



PARTNERSHIP OPPORTUNITIES

BLAKE ARNET
DUNK MS FOUNDER

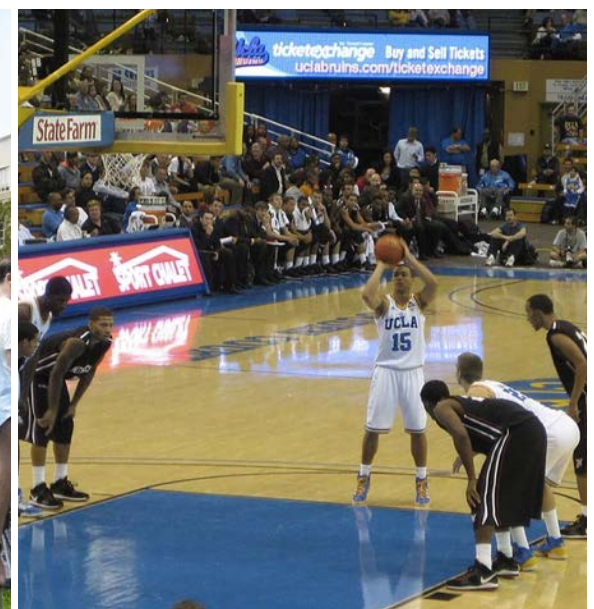
AGENDA

- ▶ Founder Inspiration
- ▶ What is MS & Dunk MS?
- ▶ 2018 & 2019 Highlights
- ▶ 2020 Events & Pro Dunkers
- ▶ 2020 Partnership Opportunities
- ▶ Appendix



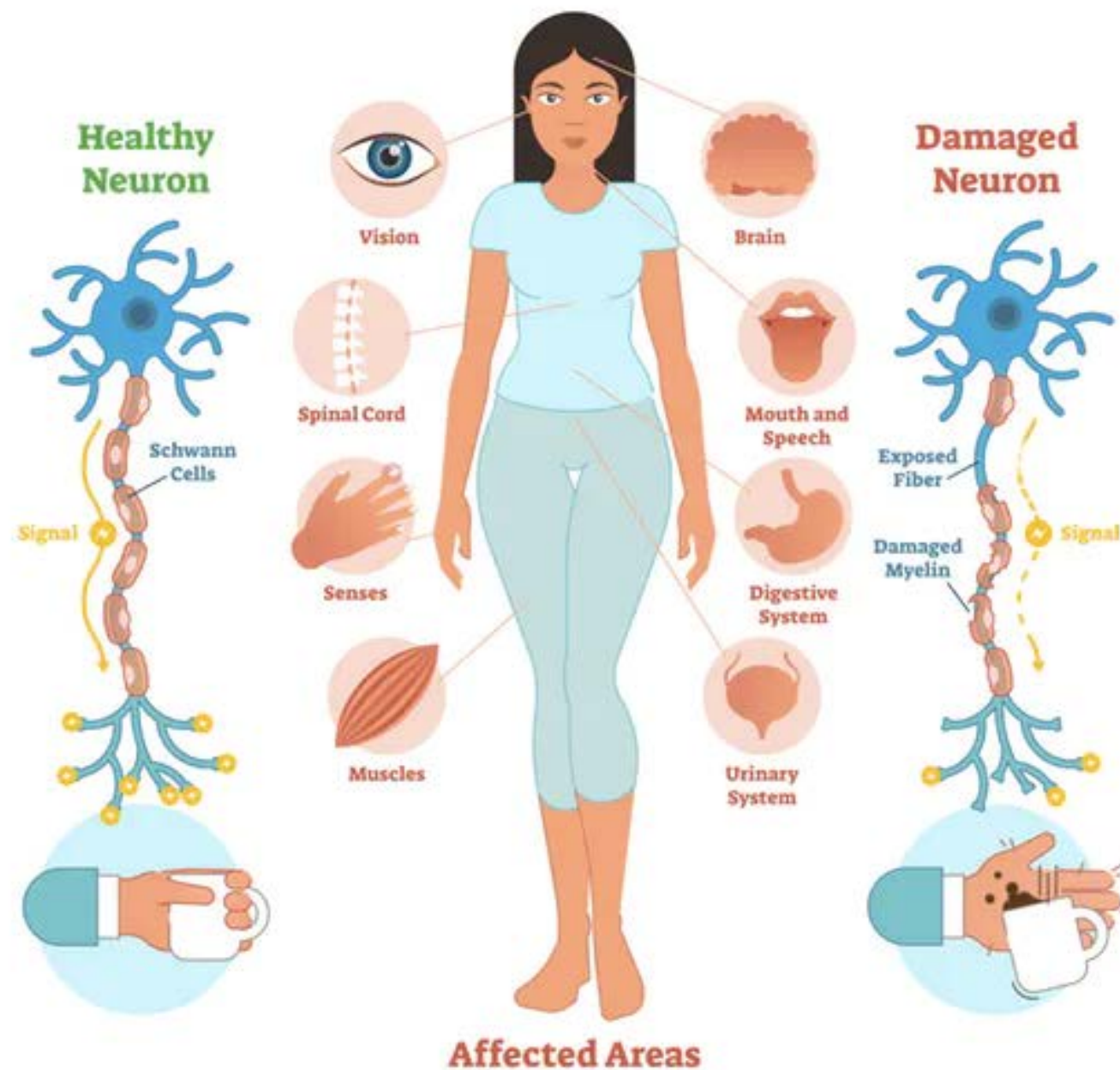
FOUNDER INSPIRATION

- ▶ Blake Arnet was a former UCLA Men's Basketball player from 2008-2011 and graduated with a degree in Sociology in 2012. At only 47 years old, his mother Brigitte was diagnosed with MS in 2007 after a dedicated career as a nurse and a top pharmaceutical sales rep. She fought the disease with all she had, but suddenly passed away two years later during the summer before his sophomore year of college.
- ▶ She was the rock of the family. Her independent and hardworking spirit helped so many people throughout her life. She was his best friend and role model who inspired their family to never give up and always persevere.
- ▶ Blake's family has been participating in Bike MS and Walk MS ever since as Brigitte's Bunch, trying to find a cure for this terrible disease. With his background in basketball, sports coaching and entrepreneurship, he decided to take on a new life mission alongside his family: finding a cure for MS and helping those affected by it. This is the first step.



WHAT IS MS?

- ▶ It is a disease that affects more than 2.3 million people worldwide.
- ▶ Multiple Sclerosis (MS) is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body.
- ▶ The cause of MS is still unknown – scientists believe the disease is triggered by as-yet-unidentified environmental factor in a person who is genetically predisposed to respond.
- ▶ The progress, severity and specific symptoms of MS in any one person cannot yet be predicted. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease.



WHAT IS DUNK MS?

- ▶ Dunk MS is an annual fundraiser that features a pro dunk showcase by the world's top dunkers!
- ▶ Before the main event, there will be a kids basketball clinic, sponsor tables, silent auction, free tacos and entertainment for the entire family to enjoy.
- ▶ Dunk MS has raised \$80,000 in the first 2 years.
- ▶ [Watch 2019 Highlight Video](#)



DUNK MS BENEFACTORS – ALL 501(C)3 NON-PROFITS



30%

MS research under world-renowned Dr. Voskuhl



30%

Free exercise training and nutrition education to MS Warriors across the US



30%

MS research under world-renowned Dr. Sicotte



10%

Basketball training and services for kids

IN JUST 2 YEARS....

- ▶ Grown to 70+ child participants and 300+ attendees
- ▶ Averaged 5 corporate sponsors and 45 in-kind sponsors
- ▶ Attracted the world's top pro dunkers and rising stars each year
- ▶ \$80,000 raised thus far
- ▶ Dunk MS 2019 had **over 5 Million Instagram video views**





DUNK MS
LOS ANGELES
2019

HOME PERIOD GUEST

EXIT

WATCH
WORLD'S
DUNKERS
HEAD TO HEAD

EVERETT
DUNK MS

2020 EVENTS

SOUTH BAY LAKERS GAME & DUNK MS HALFTIME SHOW

- ▶ Dunk MS Pro Dunkers will do a halftime show at the South Bay Lakers game at UCLA Health Training Center in El Segundo, CA.
 - ▶ January 11th, 2020 / 4p - 7p
 - ▶ Attendees will get VIP Suite Access
 - ▶ Silent Auction and Raffle Prizes
 - ▶ PLUS Special Experience to Take Photo with Lakers Championship Trophy!
- ▶ Sponsorship Opportunities: Title Sponsor, Food & Beverage Sponsor, Silent Auction Item and/or Raffle Prize



NIKE EXTRAVAGANZA & DUNK MS HALFTIME SHOW

- ▶ Dunk MS Pro Dunkers will do a halftime show at the 25th Annual Nike Extravaganza at Mater Dei High School in Orange County, CA.
 - ▶ February 1st, 2020
 - ▶ National High School Basketball Event
 - ▶ 3,000+ Attendees
 - ▶ Top Sports Outlets will be there such as BallerTV, Overtime, BallisLife, SLAM, etc
 - ▶ Dunk MS branding and video will be featured on the jumbotron all weekend long
 - ▶ Sponsorship Opportunity: Uniform Sponsor with Logo Featured



DUNK MS SUMMER KICKOFF PARTY (21+)

- ▶ Fundraising Party that Features an Open Bar, Food, Silent Auction and Raffle Prizes.
 - ▶ Summer 2020
 - ▶ 31Ten Lounge in Santa Monica, CA
 - ▶ Last Year by the Numbers:
 - ▶ 100+ Attendees (21+)
 - ▶ 15+ In-Kind Sponsors
 - ▶ \$5,500+ Raised
 - ▶ Sponsorship Opportunities: Title Sponsor, Bar Sponsor, Food Sponsor, DJ Sponsor, Silent Auction Item and/or Raffle Prize



DUNK MS 2020

- ▶ Our Marquee Event! Featuring a pro dunk showcase, kids basketball clinic, sponsor tables, silent auction, raffle prizes, free tacos and entertainment for the entire family to enjoy.
 - ▶ September 2020
 - ▶ Location TBD / West LA
 - ▶ Last Year by the Numbers:
 - ▶ 300+ Attendees
 - ▶ 70+ Participating Kids
 - ▶ \$35,000+ Raised
 - ▶ Sponsorship Opportunities: Over 7 Levels



IN THE WORKS....

- ▶ A focus for Dunk MS 2020 is event and brand exposure. We are in the works of planning the following:
 - ▶ **Lakers Game Halftime Show**
 - ▶ Exposure to 20,000~ basketball fans
 - ▶ **Clippers Game Halftime Show**
 - ▶ Exposure to 20,000~ basketball fans
 - ▶ **NBA Summer League Halftime Show**
 - ▶ Exposure to 10,000~ basketball fans





ALL EYES ON DUNK MS & YOU!

DUNK MS IN THE SPOTLIGHT

- ▶ KTLA 5 Live Interview
 - ▶ Our Founder and one of the Pro Dunkers will be back for their 2nd year on KTLA 5 promoting Dunk MS.
 - ▶ According to the Nielsen DMA Rankings 2019, **Los Angeles is the 2nd largest DMA with 5,276,600 TV homes.**
- ▶ Dunk MS Feature in *Momentum Magazine - Spring 2020 Issue*
 - ▶ Circulation of **500,000 and an average issue readership of over 1 million.** Readers include people with MS, their families and health professionals.
 - ▶ Momentum is a quarterly magazine and the largest publication focused on Multiple Sclerosis in the world.
- ▶ **3,000+ Email Newsletter Subscribers**
- ▶ **3,000+ Social Media Followers**



OUR PRO DUNKERS ARE THE WORLD'S BEST

- ▶ Our Pro Dunkers have won multiple world championships and have a combined **Instagram following of over 550,000!**
- ▶ Each of them will post about your brand leading up to the event.





PARTNERSHIP OPPORTUNITIES

TITLE SPONSOR – \$10,000

- ▶ Title naming rights for Dunk MS and Kickoff Party
- ▶ One 8' table and signage at Dunk MS and Kickoff Party
 - ▶ Opportunity to speak in front of all attendees at both events
- ▶ Exclusive banner signage on courtside fence barrier
- ▶ Photo with the Pro Dunkers
- ▶ Logo featured on event website, event shirts and all digital promotions
- ▶ Recognition on social media and dedicated email blast to our 3,000+ newsletter before or after the event
- ▶ Free participant tickets & free attendee tickets for your group



JERSEY SPONSOR – \$5,000

- ▶ Logo featured on all Dunk MS jerseys at our multiple events in 2020 (Dunk MS Dunker videos accumulated 5M+ Instagram views last year)
- ▶ One 8' table and signage at Dunk MS and Kickoff Party
- ▶ Exclusive banner signage on courtside fence barrier
- ▶ Logo featured on event website, event shirts and all digital promotions
- ▶ Recognition on social media and dedicated email blast to our 3,000+ newsletter before or after the event
- ▶ Free participant tickets & free attendee tickets for your group



FIND A CURE SPONSOR – \$2,000

- ▶ One 8' table and signage at event
- ▶ Exclusive banner signage on courtside fence barrier
- ▶ Logo featured on event website, event shirts and all digital promotions
- ▶ Recognition on social media and email blast
- ▶ Free participant tickets & free attendee tickets for your group



HEADBAND SPONSOR – \$1,500

- ▶ Exclusive logo on new Dunk MS headbands
- ▶ Logo also featured on event website, event shirts and all digital promotions
- ▶ Recognition on social media and email blast
- ▶ Free participant tickets & free attendee tickets for your group



FOOD STAND SPONSOR – \$1,500

- ▶ Exclusive signage and one 8' table at food stand area
- ▶ Logo featured on event website, event shirts and all digital promotions
- ▶ Recognition on social media and email blast
- ▶ Free participant tickets & free attendee tickets for your group



FAMILY SPONSOR – \$1,000

- ▶ Family Photo with the Pro Dunkers
- ▶ 1 Raffle Ticket Per Person
- ▶ Free participant tickets & free attendee tickets for your entire family
- ▶ Access to the Following; Dunk Showcase, Sponsor Tables, Silent Auction, Photo Booth & Free Tacos!



COURTSIDE SPONSOR – \$1,000

- ▶ Exclusive banner signage on courtside fence barrier
- ▶ Logo featured on event website, event shirts and all digital promotions
- ▶ Recognition on social media and email blast
- ▶ Free participant tickets & free attendee tickets for your group



IN-KIND SPONSORSHIPS

- ▶ Free Products, Services or Special Experiences for one or more of the following:
 - ▶ Silent Auction
 - ▶ Raffle Prize Drawings
 - ▶ Basketball Knockout Winners
 - ▶ Dunk MS Jr Board Members
 - ▶ Pro Dunkers





THANK YOU!

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APPENDIX

ABOUT THE FOUNDER – BLAKE ARNET

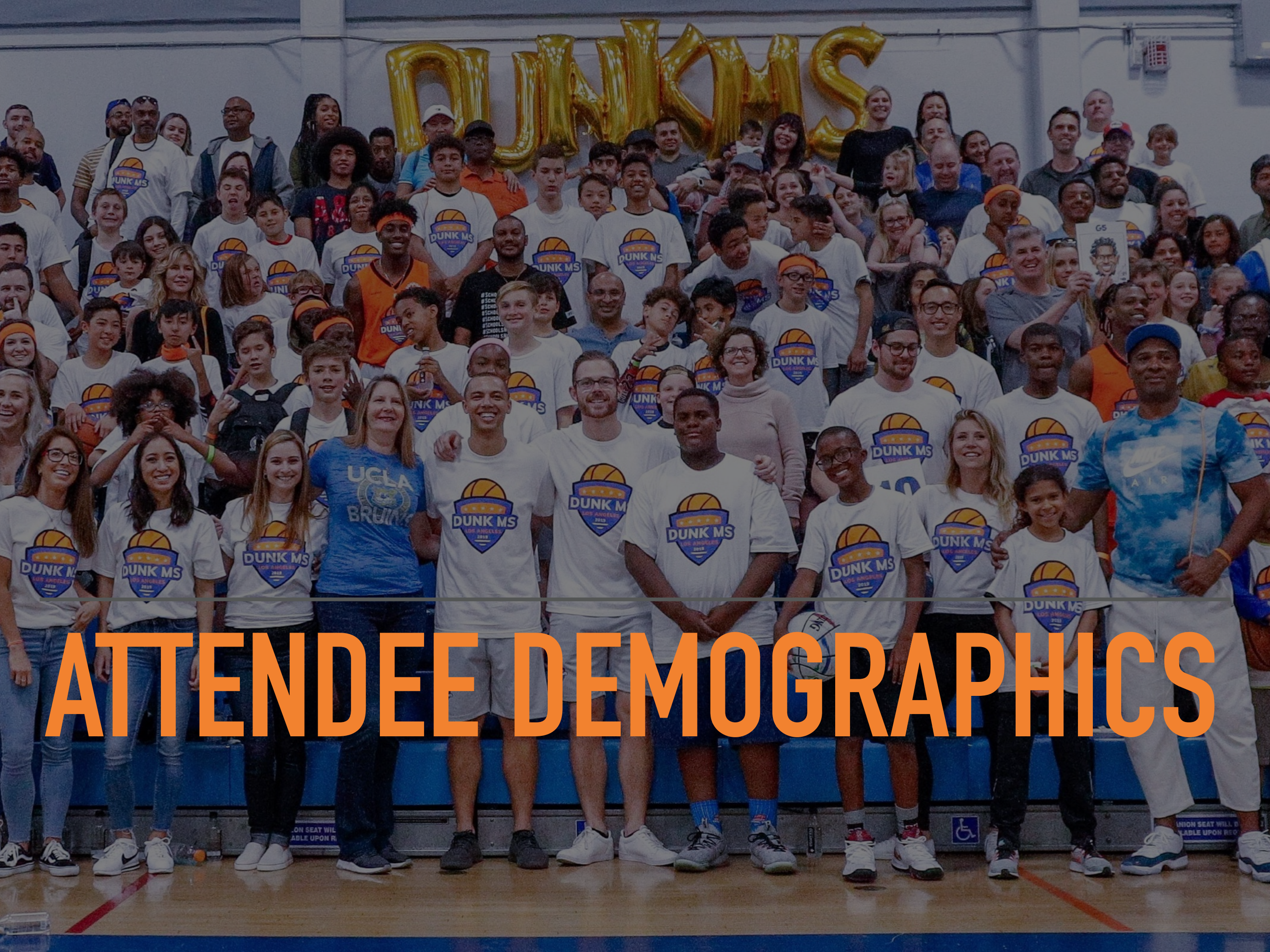
- ▶ **UCLA Men's Basketball Team (2008 - 2011)**
 - ▶ Turned Down Smaller D1 Basketball Scholarships to attend UCLA as a Preferred Walk On
 - ▶ Earned a Full Scholarship During his Junior Year
 - ▶ 2011 UCLA Athletics Rose Gilbert Courage and Character Award
 - ▶ UCLA Graduate with a BA in Sociology
- ▶ **4 Year Varsity Basketball at Mater Dei (2005 - 2008)**
 - ▶ 4-Time Southern California Boy's Basketball Champion
 - ▶ 2-Time CIF Boy's Basketball Champion
 - ▶ 2-Time California State Div. 2 Boy's Basketball Champion
 - ▶ 2008 Boy's Basketball Senior Captain (35-1 Record & #5 Nationally Ranked)
 - ▶ 2007 CIF Sportsmanship Award
- ▶ Member of the MS Society's Emerging Leaders Board in Southern California
- ▶ Currently Works Full-Time at an Early Stage Startup in Los Angeles



OUR GLOBAL IMPACT

- ▶ Since inception in 2018, we have given \$50,000 directly to world-renowned doctors for MS research at UCLA Health, Cedars-Sinai and the MS Society.
- ▶ In July 2019, we started the MS Heart of Hope Initiative to bring hope to those affected by MS across the world.
 - ▶ [MS Heart of Hope Video](#)
- ▶ Our event and social media pages have been gaining international recognition and even actress and MS Warrior Selma Blair has noticed!
- ▶ Please follow our Instagram pages @DunkMS & @MSHeartofHope





ATTENDEE DEMOGRAPHICS

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Basketball Enthusiasts



Philanthropic Millennials



Gen Z Sports Enthusiasts



Health Conscious Families

Attendees come from all across Southern California



PAST PARTNERS

2019 CORPORATE SPONSORS



2019 FEATURED IN-KIND SPONSORS

