



August 12, 2010

To whom it may concern,

Unique global branding opportunity – URGENT CLOSED TENDER

Branding on the playing uniform for the NZ Tall Blacks at the 2010 FIBA World Championship for Men, Turkey (August 28 to September 12)

There is a unique global branding opportunity being offered to a company to have exclusive and prominent placement of their company brand/logo on the playing singlet and playing shorts of the New Zealand men's basketball team (NZ Tall Blacks) when they compete on the world stage at the 2010 FIBA World Championship for Men in Turkey.

Due to the tight time frames, this unique global branding opportunity is being offered within a Closed Tender Process. Basketball New Zealand will closely consider any financial offer, no matter how big or small.

Tender submissions will be accepted no later than 5pm, Tuesday, August 17, 2010. The winning tender will be confirmed by Wednesday, August 18, 2010.

This opportunity offers a significant national and international audience.

Please refer to following information and facts on audience size for the 2010 FIBA World Championship for Men.

For further information and questions, please contact Chris Simpson on 021 905 395 or chris.simpson@nzsponsorship.co.nz.

Yours sincerely

A handwritten signature in blue ink, appearing to read "CS", with a long horizontal flourish extending to the right.

Chris Simpson
Delegation General Manager
NZ Tall Blacks
2010 FIBA World Championship for Men

INFORMATION AND FACTS

2010 FIBA World Championship for Men – International Audience

- More than 200 countries will broadcast the event.
- In 2006, 800 million people watched the event live. One billion people are expected to watch the event live in 2010.
- 2,500 accredited media are attending from more than 100 countries.
- The FIBA World Championship for Men will be broadcast in full high-definition production for the first time. All games will be live on www.FIBAtv.com with English language commentary.
- The event's website (www.turkey2010.fiba.com) is expected to attract more than 20 million unique visitors.

National Audience

Sky Television will cover all New Zealand's games live.

FIBA World Championship for Men

August 28-September 2 First Round, Halkapinar Arena, Izmir, Turkey

August 28	16:00	New Zealand v Lithuania (GMT+3)
August 29	21:00	Spain v New Zealand (GMT+3)
August 31	16:00	New Zealand v Lebanon (GMT+3)
September 1	16:00	Canada v New Zealand (GMT+3)
September 2	21:00	New Zealand v France (GMT+3)

September 4-7 Eight-Finals, Sinan Erdem Dom, Istanbul, Turkey

September 8-9 Quarter-Finals, Sinan Erdem Dom, Istanbul, Turkey

September 10-11 Semi-Finals, Sinan Erdem Dom, Istanbul, Turkey

September 12 Finals, Sinan Erdem Dom, Istanbul, Turkey

The Tall Blacks have contested the last two world championships in Indianapolis (2002) and Japan (2006).

During the 2002 tournament, they reached the semifinals and eventually finished fourth, two places ahead of the star-studded USA team. The team received unprecedented global and national exposure during this time, including a photo of the Tall Blacks performing a haka on the front page of the *New York Times*.

In 2006, they were eliminated in the eight-finals by reigning Olympic champions Argentina.

2006 FIBA World Championships achieved the following;

- More than 3,000 accredited media attended
- Sold-out arenas
- 800 million people watched the 2006 FIBA World Championship for Men live
- 5.3 billion people followed the action through sports round-ups and news features
- 375 million website hits

Basketball Worldwide

- Basketball is the world's second most popular team sport with 450 million players worldwide, and fans in the USA and China rating it as their favourite sport.
- Basketball fans are young, educated with higher than average incomes and the sport enjoys a very positive image with admired icons in many countries of the world.
- FIBA, the world governing body for basketball, is formed by 213 national federations.
- A study, conducted by TGI Europe in 2006 of the four European markets (United Kingdom, France, Spain, and Germany) and based on 56,000 interviews, showed the 33 million basketball fans in these four markets are mainly young (15-24) males, deriving from high social grade categories.
- 11% percent of the world plays basketball. (global study conducted by Roper Starch Worldwide)