BASKETBALL AID Int. Opportunity Tour 2014



Final Report



The Tour of the Many

There they were: ten Americans on the roof terrace of the German Lower House of Parliament in Berlin. They looked over a city, into a land, which was totally foreign to them. They felt the long journey in all their body parts but in their hearts, there was excitement for what was coming. Of course, they had all prepared themselves, some of them even learned a few bits of German. The trip into the unknown should take fifteen days. It was meant to be the journey of their lives.

Numbers usually speak for themselves. This also holds true for the BASKETBALL AID Opportunity Tour 2014. The occasion that brought together different cultures left its traces: 6000 km of travel led the ten players through 13 cities in Germany and Luxembourg. Nearly 5000 spectators saw nine highly exciting basketball games. 200 kids at 3 youth basketball camps had the time of their lives. No fewer than 10,000 Euros were contributed to the chartiy organization BASKETBALL AID. All of the above accompanied, written about, and kept in memory with many images by media with a reach high enough to bring the tour to millions of people.

However, what really stays about this tour cannot be measured by numbers. It is about the special moments, that none of us will forget. The first team meeting in a Berlin hotel, where the tension and nervousness was obvious. The encounter with coaches and referees from a state asssociation, who together with the tour organizers spoke about team building, togetherness, and factors of success. A team of US Americans, that prayed for their injured team-mate on the court during a game. The happiness in 200 children's eyes during the youth camps when one of the US boys gave them a "good job" for their actions. The steady clicking of cameras during the many guest visits to German sights and official departments. One evening at McDonalds, a small taste of home.

The BASKETBALL AID Opportunity Tour more than reached its goals. This could only be achieved with help of the many. At every stop, there were partners, supporters, and helpers, who joined in with our idea and filled it with life their very own way. The many who organized, excited, and made sure that everything needed was in place – on and off the court. The tour philosophy spread like wildfire and soon hurried on ahead of the tour schedule. Basketball connects people across continents. The tour clearly proved it.

The ones that felt this spirit the most were the ten US boys. After the fifteen-day tour, they said: "It will take months until we have really taken in all the impressions." Some of them stayed in Germany, signed contracts, and live their dream to be a professional basketball player in Europe. Others went back home and now know: This country, this culture is not foreign to them anymore. Quite the opposite, they are now part of it.

- Thomas Schaarschmitt // CURUBA Media // October 6, 2014

// Post-Tour Press Release //







Summary

3 Ambitious Goals

3 Success Stories

Provide an Opportunity to Undiscovered Talent & Personality

Players Received a Pro Contract in Europe or Got the Foot in the Door

2 Support BASKETBALL AID e.V. Help Kids with Cancer

Over 10,000 € Contribution & Huge Media Presence with the Tour

3 Strengthen German-American Friendship Great Team Work on Both Sides of the Atlantic









Facts & Figures

9 Games

3 Youth Camps

10000 Charity Euros

13 Cities in Europe

200 Kids at Camps

5000 Spectators

6000 km on the Road

10 Talents with Great Personality



Tour Stops 2014

- USA
 - Try-Outs & Selection of Players for US Charity Team
 - New York City / Philadelphia / Phoenix / Las Vegas
- Germany & Luxembourg
 - 15-day Tour
 - Berlin / Aschersleben / Dessau / Magdeburg / Offenbach /
 Heidelberg / Wiesbaden / Mainz / Luxemburg / Trier / Kröv / Reil /
 Wiesbaden / Kaiserslautern / Bernau / Berlin / Recklinghausen /
 Nieder-Olm / Saarlouis / Mainz







Off-Court Activities

- Informative Visit & Welcome at the German Lower House of Parliament in Berlin
- Lecture on Team Skills for the "Business Juniors" from Saxony-Anhalt
- Auction of a Signed Jersey of the German National Team for Charity
- Church Service Before a Game with the Crowd; Player Karl Moore with a Plea
- Visit of ZDF (One of the Largest Television Broadcasters in Europe)
- "American Way of Life" Discussion at the University of Kaiserslautern with Players,
 Coach Beth, and Students
- Coach- and Referee Clinics, Youth Camps









Media Selects

"Tour of Hope for College Players"

- Frankfurter Allgemeine Zeitung (GER)



"2000 Euros for a Great Cause"

- German Leukemia Research Association

Willkommen auf der Startseite der
Deutschen Leukamie Forschrungshilfe Verband-Pfalz e.V.
Aktion für krebskranke Kinder
10.09.2014.,2000 Euro für den guten Zweck*

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"Army All-Stars Test Mettle vs. Pro Prospects."

- Herald Union (US Military Media)

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SFORTS

Army All-stars test mettle against pro prospects
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the Windowlers France Center the print Schlere of U.S. Army Europe units against a
custor of pro-bank USA. Jalvane.

"Scoring Baskets for a Great Cause"

- Allgemeine Zeitung Mainz (GER) // Video



http://bit.ly/1vKo6y3

"Charity Tour Comes to Mainz"

- RPR1 (GER) // Radio Edit



 Radio Edit available upon request



Media Channels

Märkische Oderzeitung

Welt Kompakt

FAZ

Grantland Magazine (ESPN) Radio BIG FM

Wiesbadener Tagblatt

Luxemburger Tageblatt

Allg. Zeitung Mainz

Local Websites of Tour Stop Clubs

Mitteldeutsche Zeitung

Rhein Neckar Zeitung

BIG-Basketball in Deutschland

Pfälzische Volkszeitung

Rheinpfalz

FIVE Basketball-Magazin

* Media reach analysis available upon request



Quotes

"It was truly fascinating with how much spirit and effort all the organizers and supporters brought this great event underway."

Thomas Schönhof // CEO Plusprint GmbH

"I think it is great to give young undiscovered talent the opportunity to showcase themselves for a chance at a bright future."

Denis Wucherer // Former German National Team Player & Head Coach Giessen 46ers

"This tour truly reflects the great synergies between sport and social responsibilty! Exciting basketball, international gatherings, and supporting the disadvantaged resemble this great project."

Prof. Dr. Dr. h.c. Dieter Rombach // Executive Director Fraunhofer IESE

"Rhineland-Palatine has seen a great basketball event. Many former stars, friends, and supporters came to the game. Thanks for this impressive evening and the contribution to support kids with cancer."

Karin Augustin // President of the State Sport Association of Rhineland-Palatine



"The goals within the constitution of BASKETBALL AID e.V. are the support for disadvantaged children and the development of the sport basketball in Germany. We are always looking for projects that fit both aspects. The BASKETBALL AID Int.

Opportunity Tour 2014 is a perfect example! We and in the name of the supported children want to warmly thank Hans Beth and all supporters of the tour. Let's repeat this next year."

Bernd Kater // Board Member of BASKETBALL AID e.V.

"Basketball is a great sport to unite the people. If kids with cancer receive support through it as well, it then feels even better to financially help out at the BASKETBALL AID Opportunity Tour."

Joachim Groß // CEO GEG Gebäudedienste



THANKYOU!



Great People Who Made the Tour a Huge Success

ALBA Berlin	Baldi Marco
Allgemeine Zeitung	Manns Michael
Amerikanische Botschaft USA	Emerson John B.
ASC Theresianum Mainz	Babakhani Morten, Schoch Alexander
Aschersleben Tigers	Rolle Alexander
ASV Mainz 88	Sancaktaroglu Tolga, Baglan Baris
BBC Sparta Luxemburg	Braun Gordon
BC Magdeburg	Kohlmeyer Toni
BIG FM	Abel Andy
CURUBA Media - Agentur für Öffentlichkeit	Schaarschmidt Thomas
Deutscher Basketball Bund	Prof. Bösing Lothar, Büker Christoph
Eckes	Gathof Heribert
FC Kaiserslautern Basketball	Christmann Jan
FOR THREE 43	Teschemacher Maximilian
Fotograf	Sell Alexander
FRAPORT SKYLINERS	Dr. Wöbke Gunnar
FRAPORT SKYLINERS Dance team	Savio Sandra
GEG Gebäudedienste	Groß Joachim, Hanelt Jan
HanauOnline	Gottlieb Günter
IBIS Mainz	Ganczorz Robert
Landessportbund Rheinland Pfalz	Westram Lothar
Lotto Stiftung Rheinland Pfalz	Schneider Magnus
Mainz 05	Heydecker Dag

MLP Academics Heidelberg	Lautenschläger Matthias
Reiler Hof	Heim Jutta
SG Heidelberg Kirchheim	Rittinger Rolf
Spalding	Schey Stefan
Sparkasse Mainz	Mann Hans-Günther
SSV Lok Bernau	Schönhoff Thomas
Stolz - Brands Friends & Media	Prof. Stolz Georg
SUBWAY	Mylonas Alexander
Telekom	Hürter Alexandra
Theresainum Mainz	Caspari Stefan, Biewald Thomas
US ARMY Wiesbaden	Dr. Robert Schloesser & all
Weingut Okönomierat Hans Beth	Beth Uwe
Volkswagen Rhein Neckar	Wolf Max
	Drach Klaus
	Groden-Kranich Ursula
	Imruck Martin
	Mustafa Sa'eed
	Krieger Benno
	Raabe Katja
	Weiler Jürgen
	Weiler Matthias



Partner Opportunities



Tour / Team Naming

Logo on Jersey

Logo on Warm-Ups

Movable Advertising Boards



- Exposure on Social Media Platforms
- High Reach in Media (Print, TV, Web)
- Logo in Game-Day Brochures
- Team Picture with Sponsor
- Much More

SUPPORT THE HIDDEN CHAMPION

- Provide a Special Opportunity
- Direct Financial Support of 1 Player



Contacts



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COACH PROFILE

Individual success is a myth!

BASKETBALL AID Int. Opportunity Tour 2014

Hans Beth

- Date of Birth: May 30, 1957
- In Traben Trabach (Mosel)
- Married 2 Kids (17 and 12 years)
- Nationality: Germany
- Position: Head Coach



Information

"30 years of experience as a head coach of performanceoriented basketball teams; Leading positions in investment banking for 30 years (i.a. bank manager) Great expertise in multiple basketball fields: university teams, youth representative teams & professional teams

"Coach of the year" in Rhineland-Palatinate multiple times 3x promotion to the 2nd Pro Division 2x German champion of "Youth trains for the Olympic Games" German champion with the representative youth team of Rhineland-Palatine 2nd place at the German university championships

Professional speaker for companies, universities and associations on topics such as securities & capital market but also team-related matters such as 'Important factors for team success'. Studied sports & political science at Johannes Gutenberg University Mainz, Germany

