



NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION

ANNUAL REPORT



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PRESIDENT & CEO

WELCOME LETTER

In 2021, the National Basketball Retired Players Association continued and elevated efforts to improve the lives of retired athletes and their loved ones.

Despite the challenges and uncertainty that the last two years have brought to the world, the NBRPA has been fully committed to providing programs and initiatives to support our membership in their retirement. These efforts, aimed at better positioning our members to thrive and prosper, have done just that and we intend to keep building on the strong foundation of our principles and our organizational mission. We continue to strengthen our network with our local chapters, our relationship with the NBA and the NBPA is stronger than it has ever been, and our comprehensive social responsibility and community outreach programs have impacted numerous communities across the country. The Legends Scholars and Dave DeBusschere Scholarship Fund programs, benefitting the leaders of tomorrow, have received accolades and we are universally seen as a national community that looks after one another. For that – we could not be any prouder of our service to our membership.

We have adapted and evolved to become a nimbler organization and bring more ways to engage with our membership. Our Legends Media & Entertainment efforts have seen robust growth and unprecedented success – whether it's our members only communications via the Locker Room app, our social

media presence and exclusive podcasts and digital series, or our quarterly magazine – Legends Magazine. Brands and media have taken notice and we continue to leverage that interest into strategic partnerships and collaborations that will help elevate, not only the NBRPA's profile, but our member's personal brands as well. We continue to expand our health benefits, career development programs and partnerships with longtime allies in the space such as NASA and Wintrust. We have been able to display our camaraderie with our Legends Summer Getaway and our Alumni Nights throughout the country. For us to be able to get back to our in-person events again after two years, is not only exciting and energizing for us as an organization, but it comes with an intense sense of pride and purpose.

The universal fervor for the game of basketball, due in no small part to you - our members, continues to skyrocket and the demand for Legends as not just ambassadors of the game of basketball, but as beacons of service and goodwill continues to present unique and incredible opportunities. As we celebrate our 30th anniversary, with NBRPA membership spanning the globe, we will continue to seize those opportunities to serve our Legends on the court, in the classroom, the workplace and in your lives. We are proud to serve you and we are excited to continue raising the bar.

SCOTT ROCHELLE
PRESIDENT & CEO



ABOUT THE NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION



The National Basketball Retired Players Association (NBRPA) is comprised of former professional basketball players from the NBA, ABA, WNBA and Harlem Globetrotters. It is a 501(c) 3 organization with a mission to develop, implement and advocate a wide array of programs to benefit its members, supporters and the community. The NBRPA was founded in 1992 by basketball legends Dave DeBusschere, Dave Bing, Archie Clark, Dave Cowens and Oscar Robertson. The NBRPA works in direct partnerships with the NBA and the National Basketball Players Association. Legends Care is the charitable initiative of the NBRPA that positively impacts youth and communities through basketball. Scott Rochelle is President and CEO, and the NBRPA Board of Directors includes Chairman of the Board Johnny Davis, Vice Chairman Dave Cowens, Treasurer Sam Perkins, Secretary Grant Hill, Sheryl Swoopes, Thurl Bailey, Caron Butler, Jerome Williams, Shawn Marion, and David Naves.



MEMBERSHIP BENEFITS

STAY CONNECTED TO THE
GAME THROUGH AN NBRPA
MEMBERSHIP



NBA LICENSING PROGRAM

- Includes the potential to receive royalties for the use of name, image & likeness in accordance with the NBRPA/NBA Licensing Program
- Access to NBRPA paid appearances
- Access to NBPA health insurance (only former NBA players with 3+ years of service)
- Subscriptions to all NBRPA newsletters and pertinent communication on player benefits

GOLD

INCLUDES EVERYTHING IN THE NBA LICENSING PROGRAM PLUS:

- Access to NBRPA events at NBA All-Star Weekend
- Hotel accommodations at the Legends Summer Getaway
- Access to NBA's Player Development Programs
- Access to NBA Alumni Career Portal (Symplicity) and the Purdue University Global Program
- Eligibility to apply for the Dave DeBusschere Scholarship Fund and the Earl Lloyd Scholarship Fund
- Access to apply for NBRPA Member Grant
- Access to paid coaching opportunities through the NBRPA's Full Court Press: Prep for Success Program

PLATINUM

INCLUDES EVERYTHING IN THE GOLD MEMBERSHIP PLUS:

- Priority accommodations and access at NBA All-Star Weekend
- First consideration for international goodwill mission opportunities

WELCOME TO THE LOCKER ROOM




MEMBERSHIP BENEFITS

LEGENDS LOCKER ROOM APP

WELCOME BACK TO THE LOCKER ROOM!

In 2021, the NBRPA launched the Legends Locker Room App. This members-only app connects you with valuable resources that may be available to you as a former NBA, WNBA, ABA and Harlem Globetrotter player. Within the app users have access to member and business directories along with great stories and content all about former players. Furthermore, users have access to information regarding upcoming events, player programming, Legends Care, Chapters and much more. This is a players-only app which allows you to communicate and network with other former players in a private and secure environment.



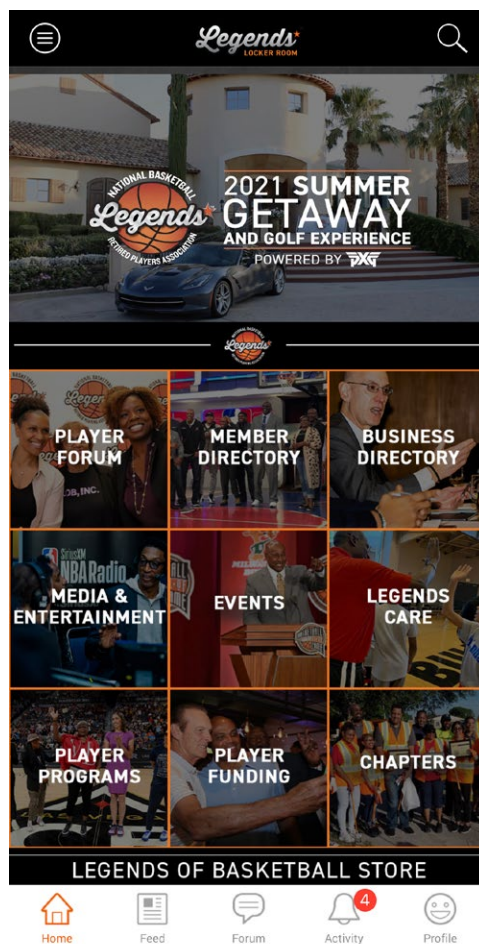
Sheryl Swoopes

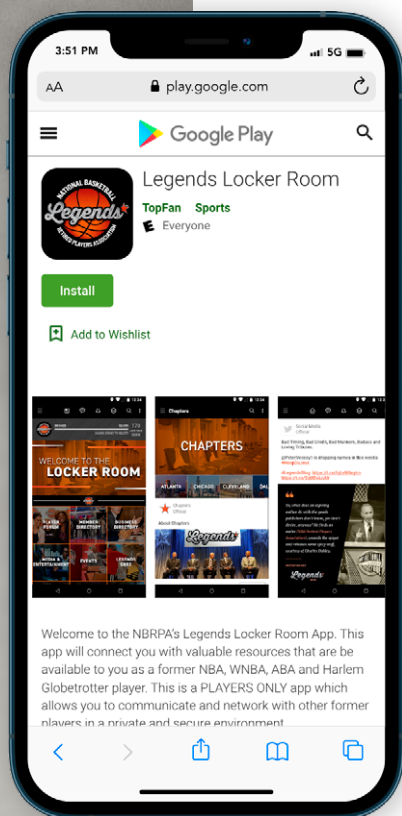
Bronze - 110 Lifetime Points

NBRPA Director

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MEMBERSHIP BENEFITS

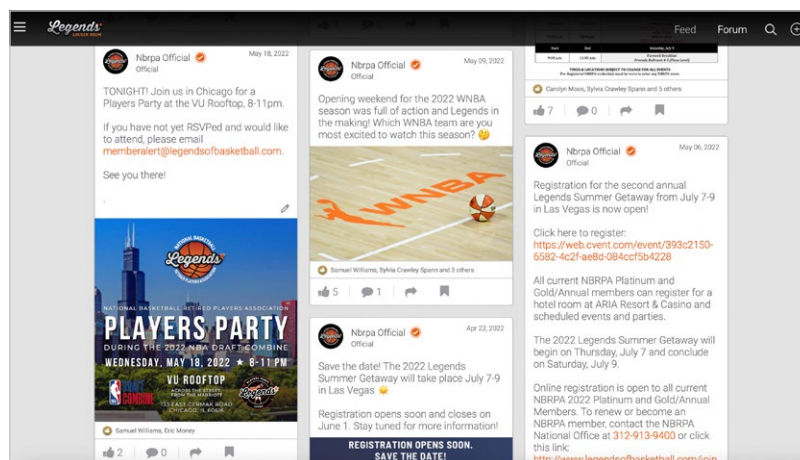
LEGENDS LOCKER ROOM APP

DOWNLOADING THE LEGENDS LOCKER ROOM APP

On your smart phone, search “Legends Locker Room” in the Apple Store (Apple users) Google Play Store (Android users). Once you have downloaded the app, open it and log in with the instructions below.

LOGGING INTO THE LEGENDS LOCKER ROOM

- Your username and password will be the same login information that you have for the legendsofbasketball.com website
- Don't remember your username? Try entering the email you have on file with the NBRPA.
- Don't remember your password? Click “Forgot Password” and enter your username or email address, then click “Get New Password.” You will receive an email with instructions on how to reset your password. Click the link at the bottom of the email. A new password will be automatically generated for you. You can delete this password and create a new “strong” password, then click “Save Password.” When you see “Open in NBRPA,” click Open. This will take you back to the Legends Locker Room login screen. Enter your username or email and new password and you will be logged into the app.
- Having trouble logging in? Email memberalert@legendsofbasketball.com and we'll be happy to assist you with this process.
- You can also use the Legends Locker Room in a desktop format. Go to lockerroom.legendsofbasketball.com to view and login to the desktop version.





MEMBERSHIP PROGRAMS

The NBRPA strives to benefit and support each member's unique individual needs. From special events, career transition, communications and exposure, financial support, health and global partnerships, this is the place for former NBA and WNBA players to thrive and prosper.

- NBA Licensing Program
- Appearances
- Signature Social Events
- Career Development
- Community Impact Opportunities
- Financial Assistance
- Scholarship and Degree Assistance





2021 SUMMER GETAWAY AND GOLF EXPERIENCE

POWERED BY PXG

The 2021 Legends Summer Getaway and Golf Experience was a brand new, inaugural event hosted by the National Basketball Retired Players Association. This three-day event, powered by our partners at PXG, provided an exclusive retreat for NBRPA members to gather in the Legends Lounge, attend NBA Summer League games, party at Jewel Nightclub, golf at Topgolf and Cascata Golf Course, and unwind at the ARIA Resort & Casino in beautiful Las Vegas.





NBA ALL-STAR WEEKEND

Every year, the NBRPA joins forces with the NBA to stage its All-Star Weekend festivities. Gold and Platinum NBRPA members have access to exclusive NBRPA benefits, including priority hotel accommodations, Legends Brunch tickets and the ability to purchase game tickets on Friday, Saturday and Sunday. NBRPA partners showcase their brands in the exclusive Legends Lounge located at the host hotel throughout the weekend, where former players and guests gather and socialize with each other.

The non-stop schedule of star-studded festivities and community events include the NBRPA Welcome Party, Legends Media Day, Legends Care events, NBA All-Star Saturday Night Watch Party and the NBA All-Star Game. The Weekend's marquee event remains NBA Legends Brunch, where retired players are honored.

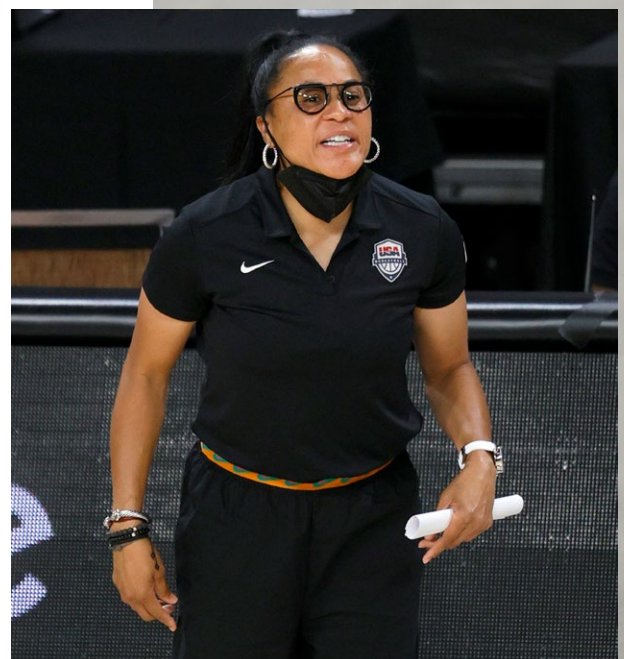
NBA All-Star 2021 was hosted in Atlanta but did not include in-person NBRPA events due to the ongoing global pandemic. The NBRPA hosted a virtual Players Party on Instagram live with DJ Cedric Ceballos on Saturday night ahead of the 2021 NBA All-Star Game.





WNBA ALL-STAR

In July 2021, the NBRPA hosted a Legends viewing suite for the WNBA All-Star Game held at the Michelob Ultra Arena in Las Vegas. Legends enjoyed a VIP experience at the game where the WNBA All-Stars took on Team USA - that went on to win the gold medal at the Tokyo Olympics. Following the game, Legends enjoyed a NBRPA hosted post-game party at Libertine Social, located in the Mandalay Bay Hotel followed by a nightcap at the Alibi Lounge in the Aria Hotel where Legends and future Legends enjoyed the best Las Vegas has to offer. As with all NBRPA events, social responsibility and legacy events were on full display. WNBA Legends Mistie Bass, Hamchéto Maiga-Ba, Jamie Redd and Nakia Stanford met with teens from Girls on the Run Las Vegas for a powerful and inspirational Legends Girl Chat.





PLAYERS PARTY SERIES

An NBRPA membership doubles as your ticket to basketball's premier events throughout the nation. Keep in touch with other former players through various social events, including exclusive Players Parties hosted in cities across the country.

In 2021, the NBRPA hosted two parties in Uncasville, Connecticut for the 2020 and 2021 Hall of Fame Enshrinement Weekends. In May, we hosted Legends and Hall of Famers at TAO – Mohegan Sun, and in September we gathered at Novelle – Mohegan Sun ahead of the Hall of Fame Enshrinement Ceremony.





ALUMNI DAYS

With the world returning to something that resembles normalcy, our in-person events have seen tremendous interest, and the return of our Alumni Days in 2021 proved no different. In October, the NBRPA hosted an Alumni Day at Wintrust Arena in Chicago during Game 3 of the WNBA Finals. In November, the NBRPA hosted Alumni Days at Little Caesars Arena in Detroit and Rocket Mortgage FieldHouse in Cleveland. Members of the Chicago, Detroit and Cleveland Chapters were treated to first class game experiences from luxury suites and all the amenities they include. We look forward to hosting more Alumni Days in conjunction with our NBRPA Chapters around the country, so please be sure to check for upcoming event information via the Legends Locker Room app.





CHAPTERS

Chapters embody the NBRPA on a local level, with intimate, personalized meetings and grassroots community events that hit the mark close to home. NBRPA Chapters help bring our programs and services to life in local markets. The organic way to grow our membership comes at the local level, and chapter development is one of the most important initiatives for the NBRPA today.

Currently, we have strong and successful NBRPA Chapters in Atlanta, Chicago, Cleveland, Dallas, Detroit, Houston, Las

Vegas, Los Angeles, Miami, New York, Orlando, and Phoenix.

In 2021, NBRPA Chapters grew in numbers and community outreach efforts more than ever, proudly representing the NBRPA in their local communities and giving back in impactful ways. Whether it was through a charitable golf tournament, a holiday meal or toy drive, autograph signings or meet and greets, NBRPA members raised the bar at the chapter level and we can't wait to be a part of this continued growth in 2022.





LEGENDS CARE

Legends Care is the initiative of the NBRPA that positively impacts communities and youth through basketball. NBRPA Legends give back through clinics, mentoring, charitable outreach and other grassroots initiatives in the United States and abroad with the goal of educating, inspiring and keeping youth active, healthy and safe.



LEGENDS HBCU SCHOLARSHIP

The Legends HBCU Scholarship is a scholarship fund and scholars program for undergraduates attending HBCUs. Legends Scholars will receive a \$10,000 scholarship in recognition of their academic excellence and desire to positively impact the world.



FULL COURT PRESS

Legend Care's cornerstone program - Full Court Press: Prep For Success - went virtual, giving children around the world the opportunity to learn basketball skills through drills demonstrated by WNBA Legend Sheryl Swoopes and NBA Legends Grant Hill, Shawn Marion, Dale Ellis, Fat Lever, Greg Oden and Caron Butler.



LEGENDS GIRL CHAT

Legends Girl Chat is a virtual Legends Care program consisting of one-hour video conversations between middle school and high school girls and WNBA Legends. Partnering with the NBRPA on Legends Girl Chat is Girls Inc. Through this Legends Care partnership, all 78 affiliates of Girls Inc. are able to schedule a Legends Girl Chat to incorporate into their programming.



LEGENDS HOME COURTS

Through the Legends Home Courts program, monetary grants are given to community groups for the renovation of outdoor basketball courts.

BACK2BACK

BACK2BACK prepares elementary students for the upcoming school year by providing them with brand new backpacks filled with essential back to school supplies.

THANKSGIVING COMMUNITY ASSIST

The Thanksgiving Community Assist is an annual Legends Care program through which families in need receive a Thanksgiving turkey and holiday cheer from the Legends of Basketball.

LEGENDS CARE

LEGENDS HBCU SCHOLARSHIP



The Legends HBCU Scholarship and Legends Scholars program debuted in 2021 as a way to honor the rich history of HBCUs and their alums while moving the legacy forward by supporting current HBCU undergraduates. Five applicants were selected as Legends Scholars, receiving a \$10,000 scholarship in recognition of their academic excellence and desire to make a positive and purposeful impact in the world. In addition to addressing the financial needs of Legends Scholars, a comprehensive scholars program will assist Legends Scholars in the areas of career preparation and development, job placement and mentoring both during and after their undergraduate years.

“As a second generation HBCU graduate, this program is much more than a scholarship. The Legends HBCU Scholarship program will help us build upon our efforts to provide support for HBCU institutions and amplify the crucial role they play in our communities,” said Scott Rochelle, NBRPA President & CEO. “We are extremely proud and honored to help ensure that these extraordinary college students have access to the substantial and multifaceted resources offered through our Legends Scholars program during their collegiate career and beyond.”

“There is a rich history of HBCUs and their alums contributing to our society,” said Grant Hill, NBRPA Board Secretary, Naismith Memorial Basketball Hall of Fame inductee (Class of 2018) and HBCU Legends Scholarship Review Committee Member. “It is an honor and a privilege to be able to use our platform to create this legacy program and assist in developing future global leaders.”

THE INAUGURAL CLASS OF LEGENDS SCHOLARS WAS ANNOUNCED IN JULY 2021 AND INCLUDES:



DAMON BRYAN JR.
South Carolina State University
Class of 2022



ERIN FOSTER
Spelman College
Class of 2024



SANIYA KEETON
Tuskegee University
Class of 2023



TYRELL MILLER-JOHNSON
Central State University
Class of 2023



JAYLA THORNTON
North Carolina A&T State University
Class of 2024



LEGENDS CARE

LEGENDS IN ACTION

FEBRUARY

The NBRPA hosted a virtual Full Court Press Clinic, allowing youth from all over the world to tune in and learn Hall of Fame basketball drills from the Legends of Basketball and Full Court Press Instructor Frank Lopez. The participating Legends included Grant Hill, Shawn Marion, Dale Ellis, Fat Lever, Greg Oden, Sheryl Swoopes and Caron Butler.

MAY

During the 2020 Enshrinement Weekend, Hall of Famers Cynthia Cooper and Ben Wallace spent an afternoon inspiring youth from the Springfield area.



JULY

The NBRPA provided a Legends Home Courts grant to the renovation of the basketball courts at Colina Del Sol Park in San Diego, CA. NBA Legend Bill Walton spearheaded the renovation project in partnership with Project Backboard, Five Star Basketball, the Farrell Family Foundation, and the NBRPA. Walton dedicated the project to his childhood coach "Rocky," who taught him how to play basketball, 60 years ago, on these very courts at Colina Del Sol.



SEPTEMBER

The 2021 Enshrinement Weekend ended with a slam dunk as the NBRPA hosted its first Full Court Press Clinic since February 2020. Boys and girls from Springfield's South End Community Center took part in basketball drills and challenges before being surprised by Hall of Famers Yolanda Griffith, Spencer Haywood, Dikembe Mutombo and Ben Wallace.



NOVEMBER

For the fourth annual Thanksgiving Community Assist, the NBRPA donated \$5,000 to the Greater Chicago Food Depository's Healthy Student Markets. Through this donation, 250 families in Chicago's West and South Sides received Butterball Gift Checks providing them with holiday meal assistance.



LEGENDS MEDIA & ENTERTAINMENT

The NBRPA, in celebration of its upcoming 30th anniversary in 2022, teamed up with sports marketing collective HEARTLENT Group to re-fresh the organization's visual identity.

The new logo design incorporates both the history of the NBRPA as well as fresh design elements to display both the physical and cultural aspects of the sport. Utilizing graffiti artwork, the basketball inside the logo includes meaningful imagery like handprints to signify the players who have left their mark on the game, retro sneakers to symbolize the history and culture of basketball, x's and o's to stand for what players have accomplished on the court, and much more. A nod to the organization's three decades of service, the logo also features a three-pointed crown.





LEGENDS MEDIA & ENTERTAINMENT

> LEGENDS MAGAZINE

Legends Magazine is distributed on a quarterly basis to NBRPA members, NBA and WNBA executives and teams, and NBRPA partners. The magazine covers the lifestyle, successes and trends among Legends who have succeeded in life after basketball.

> LEGENDS STUDIOS

Legends Studios is the official content platform of the NBRPA, including these original podcasts created over the last year: Legends Live, Legends Lounge with Trill Withers, and Hoop du Jour with Peter Vecsey. Legends Studios gives brands an avenue to partner with Legends through creative and customizable content featuring Legends of the game.

> LEGENDS NEWSLETTER

The Legends newsletter is distributed on a monthly basis to more than 1,000 members, partners and sponsors and sheds light on the great work basketball Legends are doing around the world.

> LEGENDS MEDIA DAY

Legends Media Day takes place annually during All-Star Weekend. The event includes Legends and national outlets coming together for an entire day of interviews and media exposure dedicated to the NBRPA and the stories of our members.



FOLLOW US AT
@NBAALUMNI



CAREER DEVELOPMENT & TRANSITION



> NASA GODDARD SPACE FLIGHT CENTER

The NBRPA has partnered with the National Aeronautics and Space Administration (NASA) Goddard Space Flight Center to give former players the opportunity to identify and pursue commercialization of patented NASA technologies. The program, centered on entrepreneurship and investment opportunities, allows members to work collaboratively with NASA engineers to expose NBRPA members to NASA patented technologies and address questions related to potential commercial applications.



> NBA ASSISTANT COACHES PROGRAM

Since 1988, hundreds of qualified former players have gained exposure to GMs, coaches and NBA/G League personnel through the NBA Assistant Coaches Program (ACP). Though this program, the NBRPA helps members interested in coaching at the collegiate and professional levels to get real experience. Taking place during the Portsmouth Invitational Tournament, NBA Combine and NBA G League Tryout, the ACP better prepares participants for the pursuit of a career in coaching and basketball operations.



> PURDUE UNIVERSITY GLOBAL

Purdue University Global is a preferred higher education partner of the NBRPA, offering members an opportunity to enroll in more than 180 online programs including associate's, bachelor's, master's and doctoral degrees and certificates, plus textbooks and course materials included in the cost of tuition. Though the partnership, all NBRPA members and their immediate family members are eligible for waived application fees, on-the-job training, military tuition reductions, flexible start dates, a three-week trial period before any tuition is due, tuition cap pricing and more.

CAREER DEVELOPMENT & TRANSITION

AthLife® > **ATHLIFE**

AthLife's education and career development programs build confidence and enable former athletes to take control of their ongoing career development. The NBRPA partners with AthLife in a commitment to giving its members one-on-one advising opportunities. The team at AthLife is available to help educate, develop and inspire members to meet and exceed their individual career goals. Members can work with AthLife through various services including:

- Resume development & refinement
- LinkedIn profile development & utilization
- Interview preparation
- Elevator pitch
- SOAR stories
- Networking strategies
- Degree completion
- Vocational education
- Professional certification
- Graduate degree completion

■ **SYMPPLICITY®** > **SYMPPLICITY**

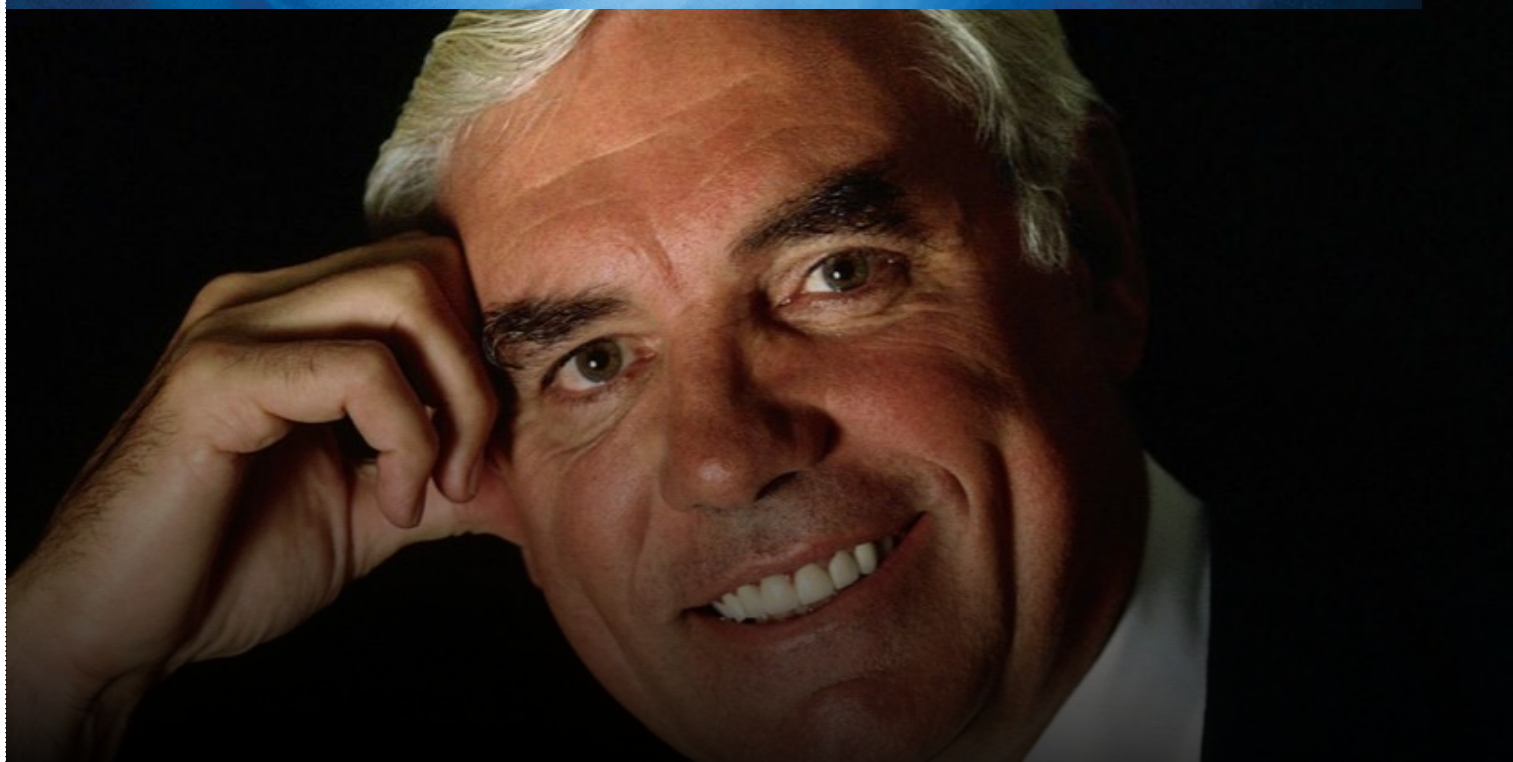
The NBRPA has teamed up with Symplicity's Career Services Manager (CSM). Those who are looking for the next step in their careers can access CSM's services to browse for career advancement opportunities, upload resumes, keep in touch with recruiters and have access to over 1,200 institutions, commercial entities, and organizations across the world. Symplicity's CSM services have been utilized by over 11 million users, including similar peer organizations such as the NFL Player Care Foundation, Divergence Academy, the Flatiron School, Women who Code and more. This service is only available to NBRPA members.



> **G LEAGUE**

The NBA G League is the National Basketball Association's official minor league basketball organization. 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. The NBRPA works directly with the NBA to match former players with an opportunity to learn the ins-and-outs of the business operations of the G League and to jump start their careers after retirement. Program participants gain personal experience and network with personnel from the NBA and G League in one of the following areas:

- Coaching
- Community/Public Relations
- Event Management
- Partner Hospitality
- Broadcasting
- Basketball Operations



FINANCIAL SUPPORT

DAVE DEBUSSCHERE SCHOLARSHIP

The Dave DeBusschere Scholarship was established in honor of the late Dave DeBusschere, an NBA Champion, All-Star and NBRPA Founder. 100 percent of the NBRPA's Dave DeBusschere Scholarship Fund goes directly to NBRPA members and their spouses and children who are pursuing higher degrees in education. The NBRPA has distributed nearly \$3 million from this fund to date.

THE 2021-2022 DAVE DEBUSSCHERE SCHOLARSHIP RECIPIENTS:

Carmin Adams
Keion Battle
Ava Birdin
Corie Blount, Jr.
Keyara Boykins
Earl A. Boykins Jr.
Jaden Causwell
Stephanie Colter
Sari Cureton
DeNeal Dooling
Torbyn Eakin
Keonna Earl

Collette Foster
Stephen Howard
J'Den Humphries
Jamal Johnson
Trey Johnson
Alfonso Johnson, III
Nancy Jones
Alyssa Keeling
Mollie Kite
Alexa Lister
Alton Lister, Jr.
Chelsea May

Alicia McDaniel
Emery O'Bryant
Skyla Owens
Race Parks
Kendall Smith
Eric Snow
Jarren Snow
Keith Tower
Chloe Tower
Evan Wilkins
Shyneefa Williams



EARL LLOYD SCHOLARSHIP FUND

In honor of the departed NBA pioneer Earl Lloyd, the Legacy Fund has pledged an annual gift of \$45,000 to the NBRPA for the purpose of providing additional financial support to recipients of the Dave DeBusschere Scholarship. The Earl Lloyd Scholarship is available to the children of NBRPA members who have played three full years in the NBA.

NBA LICENSING PARTNERSHIP

Through this program, former NBA and WNBA players are eligible to receive royalties for the use of their name, image, and likeness. In exchange for licensing rights, the NBRPA collects and distributes the licensing fees to each member accordingly.

NBA PLAYERS LEGACY FUND

The NBA Players Legacy Fund exists to help former NBA and ABA players transition to new careers after basketball and get back on their feet after medical or financial difficulties. The NBA Legends Foundation is jointly funded by the National Basketball Players Association and the National Basketball Association.

MEMBER GRANT PROGRAM

The NBRPA Member Grant Program is a charitable fund with a mission to benefit, support and assist individual NBRPA members in financial need. The Member Grant Program supports any individual, need-based financial circumstance for members to provide immediate relief.

FINANCIAL SUPPORT



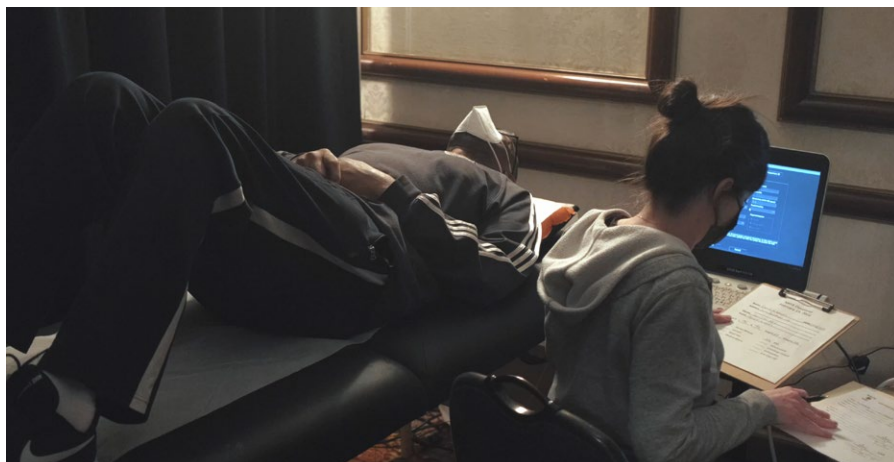


HEALTH INITIATIVES

THE NBRPA PROVIDES HEALTH AND WELLNESS BENEFITS TO ITS MEMBERS

> NBPA HEALTH SCREENINGS

The National Basketball Retired Players Association (NBRPA) has a formalized relationship with the National Basketball Players Association (NBPA) to deliver valuable, preventive long-term healthcare check-ups to former professional players across the United States. Launched by the NBPA in 2016, the Health Screening Program has impacted hundreds of former players by providing preventative testing, including blood work, electrocardiograms, echocardiograms and orthopedic and cardiology consultations.



Association for Applied Sport Psychology (AASP)

The Association for Applied Sport Psychology is the leading organization for professionals who work with athletes, coaches, performers, business professionals and more. The 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. NBRPA members might want to take advantage of AASP consultants if they are:

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

PARTNERING WITH THE NBRPA

Partnering with the NBRPA can provide corporate brands, small businesses and philanthropic entities with unprecedented access and personal interaction with the game's greatest Legends.



> ACCESS

- Access to the game's greatest legends
- NBA All-Star Weekend
- Legends Summer Getaway
- VIP Experiences



> BRANDING

- Naming rights to NBRPA events
- Logo integrations
- Custom activations



> MEDIA

- National and local media exposure
- Social media integration
- Legends Magazine
- Legends Newsletter
- Legends of Basketball website
- Legends Locker Room App
- Legends Studios

PARTNERING WITH THE NBRPA

> VIRTUAL RIGHTS MANAGEMENT/ARIA 360

In 2021, the NBRPA entered into a groundbreaking group licensing deal with Virtual Rights Management, an emerging and cutting-edge technology company. The five-year agreement allows VRM to create two separate royalty generating products. First, utilizing its innovative technology, Aria 360, VRM is in the process of creating and sell virtual marketing ad-campaigns to brands featuring Legends. Second, VRM will create and sell virtual images of Legends in the form of Non-Fungible Tokens (NFTs) - digital assets functional through blockchain technology. This robust opportunity ushers the NBRPA into the new iteration of internet technology, Web3, while leveraging Legends' Name, Image, and Likeness to best align with digital trends of the future.



> PARSONS XTREME GOLF (PXG)

PXG, the makers of some of the world's finest golf clubs, partnered with the NBRPA in early 2021, right in time for the inaugural Legends Summer Getaway in Las Vegas. This first-class partnership brings custom fitted golf equipment, products, and accessories to NBRPA members at a steep discount. PXG staff provide individualized, on-site club fittings and swing lessons. Additionally, Legends can capitalize on this standing partnership by visiting PXG locations nationwide for a customized golf club purchasing experience.



> WINTRUST

Wintrust has served as a preferred partner to the NBRPA since 2016, offering unparalleled financial services to NBRPA members. This multi-year partnership has granted Wintrust the ability to serve as a headline sponsor during the NBRPA's two annual meetings, as well as ancillary events including Full Court Press Basketball Clinics and financial literacy seminars. NBRPA Members can gain access to a wide array of financial services, with dedicated representatives prepared to support.



NBRPA LEADERSHIP

2021 BOARD OF DIRECTORS

OFFICERS

Johnny Davis, Chairman
Dave Cowens, Vice Chairman
Sam Perkins, Treasurer
Grant Hill, Secretary

DIRECTORS

Caron Butler
Shawn Marion
David Naves
Sheryl Swoopes
Thurl Bailey
Jerome Williams

CHAPTERS & PRESIDENTS

The 12 chapters across the nation embody the mission of the Association through player programming, community outreach and member relations.

ATLANTA

Dale Ellis

DETROIT

Willie Norwood

MIAMI

Toccarra Williams

CHICAGO

Cliff Levingston

HOUSTON

Maurice Evans

NEW YORK

Tom Hoover

CLEVELAND

Jim Chones

LAS VEGAS

Jerome Williams

ORLANDO

Wayne "Tree" Rollins

DALLAS

Willie Davis

LOS ANGELES

Rick Darnell

PHOENIX

Lafayette "Fat" Lever

NBRPA STAFF



Scott Rochelle
President & CEO



Erin Miller
SVP of Operations
& Events



Kenny Gattison
VP of Membership
& Player Programming



Bridget Gannon
VP of Social Impact



Julio Manteiga
Head of Communications
& Content



Cameron Ballard
Sr. Director of Basketball
Operations/Counsel



Erin Law
Director of
Digital Content



Carly Garcia
Database Manager



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