



Photo: Manny Millan, *Sports Illustrated*

# The League of Opportunity





# STARS AND STRIPES FOREVER - USBL HIGHLIGHTS



- ★ 62 players have graduated into the NBA.
- ★ Basketball Hall of Fame inductees involved with the USBL:
  - Earl Monroe, Commissioner, 1985
  - Walt Frazier, Staten Island Stallions ownership group
  - Nate Archibald, head coach, Jersey Jammers
- ★ Other notable NBA players involved with the USBL include John Lucas (owner, Miami Tropics), Cazzie Russell, Henry Bibby, Kevin Stacom, Rex Morgan, John Williamson, Dick Barnett and World B. Free.
- ★ Olympic silver medalist and three-time All-American Nancy Lieberman became the first woman in the history of professional sports to play in an all-male league when she played for the Springfield Fame in 1986.
- ★ Sandhi Ortiz-DelValle became the first woman in history to officiate a men's professional basketball game when, on July 15, 1991, she officiated the New Haven Skyhawks - Philadelphia Spirit game.
- ★ The first USBL game in history was played on May 25, 1985 between the Rhode Island Gulls and Springfield Fame at the Springfield Civic Center. Michael Adams and the Fame defeated Manute Bol, John "Hot Rod" Williams and the Gulls, 101-94.



Photo: John D. Hanlon, *Sports Illustrated*

**Nancy Lieberman**

- ★ **USBL All-Star Game Highlights:**
  - 1985: Michael Adams scored 18 points to lead the Springfield Fame to an 87-75 victory over an All-Star team featuring Manute Bol, John "Hot Rod" Williams and Spud Webb before 5,093 fans at the Springfield Civic Center.
  - 1987: A standing-room only crowd watched Tyrone "Muggsy" Bogues direct the Rhode Island Gulls to a 119-112 win over the USBL All-Stars. Bogues, playing in his first game since being selected as the 12th pick in the NBA Draft by the Washington Bullets, captured MVP honors.

<u>USBL Champions</u>	
1985 - Springfield Fame	1988 - New Haven Skyhawks
1986 - Tampa Bay Flash	1990 - Jacksonville Hooters
1987 - Miami Tropics	1991 - Philadelphia Spirit

- ★ **MEDIA COVERAGE:** The USBL has been featured on virtually all national media outlets including *Sports Illustrated*, *USA Today*, ABC News, NBC Sports, CBS Morning News, ESPN, *The New York Times*, *The Los Angeles Times*, *The Chicago Tribune*, *The Sporting News*, *Forbes*, *Parade*, *The Wall Street Journal*, *Newsweek* and *People*.

<b>USBL PLAYERS IN THE NBA</b>			
<i>(Opening Day, 1991-92 Season)</i>			
Michael Adams (G)	Washington Bullets	Tharon Mayes (G)	Philadelphia 76ers
Stephen Bardo (G)	San Antonio Spurs	Bob McCann (F)	Detroit Pistons
Tyrone Bogues (G)	Charlotte Hornets	Sam Mitchell (F)	Minnesota T'wolves
Manute Bol (C)	Philadelphia 76ers	Delañey Rudd (G)	Utah Jazz
Tony Campbell (G/F)	Minnesota T'wolves	Greg Sutton (G)	San Antonio Spurs
Lanard Copeland (G)	Los Angeles Clippers	Andre Turner (G)	Washington Bullets
Mario Elie (G)	Golden State Warriors	Spud Webb (G)	Sacramento Kings
Avery Johnson (G)	San Antonio Spurs	Mitchell Wiggins (G)	Philadelphia 76ers
Anthony Mason (F)	New York Knicks	John Williams (F)	Cleveland Cavaliers



# WHAT'S IN A NUMBER? -- 1991 SEASON HIGHLIGHTS

**45** USBL players invited to NBA free agent camps.

**8** "USBL Game of the Week" telecasts carried by Prime Network and Hagen Sports Network during prime time. Potential international viewing audience: over 50 million households. "USBL Game of the Week" aired in all 50 states as well as internationally.

**6th** USBL All-Star Game played at Glens Falls (NY) Civic Center on June 29. Paul "Snoop" Graham led the USBL All-Stars over the Empire State Stallions, 132-126, and was named Most Valuable Player.

**110-108** Victory recorded by the Philadelphia Spirit over the Miami Tropics in the USBL Championship Game, July 23, in front of a standing-room only crowd.

**5** Members of the 1991 All-USBL First Team possess NBA experience: center Earl Cureton, forwards Norris Coleman and Anthony Mason and guards, Wes Matthews and Michael Anderson.



USBL File Photo

**6** Players with NBA experience led the USBL All-Stars to a silver medal at the Winston World Basketball Tournament, July 26-28, in San Juan, Puerto Rico. The Tournament featured national teams from the Soviet Union, Puerto Rico, Brazil, Canada, Mexico and Cuba, as well as the defending world champions, Pop 84 Split of Yugoslavia. The USBL All-Stars lost to the Puerto Rican national team (Pan American champions) in the championship game before a sold-out crowd in excess of 12,000.

**14** Year NBA veteran John Lucas purchased the Miami Tropics franchise on August 8.

## 1991 USBL FINAL STANDINGS

Northern Division					Southern Division				
	W	L	PCT.	GB		W	L	PCT.	GB
Philadelphia Spirit	15	5	.750	-	Miami Tropics	13	7	.650	-
New Haven Skyhawks	10	10	.500	5	Jacksonville Hooters	12	8	.600	1
Long Island Surf	7	13	.350	8	Atlanta Eagles	10	10	.500	3
Empire State Stallions	7	13	.350	8	Suncoast Sunblasters	6	14	.300	7



# USBL CORPORATE SPONSORSHIP BENEFITS

## EXCLUSIVE RIGHTS

- \* Designation as "Official Sponsor of the USBL."
- \* Product category exclusivity.
- \* Rights to USBL and team logos and trademarks.
- \* Opportunity for title sponsorship of USBL marquee events.

## ADVERTISING

### Television

- \* Commercial time on "USBL Game of the Week" telecasts aired in all 50 states and internationally to a potential audience reach of 50 million households.
- \* Value added package featuring graphic billboards and title sponsorship affiliation with a thematic vignette on the telecasts.

### Print

- \* Advertising in *Game Time*, the USBL's official game program.
- \* Advertising in *USBL Media Guide*.

### Arena Signage

- \* Courtside banners prominently displayed in all USBL arenas and at all USBL marquee events.

## HOSPITALITY AND PROMOTION

- \* Generous package of season tickets, and VIP tickets to all USBL marquee events and hospitality functions to meet your client entertainment needs.
- \* Leaguewide promotion conducted in every USBL market to help increase sales and awareness of your product.
- \* Promotional activity conducted at USBL marquee events.
- \* Aggressive public relations support to increase awareness of your corporate identity.
- \* Title sponsorship of a USBL post-season award.



USBL File Photo

**The USBL All-Stars: 1991 Winston World Basketball Tournament Silver Medalists**



## A CAPITAL APPROACH IN PROFESSIONAL SPORTS

One word describes the mission of the United States Basketball League... **OPPORTUNITY!** Since its inaugural season in 1985, the USBL has provided opportunities to hundreds of aspiring National Basketball Association prospects, referees, front office staff and coaches, while remaining committed to its goal of offering quality, family-oriented entertainment to its fans. Additionally, the USBL offers excellent marketing opportunities to franchise owners and sponsors, while fulfilling its player development role. The USBL is:

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nique! The USBL lists among its distinguished alumni the tallest and shortest players in professional basketball history (7-7 Manute Bol and 5-3 Tyrone "Muggsy" Bogues) as well as the first women ever to play (Nancy Lieberman) or officiate (Sandhi Ortiz-DelValle) in a men's professional basketball league. Each of these individuals was featured in *Sports Illustrated*. Organizationally, the USBL is different due to a franchising structure which gives the League strong, centralized authority to implement its business objectives.

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ports! First and foremost, the USBL serves as a showcase for players seeking to play in the NBA or abroad. A total of 62 players have ascended from USBL arenas to the NBA ranks. These players include Manute Bol (76ers), Tyrone Bogues (Hornets), John "Hot Rod" Williams (Cavaliers), Michael Adams (Bullets), Spud Webb (Kings), Mitchell Wiggins (76ers), Anthony Mason (Knicks) and Greg Sutton (Spurs).

# B

usiness! Structured as a franchise-granting corporation, the USBL engages in prudent and sound business practices. Franchises follow long-term, leaguwide strategic plans designed to improve profitability. Additionally, the USBL scores big with sponsors by offering visibility through a television package aired throughout the United States and internationally, as well as grass roots marketing appeal through local promotional programs.

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ong-range! Implementation of a sensible expansion plan enables the USBL to grow wisely in specific geographic regions of the country. Divisions of four or more teams are established in one geographic region to limit travel expenditures. The 1991 season featured a northern division with teams in New York, Connecticut and Pennsylvania and a southern division with teams in Florida and Georgia. The use of a leaguwide salary structure also contributes to the viability of the USBL's long-range strategic plan.

### MICHAEL ADAMS

#### FROM THE USBL...



Photo: Don Fontaine, *Springfield Newspapers*



Photo: Mitchell Layton, Washington Bullets

... TO THE NBA



## ***FOR THE RECORD...***

" My two seasons in the USBL were memorable and valuable experiences for me. While playing against and learning from NBA-caliber players, I developed and grew more as a person and my confidence also improved. This helped me in my quest to become a starter in the NBA.

I remember some great games during my first season playing against the Rhode Island Gulls, who were led at that time by Manute Bol, 'Hot Rod' Williams and Spud Webb. All of those guys have done well in the NBA! I also enjoyed being a part of history and playing alongside Nancy Lieberman, probably the greatest women's basketball player in history, during my second season in the USBL.

The USBL is a valuable showcase and springboard for both rookies and veterans looking to make it into the NBA."

**-- MICHAEL ADAMS, Washington Bullets (1985 and 1986 USBL)**

"Working with the USBL as a corporate sponsor has been an enjoyable and very worthwhile sports marketing opportunity for BIKE Athletic Company. The execution of the sponsorship at the League level and by each team was well-done. We plan to continue our sponsorship for the 1992 season and expand our role with the USBL All-Star Travel Team."

**-- RANDY BLACK, Vice President of Sales and Marketing, BIKE Athletic Company**



USBL File Photo

**The 1991 USBL All-Star Game: Current San Antonio Spur guard Greg Sutton defended by Keith "Mister" Jennings**

"Owning and running a USBL franchise in the Jacksonville community has been great for the people of this city and it brings back memories of when I played for the Boston Celtics. The USBL provides great summertime entertainment and high quality basketball for families and people of all ages. As a grass roots marketing vehicle, a USBL franchise offers numerous exciting and unique opportunities."

**-- REX MORGAN, owner of the Jacksonville Hooters (1990 USBL Champions)**

"The NBA and my office scout the USBL rather thoroughly. A number of young players get a chance to be showcased, and it gives them an opportunity to play against better talent. I am very impressed with the talent level and stability of the League as well."

**-- MARTY BLAKE, Director of Scouting, NBA**



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