



JUSTIN STEINBAUM

BRIAN BOTSCH

NATE LILLY

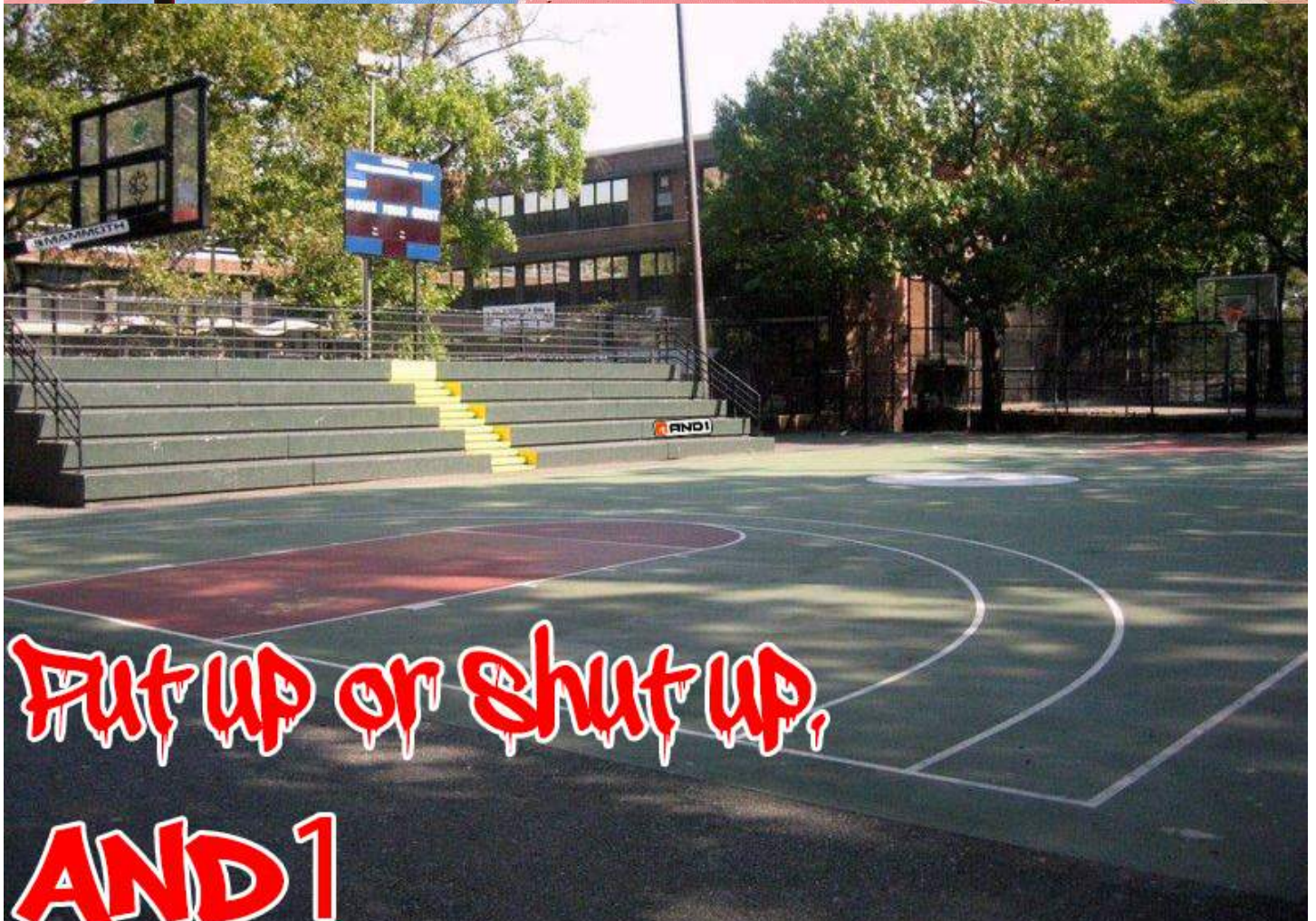
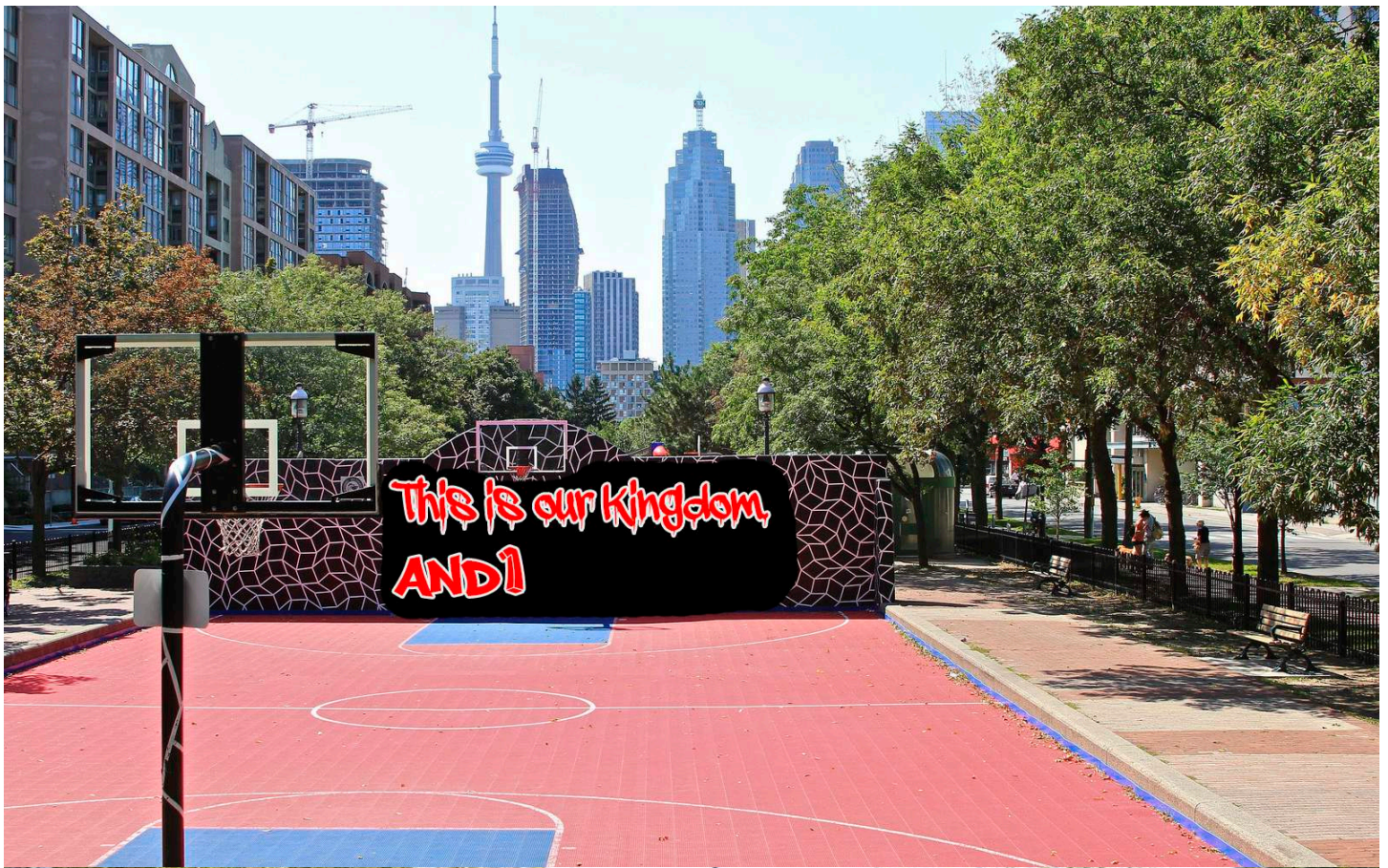
Our group wants to convince high school students to wear AND1 shoes instead of Jordan's because AND1 focuses on the quality and feel rather than the prestige of the name brand. AND1 shoes are more tailored to basketball players that play aggressively on rough surfaces in the inner city. When you buy a pair of Jordan shoes you are paying for the brand name as a status symbol, rather than functionality as a performance shoe. AND1 products are extremely durable and come at a fraction of the cost, which is ideal for low-income teenagers. We are going to market the AND1 shoe line to the average high school student that plays pick up basketball with his friends after school. We believe there's a huge underground market of players that desire a stylish everyday basketball shoe. Through advertising the AND1 city skyline series, we hope to rejuvenate the brand by making it relevant again. We plan on doing this by having a street ball tour of famous athletes and celebrities that wear AND1 products. This will reinforce functionality of AND1, rather than supporting faulty designer labels that don't embody the best interests of the customer. We want to advertise the functionality of the shoe, while taking Nike's "Just do it" approach to the show game.

- Broadcast-We will have hall of fame basketball players host a streetball competition. The players will be doing a tour all around major cities in the United States to help gain a major audience. The games will be broadcasted over ESPN. All of the players will be wearing AND1 clothing and shoes to promote the brand. We will be hanging up AND1 banners around the outside basketball courts to show that AND1 is sponsoring the live broadcasted event.
- Outdoor-The proceeds from tickets being bought to attend these outdoor events will be going to local organizations that specialize in developing outdoor recreational facilities in different major cities. Every city the tour stops at will have a custom shoe that represents the city. For example, the shoe would have a skyline of the city the tour is taking place in. We will be giving these shoes away to everyone who buys a ticket to these streetball competitions. We will be advertising And1 with street art across the inner city.
- Instagram-We will be holding an Instagram competition for followers of our tour. The competition will include fans taking video of an amazing trick basketball shot. The fans will then include a hashtag of our tour name, which is Street Hall of Fame. The winners of the Instagram will get the opportunity of a meet and greet with the famous hall of fame NBA stars. They will also get to sit on the bench during the tour street games.



Battle for the bay,
AND I

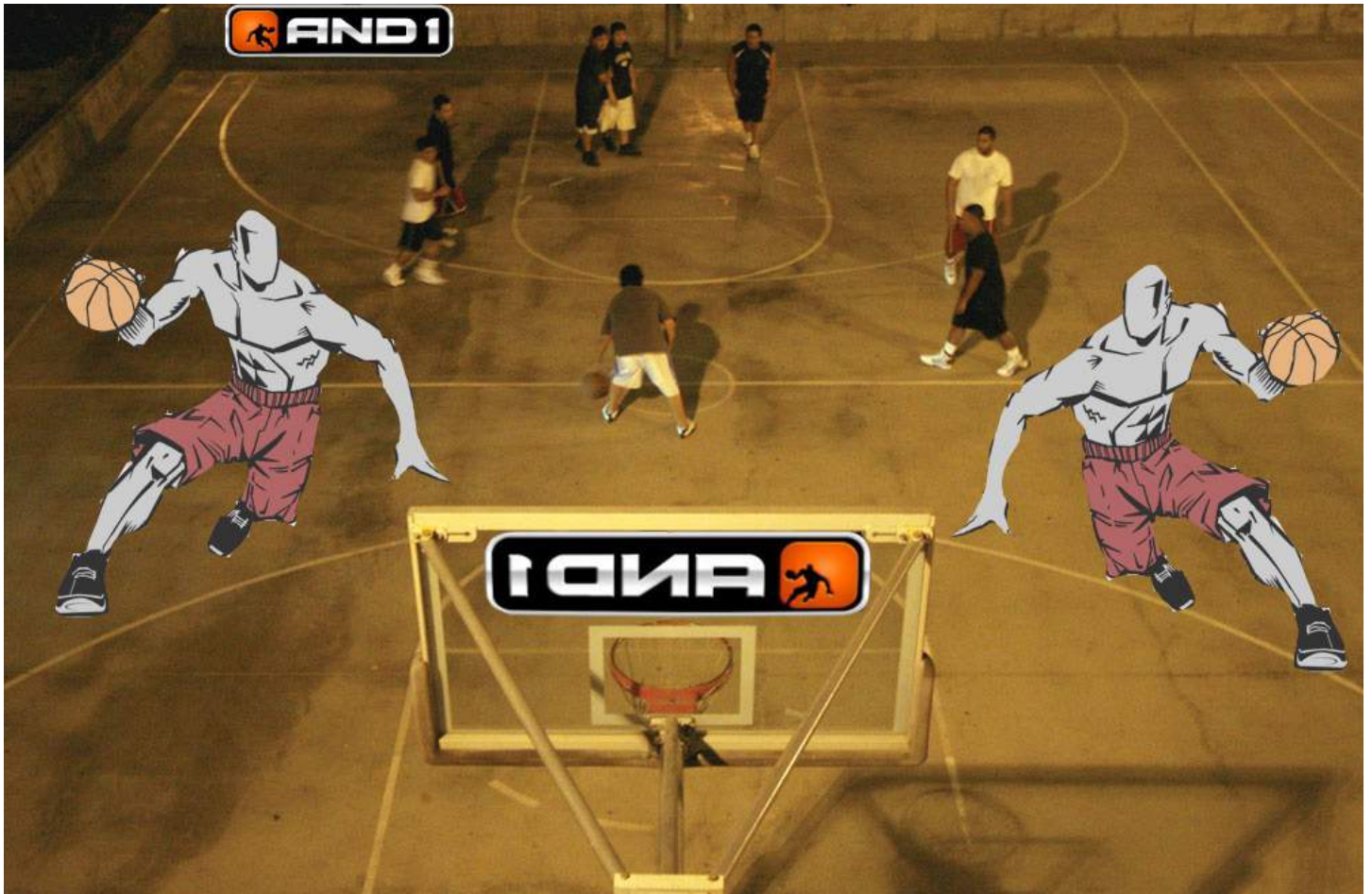




Tune into the Streets.



We will be partnering with Beats by Dre to give away headphones with each city's skyline. And1 was founded in 1993 and we will be giving away these headphones to the 93rd caller.





We want to keep our streetball league as authentic and true to the sport as possible. Streetballers are not known for their softness like NBA players. These guys want to play the game. This is call your own league. No travels, no double dribbles. The players do what they need to do in order to put the ball in the hoop. The baskets may not have nets. The jerseys are shirts versus skins.

Players from each city form their own teams. The best team in each city travels across the country, playing the best teams from the other cities. Teams will come and go year by year. Nothing is set in stone.

The games will be held on the city's most popular court. Rucker Park in New York, Venice Beach in Los Angeles. Anyone is welcome to come and watch. The games are tough and physical. No mercy, no rules. The players live by one motto: put up or shut up.



