



Sean John NBA Pre-Draft Gifting & Style Suite

Date: -June 26th and 27th, 2012

Location: Sean John Showroom, New York City (1710 Broadway)

Event: The 3rd Annual NBA Pre-Draft Gifting & Style Suite brought select members of the 2012 NBA Draft class to the Sean John showroom in New York City and provided them with Summer & Fall Wardrobes and various accessories. (Sunglasses, Headwear and Fragrance)

Client: Sean John, Lexus;

Secondary Sponsors: Soul Headphones, Ciroc, Yagi Jewelery, Blue Star Jets, Bad Boy/Interscope Records.

Objective: To generate publicity & develop relationships with discerning clientele in an intimate environment

Action: A by appointment only, style experience and gifting suite for the entire invited NBA Draft class of 2012. Each draftee was transported to and from the NBA's host hotel by Lexus. Upon arrival each draftee spent 60 minutes of 1 on 1 time with P. Diddy's personal style team for a personalized fitting of their complimentary Sean John wardrobe. In addition, draftees received Sean John fragrance, hats and eyewear. They then toured the gifting suite and received gifts from our secondary sponsors: Soul Headphones, Yagi Jewelery, Blue Star Jets, Bad Boy/Interscope and Ciroc.

Value components of sponsorship package:

- Each athlete spent an average of 60 minutes with brand ambassador / sponsors. Photo opportunity upon arrival to the showroom via press wall, as well as throughout the Gifting Suite.
- Additional Lexus luxury car was positioned outside Sean John Showroom on Tuesday & Wednesday
- Sponsor's Names & logos included in all press releases and media alerts
- VIP Gift Bag Placement (Went to all the Draftees, Agents, Celebrities & Media)

- Corporate Logo included on all event collateral including step and repeat, invitations and lanyards

NBA Draft: "Thursday Night's telecast (ESPN: 7:30-11:00 p.m. ET) of Round 1 delivered a 2.3 rating and a combined 6,100,000 viewers from ESPN, ESPN.com and ESPN Mobile." Sports Business Daily

NBA Draftees/Attendees:



Anthony Davis: #1 Pick



Bradley Beal: #3 Pick



Dion Waiters: #4 Pick



Thomas Robinson: #5 Pick



Harrison Barnes: #7 Pick



Terrence Ross: #8 Pick



Andre Drummond #9 Pick



Austin Rivers: #10 Pick



Jeremy Lamb: #11 Pick



Maurice Harkless: #15 Pick



Tyler Zeller: #17 Pick



Arnett Moultrie: #27 Pick



Bernard James: #33 Pick

Event Images and Video: www.conversionsande.com/events

Media: ESPN, ESPN.com, Complex Magazine, SLAM, NY Post.

Example: Complex Magazine: <http://www.complex.com/sports/2012/06/interview-2012-nba-first-round-picks-talk-music-college-and-what-they-plan-to-do-with-their-money>

