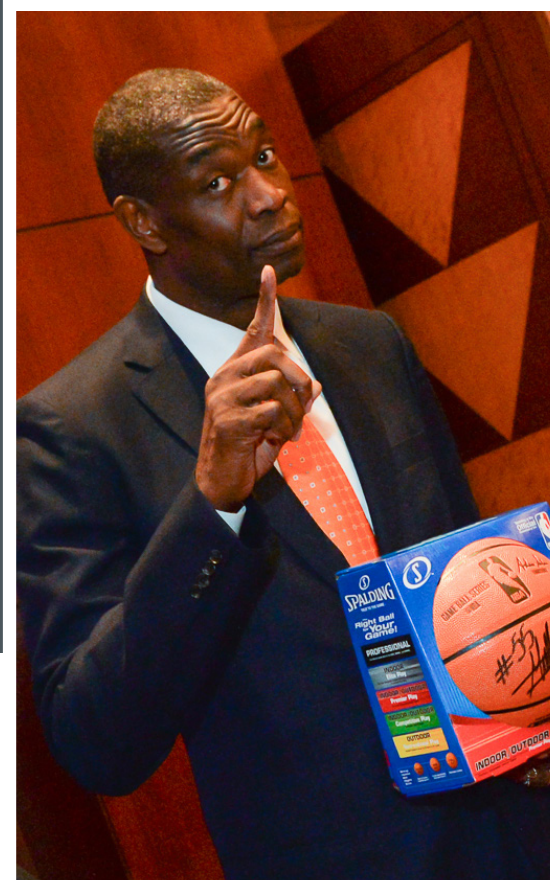
MORE THAN **900**

Former NBA, ABA, WNBA and Harlem Globetrotters
enjoy the events, community and benefits of the NBRPA

THE ORGANIZATION MAINTAINS A

95% ANNUAL MEMBER
RENEWAL RATE

and has significantly increased lifetime memberships



NBRPA National Locations & Chapters

Involvement from the NBRPA's local chapters is an integral part of achieving the organization's mission and success. The main purpose of having local "hubs" is for each chapter to bring the national organization's assets, vision and programs to the micro-level and provide tools and resources for members and their families. The NBRPA has utilized this approach for the past 12 years and has seen significant growth as a result.

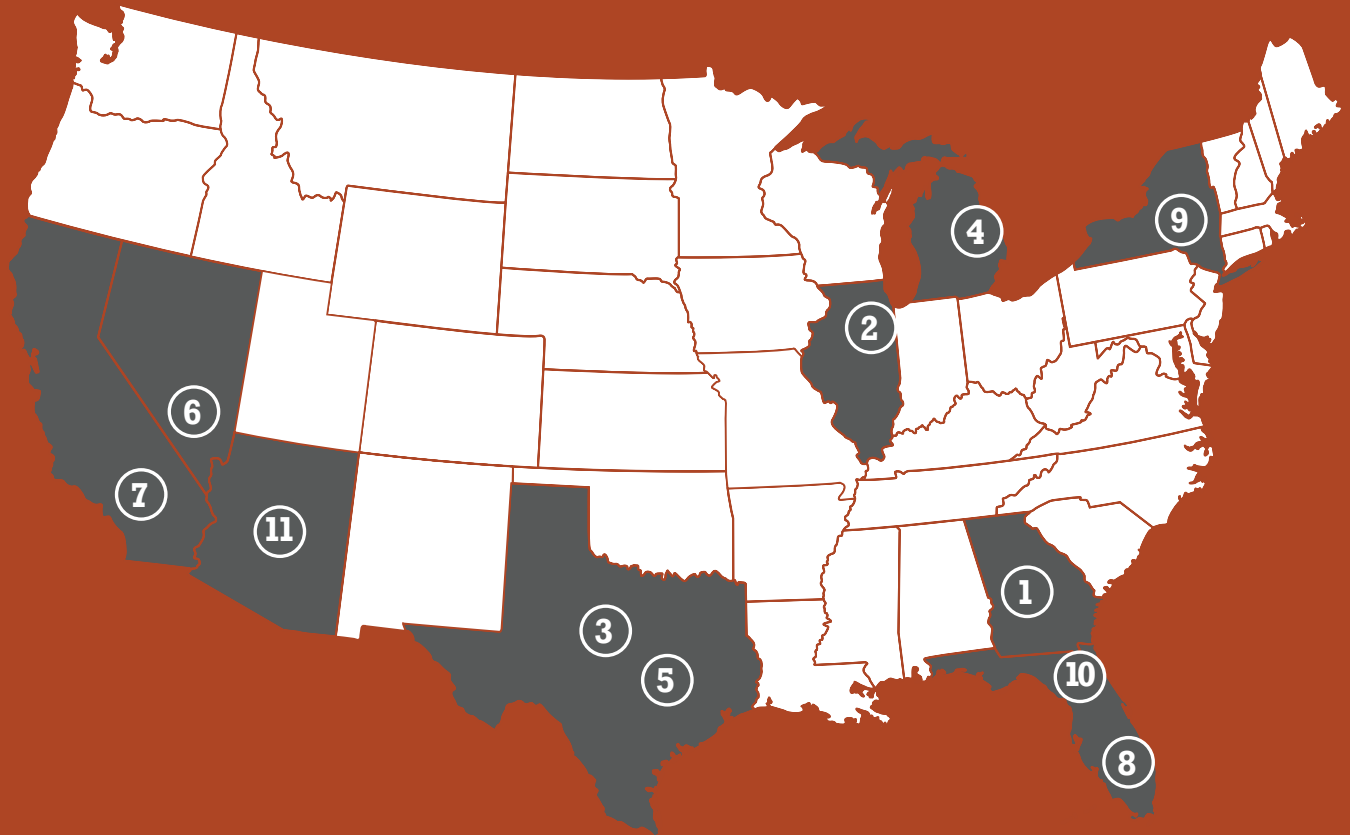
The NBRPA's National Office supports each chapter's operations as well as sends each chapter president on an Annual Chapter President's Learning Retreat.

Annual national office investments in NBRPA chapters has increased by over 400 percent since 2011.

Functions of NBRPA Chapters

- Develop programs and initiatives to keep members and partners engaged in their local communities
- Leverage the "brand" status of the membership at fundraising and local events to further initiatives within the community
- Recruit new members on a local level - ultimately strengthening the NBRPA's national profile





1 ATLANTA
PRESIDENT: DALE ELLIS

2 CHICAGO
PRESIDENT: JEFF SANDERS

3 DALLAS
PRESIDENT: WILLIE DAVIS

4 DETROIT
PRESIDENT: EARLE HIGGINS

5 HOUSTON
PRESIDENT: MAJOR JONES

6 LAS VEGAS
PRESIDENT: JEROME WILLIAMS

7 LOS ANGELES
PRESIDENT: RICK DARNELL

8 MIAMI
PRESIDENT: IRVING THOMAS

9 NEW YORK
PRESIDENT: TOM HOOVER

10 ORLANDO
PRESIDENT: WAYNE "TREE" ROLLINS

11 PHOENIX
PRESIDENT: MATT FISH

MORE TO COME IN 2018!

Membership Benefits

Becoming a member of the NBRPA has many benefits that can assist each player in their post-career endeavors. The NBRPA is here to elevate the status of retired players by creating a strong network of like-minded individuals that pursue the same mission.

»» NBA's Licensing Program

NBRPA members are eligible for the NBA's Licensing Program. Through the program, former NBA players are eligible to receive royalties for the use of their name and likeness. In exchange for licensing rights, the NBRPA collects and distributes the licensing fees on a yearly basis to each member accordingly.

»» Book a Legend Program

Through the Book a Legend Program, the NBRPA facilitates player appearances – dinners, receptions, meet-and-greets, hospitality events – resulting in more than \$150,000 in direct payments to members each year. Book a Legend is customized to any budget or event, delivering one-of-a-kind interactions for partners and their clients.

»» NCAA Appearances

During the NCAA Men's Basketball Tournament and the Women's Final Four, the NBRPA offers appearance opportunities, resulting in nearly \$50,000 directly to NBRPA members.

»» Health & Wellness

The NBRPA partners with SASid, Inc. and BWD Group LLC – a longtime provider for the NBA – to provide members with health insurance.

The NBRPA also provides special surgery benefits, dental benefits, cancer treatments, substance abuse prevention and treatment, cardiac screenings and many other health & wellness programs for its members.

»» Scholarship and Degree Assistance

Through partnerships with top schools and programs including Purdue University Global, formerly known as Kaplan University, and AthLife, members have an opportunity to complete their bachelor's and master's degrees and develop careers outside of basketball.

»» Volunteer Opportunities

Participation and involvement in local, community programs allow players to elevate their status in the community and become an ambassador for the game.

»» NBRPA Events

Members and partners gain special access to prime professional events, such as All-Star Weekend, Legends World Sports Conference and Legends Gala Weekend.

WHAT DOES IT TAKE TO BECOME AN NBRPA MEMBER?

Membership is open to all former NBA and WNBA players who have registered at least one career game in either league.



NBA'S LICENSING PROGRAM

FREE

- Includes the potential to receive royalties for the use of name and likeness in accordance with the NBA's Licensing Program
- Access to NBRPA paid appearances
- Access to NBRPA health insurance
*only former NBA players with 3+ years of service time qualify
- Subscriptions to all NBRPA newsletters and pertinent communication on player benefits

GOLD MEMBERSHIP

\$250 ANNUAL MEMBERSHIP

INCLUDES EVERYTHING IN THE NBA'S LICENSING PROGRAM PLUS

- Access to coaching opportunities through Full Court Press: Prep for Success Program
- Subscription to NBRPA's Rebound Magazine
- Access to NBRPA events at NBA All-Star Weekend (Access to Legends Brunch, access to hotel accommodations, access to purchase games tickets)
- Hotel Accommodations at Legends World Sports Conference
- Access to apply for the Dave DeBusschere Scholarship Fund
- Access to apply for NBRPA Member Grant Programs
- Access to apply for the Michael Justin Glenn Internship Program
- Access to NBA's Player Development Programs

PLATINUM MEMBERSHIP

\$3,500 LIFETIME MEMBERSHIP

INCLUDES EVERYTHING IN THE GOLD MEMBERSHIP PLUS

- Priority arrangements for All-Star weekend
- Ability to book additional hotel nights and purchase tickets for Annual Legends Press Conference and All-Star week
- First consideration for goodwill mission abroad opportunities

Current NBRPA Programs



FINANCIAL

Member Grant Program

The Member Grant Program supports the individual, need-based financial circumstances of the NBRPA membership. The purpose of the Grant Program is to be broad based and to cover virtually any areas needed by a former player in life after basketball.

NBA Players Legacy Fund

The NBRPA formed a key partnership with the NBA Players Legacy Fund, which not only provides funding to former players, but also helps fund former player programs and provides business and educational grants to NBRPA members. The NBRPA's relationship with the NBA has never been stronger, as both parties are meeting regularly and collaborating on public events, community relations and former player transition programming.

NBA'S LICENSING

Through the NBA's Licensing Program, former NBA players are eligible to receive royalties for the use of their name and likeness. In exchange for the licensing rights, the NBRPA collects and distributes the licensing fees on a yearly basis to each member accordingly.

By opting into the NBA Licensing Program, members will have access to licensing revenue in exchange for the use of their name and likeness. Additionally, participants will be enrolled in the NBRPA's newly created Licensing Program Membership at no cost.

HEALTH



Association for Applied Sport Psychology

The Association for Applied Sport Psychology is the leading organization for sport psychology consultants and professionals who work with athletes, coaches, non-sport performers, business professionals and tactical occupations. AASP and its network of 2,400 affiliates around the country assist NBRPA members in their mental health needs through an affordable and NBRPA-subsidized program. Through the partnership, AASP consultants assist NBRPA members who are:

- Struggling with transitioning out of basketball, including their emotional attachment to the game and coping with the change of their identity
- Retiring “young” and having concerns about the challenges of starting a second career or the next phase in life
- Needing a confidential resource to discuss financial, marital or personal issues
- Experiencing mental health issues



EarQ Hearing and Education Discount Program

The EarQ program is a value added program, outside of the insurance coverage, further stretching members’ dollar. Additionally, at NBRPA events such as the annual conference and All-Star Weekend, representatives from EarQ provide free hearing screenings to former basketball players and their families. All NBRPA members and their families receive the following benefits from EarQ:

- 40% off EarQ suggested retail prices
- 50-day satisfaction guarantee
- Annual hearing checkups
- Nationwide network of hearing healthcare professionals

Rebound Institute

Rebound Institute offers numerous programs and services that are designed to help individuals rediscover their true selves. Founded by NBA alumni and lifetime NBRPA member Jayson Williams, Rebound Institute uses innovative and cutting-edge approaches to therapy including hyperbaric and chiropractic treatment, overall health and mindset attention, mentoring, job training, and workplace readiness alongside core medical and clinical disciplines to reintroduce an active, fun and healthy lifestyle to NBRPA members.



Cardiac Screenings

The NBRPA has worked closely with the NBPA to support its effort to provide all members with comprehensive, no-cost cardiac exams. At NBRPA and NBA events nationwide, members are encouraged to take the time to get their hearts screened.

COMING IN 2018... The NBRPA and the American Diabetes Association (ADA) are working together to benefit both members of the NBRPA and advance the ADA’s mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

CAREER TRANSITION



Purdue University Global

Education is the backbone of success in life after basketball, which is why the NBRPA created an innovative educational partnership with Purdue University Global, formerly known as Kaplan University. NBRPA students can earn degrees in 11 unique programs and gain relevant career service support.

Michael Justin Glenn Internship Program

The NBRPA launched the Michael Justin Glenn internship program to give its members experience and knowledge of the inner workings of the sports business industry.



AthLife

Formed in 2004 to service the education, career development and life skills needs of athletes, AthLife's approach is to guide people through a process that builds skills and confidence, thus enabling them to assume control over their ongoing career development. The team at AthLife is available to help educate, develop and inspire NBRPA athletes to meet and exceed their career and academic goals. With this partnership, the NBRPA is continuing its commitment to giving its members more educational and career development opportunities.

SERVICES PROVIDED

1:1 Advising to explore career goals and establish plan for assistance with career fundamentals including:

- Resume development and refinement
- LinkedIn profile development and utilization
- Interviewing preparation
- Elevator pitch
- SOAR stories
- Networking strategies

1:1 Advising to explore continuing education opportunities including:

- Degree completion
- Vocational education
- Professional certifications
- Graduate degree completion



NBA's Assistant Coaches Program

The NBRPA helps members interested in coaching at the collegiate and professional levels get real experience through the NBA's Assistant Coaches Program (ACP). Taking place during the Portsmouth Invitational Tournament, NBA Combine and NBA G-League Tryout, the ACP better prepares participants for pursuit in their coaching and basketball endeavors. First implemented in 1988, this program has exposed over 150 qualified former players to GMs, coaches and NBA/G-League team personnel as potential coaches, including many current NBRPA members.



Legends Care Initiative

The NBRPA works in direct partnership with the NBA on the Legends Care initiative, which positively impacts communities and youth through basketball. It is a regular occurrence for NBRPA members to engage with NBA Cares, which gives back through youth clinics, mentoring, charitable outreach and other grassroots initiatives. Funds raised for the Legends Care Initiative directly support the NBRPA's Dave DeBusschere Scholarship Fund, Youth Outreach Initiatives, National and Chapter Education Programs and Member Charity Contributions.



G-League

In direct partnership with the NBA, the NBA's minor league organization (G-League) created an intensive externship experience exclusively for NBRPA members. The goal of the program is for members to immerse themselves into the business operations of the G-League. The initiative aims to match retired players with tangible opportunities to learn, develop and showcase their talents, including giving players the opportunity to work at the G-League Showcase and the G-League All-Star Weekend. Just as dozens of current NBA players began their professional careers in the G-League, so too have current NBA coaches, scouts, front office personnel and broadcasters. This externship program gives participants an opportunity to jump start their transition immediately after retirement, by gaining practical experience and networking with personnel from the NBA and the G-League in one of the following areas: Community Relations/ PR, Event Management, Partner Hospitality, Broadcast Operations and Basketball Operations.

Charitable Partners

- Police Athletic League
- National Urban League
- Children's Miracle Network
- Schools across the United States
- NBA Cares

Dave DeBusschere Scholarship Fund

The Dave DeBusschere Scholarship Fund will go to support NBRPA members and their spouses, children and grandchildren to pursue higher degrees in education. In 2017, the NBRPA distributed \$250,000 and over \$2 million to date.

Earl Lloyd Scholarship Fund

In honor of the departed NBA pioneer Earl Lloyd, the NBA Legends Foundation has pledged an annual gift of \$50,000 to the NBRPA for the purpose of providing significant financial support to low income recipients of the Dave DeBusschere Scholarship. The Lloyd Scholarship is available to the children and grandchildren of NBRPA members who have played 3 full years in the NBA.

SPECIAL EVENTS

Legends Gala Weekend

The Legends Gala Weekend is a charitable event aimed to raise funds for the NBRPA's Dave DeBusschere Scholarship Fund. This amazing weekend honors philanthropists and legends from the world of sports, all the while raising funds for the children and grandchildren of professional basketball players who might not have access to higher education.

NBA All-Star Weekend

Each year, the NBRPA joins forces with the NBA to stage its All-Star Weekend festivities. Members currently holding Gold and Platinum membership status have access to exclusive NBRPA benefits at All-Star Weekend, including the Legends Brunch, priority hotel accommodations and the ability to purchase game tickets on Friday, Saturday and Sunday.

NBRPA partners have the opportunity to showcase their brands in the Legends Lounge at the host hotel and have the opportunity to get to know the Legends personally throughout the weekend for a unique and unforgettable experience.

The non-stop schedule of star-studded fun, community and philanthropic events include the NBRPA Welcome Reception, NBA Cares Day of Service, NBA All-Star Saturday Night Watch Party, Annual Legends Brunch, the All-Star Game itself and so much more. The NBRPA's special, exclusive Legends Lounge gives members and guests a place to gather and visit with vendors, socialize with each other and enjoy an assortment of goods. The weekend's marquee event remains the NBRPA's All-Star Brunch, where retired players are honored; the event is broadcasted live on NBA-TV.

Legends World Sports Conference

The National Basketball Retired Players Association hosts the annual Legends World Sports Conference each summer to celebrate the year's accomplishments, set the agenda for the following year and to network and commune with friends and colleagues. Recognized as the premier gathering of its kind for former professional basketball players, members and partners have the opportunity to learn, network and unite in the transition to life after professional play.





FULL COURT PRESS: PREP FOR SUCCESS

In partnership with the Jr. NBA, Police Athletic League, Leadership Foundations and Strategies for Youth, the NBRPA's signature initiative, Full Court Press: Prep for Success, is designed to support the development of young people both on-and-off the court through basketball instruction, mentorship and life skills curriculum. Former professional basketball players, both men and women, coach the participants, which range from 150-200 at each event.



Full Court Press: Prep for Success is a single-day youth basketball and mentoring clinic for underserved boys and girls, ages 8-18, held in cities across the United States and abroad. The NBRPA established the program five years ago and has held more than 50 clinics including events in:

Farmingdale, NJ
Dallas, TX
Atlanta, GA
Richmond, VA

New York, NY
San Diego, CA
Las Vegas, NV
Philadelphia, PA

Detroit, MI
Lexington, KY
Louisville, KY
Springfield, MA

Minneapolis, MN
Los Angeles, CA
Oklahoma City, OK
Tampa, FL



Media Exposure

SOCIAL MEDIA

NBRPA's social media channels are growing in audience as we continue to provide a social platform to engage with leaders in the basketball community, provide recaps on NBRPA events and give players opportunities to network with one another.

Legendsofbasketball.com is an online platform for members, sponsors, fans and event participants to keep up with news and learn about all the ways the NBRPA can benefit them during the transition to life after the game.

..... FOLLOW US @NBAalumni    

MEDIA RELATIONS

The NBRPA delivers a dynamic media strategy to generate exposure for members who continue their legend after their time on the court is complete.

IN THE NEWS



Mutombo says owning a NBA team is a 'dream'



Tiki and Tierney: Spencer Haywood talks NBA career



Nancy Lieberman: 'Rucker Park saved my life'



Sports Rush: Talking Thanksgiving


REBOUND Magazine

REBOUND Magazine is the official publication of the NBRPA. REBOUND highlights a number of stories about NBRPA members and their journey through the NBA and life after basketball. The magazine is distributed to members, partners and fans nationwide.

Legends Newsletter

The Legends Newsletter is distributed monthly to NBRPA members. Providing an exclusive look into the organization's newest announcements, the monthly email reveals new members, public appearance opportunities, events, new partnerships and more.

Partnering with the NBRPA

 Partnering with the NBRPA can provide corporate brands, small businesses, philanthropic entities and other marketable entities with a variety of opportunities to custom fit business and philanthropic needs into a cost-efficient program that provides unprecedented up-close-and-personal interaction with the greatest players in basketball history.

ACCESS

- Access to the Greatest Players in Basketball History
- NBA Retired Players Spokesmen
- NBA All-Star & Other Events
- VIP Experiences (Dinner with a Legend, Etc.)
- Private Events & Member Appearance Opportunities
- Social Influencers and Trendsetters

BRANDING

- Naming Rights to NBRPA Events
- Breakfast, Receptions, Galas, Etc.
- Custom Activations
- Exposure & Product Launch Opportunities
- Co-Branding/Cross-Promotional Opportunities
- Sponsor Integration
- Chapters, Camps & Clinics
- Products Promotion & Awareness

MEDIA & OTHER

- High Visibility via Premier Events
- National Media Exposure
- Interactive/Social Media Exposure
- Charitable & Social Responsibility Opportunities
- Local Media Exposure
- Quarterly Magazine
- Promotional Radio

Board of Directors

Officers

JOHNNY NEWMAN CHAIRMAN

Mr. Newman starred at the University of Richmond before going on to play for 16 seasons in the NBA with the Cleveland Cavaliers, New York Knicks, Charlotte Hornets, New Jersey Nets, Milwaukee Bucks, Denver Nuggets and Dallas Mavericks. Newman scored 12,740 points in his NBA career.

CASEY SHAW TREASURER

Mr. Shaw is a former player of the Philadelphia 76ers and had an illustrious career playing basketball overseas. He brings his expertise as a financial planner to the Board and is also an assistant men's basketball coach at Vanderbilt University.

SPENCER HAYWOOD VICE CHAIRMAN

As a 20-year-old rookie in 1969-70 Mr. Haywood led the American Basketball Association in both scoring and rebounding and was named the ABA's Most Valuable Player and Rookie of the Year. After moving to the NBA he averaged better than 20 points for five consecutive seasons, including 29.2 points per game in 1972-73, and he was twice selected to the All-NBA First Team.

NANCY LIEBERMAN SECRETARY

One of the greatest basketball pioneers of all time, Secretary Lieberman is one of the first women in basketball history to be a part of a coaching staff in the NBA and is a member of the Naismith Memorial Basketball Hall of Fame.

Directors

RICK BARRY

One of the NBA's 50 Greatest Players of All-Time, Hall of Famer Rick Barry is the only player to lead the NCAA, ABA and NBA in scoring for an individual season.

DWIGHT DAVIS

Mr. Davis is a University of Houston basketball legend who played for the Cleveland Cavaliers and Golden State Warriors, and was voted to the NBA All-Rookie Team in 1973. Now, he spends much of his free time working with at-risk teens with lessons on and off the court.

JAMES DONALDSON

Mr. Donaldson played 14 seasons in the NBA and was named an All-Star in 1988. He is now heavily involved in basketball related initiatives in China.

MIKE GLENN

After his nine year NBA career, Mr. Glenn joined the broadcast team for the Atlanta Hawks and started a foundation that currently travels to multiple cities.

DAVID NAVES

A former member of the Harlem Globetrotters, Mr. Naves brings more than four decades of management experience to the Board.

LA RUE MARTIN JR.

Mr. Martin was the first overall pick in the 1972 NBA Draft and is now a UPS Executive after a highly successful business career.

ELDRIDGE RECASNER

Mr. Recasner played in a variety of professional leagues for five years after his college career before earning a spot on an NBA roster where his hard work and ferocious play led him to a nine-year career.

JOHNNY DAVIS*

Coach Davis spent nearly four decades with the NBA as a player, front office executive, assistant coach and head coach. To date, he has worked for over one third of the 30 NBA teams, played 10 years in the NBA and coached many noteworthy players.

SAM PERKINS*

Mr. Perkins was chosen as the fourth overall pick of the 1984 NBA Draft and went on to a successful 17-year career as a center and power forward. Since his retirement in 2001, he has been actively involved in a variety of charitable endeavors such as the Special Olympics, Nothing But Nets, Boys and Girls Club, NBA Cares and more.

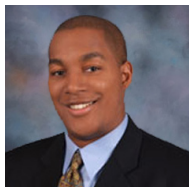
JEROME WILLIAMS*

After being selected by the Detroit Pistons in the first round of the 1996 NBA Draft, Mr. Williams played nine years in the NBA with the Pistons, Toronto Raptors, Chicago Bulls and New York Knicks. Williams is now known for being community service oriented with a passion for steering kids into activities that help them realize their full potential.

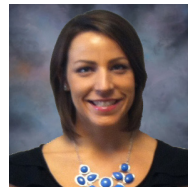
* DIRECTORS ELECT



NBRPA Staff



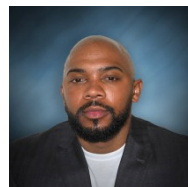
SCOTT ROCHELLE
PRESIDENT & CEO



ERIN MILLER
SVP OF OPERATIONS
& EVENTS



KENNY GATTISON
VP OF MEMBERSHIP &
PLAYER PROGRAMMING



EXCELL HARDY, JR.
SR. DIRECTOR OF MEMBER
RELATIONS



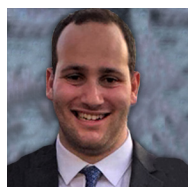
MARIAM KURDADZE
OPERATIONS &
EVENTS MANAGER



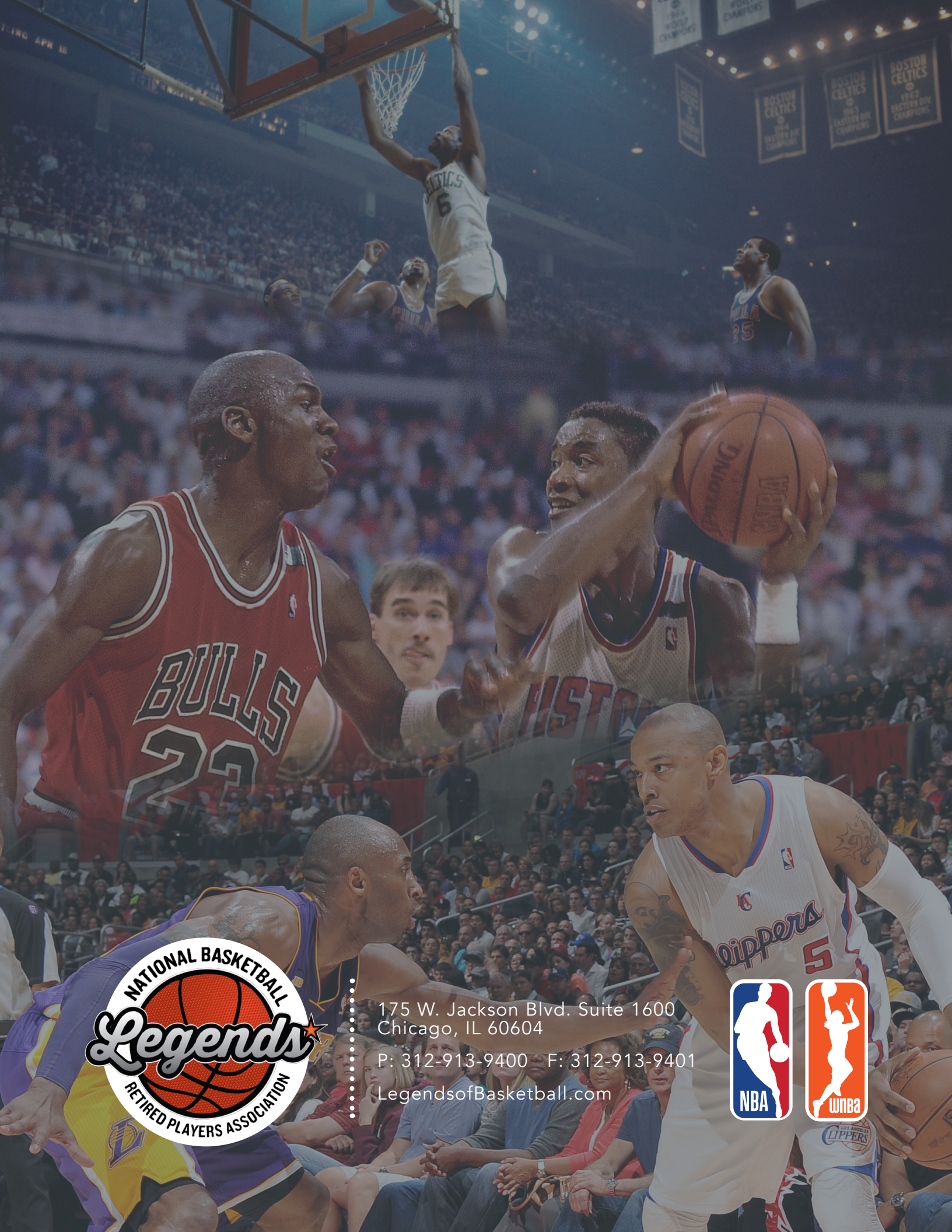
BRITTANY RAY
MARKETING &
COMMUNICATIONS
MANAGER



CAMERON BALLARD
DIRECTOR OF
ADVANCEMENT/COUNSEL



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