



NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION



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PRESIDENT & CEO

WELCOME LETTER

In 2022, the NBRPA continued its dedication to our mission to improve the lives of retired athletes and their families. Our ability to successfully adapt and evolve has ensured growth and steady support for our demographic. We could not be prouder of the way we navigated the difficulties of the last few years and the way our membership supported, encouraged and participated alongside us to help us be the best association we can be.

The past year saw our Legends Media & Entertainment storytelling content grow by leaps and bounds. Our footprint in the college basketball space continues to grow with our creation of the Legends of Basketball Showcase and the Legends of Basketball Classic. Our annual Legends HBCU Scholarship program has cemented our place in supporting these institutions, and our notable and immense presence at marquee events is a testament to the impact that our membership has, not only in the world of basketball, but in society. This “family” of ours, has been instrumental in preserving the legacies of our members and setting a shining example for what an alumni organization should be. For that, we cannot thank you – our members – enough.

The NBRPA remains wholly committed to providing programs and services to help our players navigate the complex world of retirement. Our relationship with the NBA and NBPA has never been stronger, our leadership is innovative, diverse and extremely engaged. Our chapters continue to exhibit robust efforts that allow us to steer critical grassroots efforts directly into and positively impact our local communities.

We continue to build strong foundations for strategic partnerships, to expand our health benefits – including complete oversight of the acclaimed Health Screening initiative and explore newer and bolder career development programs and affiliations with leading brands and companies. The global influence and impact of Legends as ambassadors has put us in prime position to make even greater strides in the coming year.

Our future is very bright, and we look forward to having each and every one of you playing an integral role in and enjoying this amazing journey we are on. This is just the beginning for the NBRPA.

SCOTT ROCHELLE
PRESIDENT & CEO



ABOUT THE

NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION



The National Basketball Retired Players Association (NBRPA) is comprised of former professional basketball players from the NBA, ABA, WNBA and Harlem Globetrotters. It is a 501(c) 3 organization with a mission to develop, implement and advocate a wide array of programs to benefit its members, supporters and the community. The NBRPA was founded in 1992 by basketball legends Dave DeBusschere, Dave Bing, Archie Clark, Dave Cowens and Oscar Robertson. The NBRPA works in direct partnerships with the NBA and the National Basketball Players Association. Legends Care is the charitable initiative of the NBRPA that positively impacts youth and communities through basketball. Scott Rochelle is President and CEO, and the NBRPA Board of Directors includes Chairman of the Board Johnny Davis, Vice Chairman Dave Cowens, Treasurer Sam Perkins, Secretary Grant Hill, Sheryl Swoopes, Thurl Bailey, Caron Butler, Jerome Williams, Shawn Marion, Robert Horry, Chucky Brown and Charles "Choo" Smith.



MEMBERSHIP BENEFITS

STAY CONNECTED TO THE GAME THROUGH AN NBRPA MEMBERSHIP



NBA LICENSING PROGRAM

- Includes the potential to receive royalties for the use of name and likeness in accordance with the NBA's Licensing Program
- Access to NBRPA paid appearances
- Access to NBPA health insurance (only former NBA players with 3+ years of service)
- Subscriptions to all NBRPA newsletters and pertinent communication on player benefits

GOLD

INCLUDES EVERYTHING IN THE NBA LICENSING PROGRAM PLUS:

- Access to NBRPA events at NBA All-Star Weekend
- Access to coaching opportunities through the NBRPA's Full Court Press: Prep for Success Program
- Hotel accommodations at Legends Summer Getaway
- Eligible to apply for the Dave DeBusschere Scholarship Fund and the Earl Lloyd Scholarship Fund
- Access to apply for NBRPA Member Grant Programs
- Access to NBA's Player Development Programs
- Access to education and career development programs

PLATINUM

INCLUDES EVERYTHING IN THE GOLD MEMBERSHIP PLUS:

- Priority accommodations for NBA All-Star Weekend
- Ability to book additional hotel nights and purchase tickets for annual Legends Summer Getaway and NBA All-Star Weekend
- First consideration for international opportunities

WELCOME TO THE LOCKER ROOM

MEMBERSHIP BENEFITS

LEGENDS LOCKER ROOM APP

In 2021, the NBRPA launched the Legends Locker Room App, a members-only app that connects NBRPA members with valuable resources as a former NBA, WNBA, ABA and Harlem Globetrotter player. Within the app users have access to member and business directories along with great stories and content all about former players. Furthermore, users have access to information regarding event registration, player programming, Legends Care, Chapter events, and much more. This is a players-only app which allows NBRPA members to communicate and network with other former players in a private and secure environment.

For NBRPA members who have yet to join the Legends Locker Room app, be sure to email memberalert@legendsofbasketball.com to receive download and login instructions. Your fellow Legends are waiting to re-connect with you. Welcome back to the Locker Room!



MEMBERSHIP PROGRAMS

The NBRPA strives to benefit and support each member's unique individual needs. From special events, career transition, communications and exposure, financial support, health and global partnerships, this is the place for former NBA and WNBA players to thrive and prosper. The NBRPA also offers members opportunities to work within trusted platforms to monetize their name, image and likeness as well as connect with fans around the world and preserve their career legacy.

> CAMEO



Cameo is a video-sharing platform where Legends can generate income by recording personalized video messages for fans using just an iPhone, Android Phone, or computer. Easily access and download the Cameo app, sign up with the invite code: NBRPA, and create a Cameo account. Customize a profile page which Fans can visit for: price, private messaging, or to submit an order request for a special video message. Upon agreeing to a Fan's request, the app provides a 7-day period to record the personalized video message. Submit the video, complete the request, and then get paid, all through the Cameo app.

cameo.com • Invite Code: NBRPA

> SIGND



SIGND is a platform that enables Legends / "Icons" to connect with fans through videos and memorabilia. Enroll with SIGND to join the growing list of NBA/WNBA/Globetrotter icons. SIGND partners with NBRPA Legends to (1) create memorable, lasting connections with fans; (2) easily and consistently support charities/foundations; (3) earn additional revenue whether at home or away. Set (or change) the booking fee: the cost fans will pay for a custom signature and 30-second (minimum) video. SIGND provides an "Icon Concierge" which can recommend reasonable fees, assist with registration and more. The SIGND app will send a notification when a fan order is received. Notifications also provide updates on delivery, via email or text. Complete the order to receive 75% of the fee, directly deposited into a bank account.

signd.com/icon-enrollment • Call 1-855-66-SIGND





LEGENDS OF BASKETBALL CLASSIC

In 2022, the NBRPA hosted the inaugural Legends of Basketball Classic, a charity exhibition men's college basketball game at Comerica Center in Frisco, Texas. This first-of-its-kind event was made possible by a partnership between the NBRPA and PPV.com as the exclusive streaming home of the preseason matchup between powerhouses Gonzaga and Tennessee. Proceeds from the PPV.com streaming of the game benefitted the McLendon Foundation – established in 1999 to honor the legacy of Hall of Fame coach John McLendon.

Prior to the game, the NBRPA hosted a celebrity pre-reception tip-off party in the Comerica Center Club Lounge hosted by Dale Ellis, Reggie Johnson, Sam Perkins, Shawn Marion, Jerome Williams, Jeremy Pargo, and Choo Smith. The party, which was open to local media and fans of both teams, served as an introduction for many to the NBRPA and not only the charitable work of the organization, but the dedication to fostering a college to NBA pipeline for the young athletes involved.

In this exciting inaugural contest, Tennessee prevailed over Gonzaga 99-80 in front of an energized crowd, setting the stage for future charitable exhibition showdowns hosted by the NBRPA. Just one month after the inaugural Legends of Basketball Classic, the NBRPA, Intersport, the McLendon Foundation and INDEMAND jointly announced plans to extend the partnership through 2023 and add additional Legends of Basketball Classic matchups to the slate of men's college hoops action.





LEGENDS OF BASKETBALL SHOWCASE

The 2022 Legends of Basketball Showcase brought together eight elite men's college basketball teams to compete at the United Center in Chicago for a brand-new NBRPA-hosted event. This quadruple header — four basketball games in one day — featured Northern Iowa vs Towson, Tulane vs George Mason, Dayton vs Wyoming, and NC State vs Vanderbilt. The Showcase provided a unique opportunity to not only highlight current college basketball players trending towards the NBA, but also shined a spotlight on alums of the participating schools including Johnny Davis and Sedric Toney (Dayton), Theo Ratliff (Wyoming), and members of the 1982-1983 NC State team celebrating the 40th Anniversary of their National Championship. The Showcase also highlighted NBA Legends now at the helm of the participating college basketball programs,



including Jerry Stackhouse (Vanderbilt head coach), Kim English (George Mason head coach), and Michael Curry (Vanderbilt assistant coach).

The night before the Showcase, the NBRPA hosted a Players Party at Untitled Supper Club and welcomed Legends and basketball fans alike to party the Windy City way before a full day of college hoops action. The party included sets from DJ Chitown Shani and DJ Kid Klay as well as food, an open bar, and a raffle for items like a Thurl Bailey-signed Utah Jazz basketball and a Jerry Stackhouse-signed piece of Vanderbilt basketball court.

The 2023 Legends of Basketball Showcase is set to be even bigger and better than the first with new teams, more Legends, and another weekend of incredible college basketball action.



NBA ALL-STAR WEEKEND

In February 2022, Cleveland, Ohio beautifully hosted the NBA's midseason classic – the 71st annual NBA All-Star Game and a celebration of the league's 75th season. Gold and Platinum NBRPA members received access to exclusive NBRPA benefits, including priority hotel accommodations, tickets to the Legends Awards (previously the Legends Brunch), and the ability to purchase game tickets on Friday, Saturday and Sunday. NBRPA partners showcase their brands in the exclusive Legends Lounge located at the host hotel throughout the weekend, where former players and guests gather and socialize with each other and even took a few jumpers on a newly constructed court at The Renaissance Hotel in downtown.

The full schedule of events for members, included NBRPA's Legends Media Day, Tip-Off party at The IVY bar and restaurant, Legends Care Drive-Thru Food Distribution, Players Party at Barley House, The HBCU Classic, and the NBA All-Star Game.

Sunday morning brought the highlight of All-Star Weekend — The 22nd Annual Legends Awards. The most notable names in roundball history filed into the Cleveland Convention Center as attendees snapped pictures of these legendary players from all eras of NBA history. The event was emceed by the gifted comedian JB Smoove. Dignitaries such as the newly named Executive Director of the NBPA Tamika Tremaglio, NBA Commissioner Adam Silver and NBRPA President & CEO Scott Rochelle were featured throughout the day.

In celebration of the NBA's 75th season, Sunday night belonged to the players named to the NBA 75th Anniversary Team. At halftime, a once-in-a-lifetime event took place as the 75 greatest players in NBA history were each named one-by-one and took a walk to center court.

We look forward to reuniting in Salt Lake City, Utah for NBA All-Star 2023.





WNBA ALL-STAR

In July 2022, the WNBA All-Star Game moved to the NBRPA national office's backyard — the Windy City. WNBA and NBA Legends alike reunited in Chicago for two days to celebrate the greats of the women's basketball and the 18th WNBA All-Star Game. In a thrilling matchup between Team Wilson and Team Stewart, an A'ja Wilson-led offense secured a 134-112 win over a Breanna Stewart-led opposition.

WNBA Legends including Sheryl Swoopes, Dawn Staley and Ticha Penicheiro sat courtside and cheered relentlessly throughout the entire event, especially during the halftime ceremony honoring the careers of Sylvia Fowles and Sue Bird, who would set foot on a WNBA All-Star court as players for the last time before retiring at the end of the regular season.

After the game, the NBRPA hosted a daytime Players Party across the street from Wintrust Arena at the beautiful VU Rooftop. Legends, media, and NBRPA partners alike spent the afternoon partying like WNBA royalty while overlooking the iconic Chicago skyline. Sheryl Swoopes and Ari Chambers co-hosted the party and provided iconic interviews and energy for the WNBA history books.

We look forward to reuniting for the 19th WNBA All-Star Game in Las Vegas in July of 2023!





LEGENDS SUMMER GETAWAY

In celebration of the NBRPA's 30th Anniversary, the 2022 Legends Summer Getaway brought together NBRPA members in sunny Las Vegas for a reunion filled with relaxation and nostalgia. This exclusive three-day event in July ran concurrent with the start of NBA Summer League, giving former players the opportunity to reminisce on their playing days, reconnect with their fellow Legends, and mingle with the who's who of the basketball world. While the Legends Lounge at the ARIA Resort & Hotel served as home base for Legends and guests during the day, Players Parties

at Topgolf and Jewel Nightclub helped create unforgettable Las Vegas memories at night. The quality of programming throughout the event reached new heights, including the Amazon Career Summit and the Emerging Technology & Player Opportunities Summit featuring NBA Legend and tech investor Metta Sandiford-Artest, representatives from ARIA Exchange and Bleav, and moderated by ESPN Analyst Ros Gold-Onwude. We look forward to another incredible reunion at the 2023 Legends Summer Getaway!





PLAYERS PARTY SERIES

An NBRPA membership doubles as an exclusive ticket to basketball's premier events throughout the nation. Keep in touch with other former players through various social events, including private and high-end Players Parties hosted in cities across the country.

In 2022, the NBRPA hosted a Players Party at the VU Rooftop in Chicago during the NBA Pre-Draft Combine and brought together elite members of the NBA world for a private affair. The NBRPA also hosted a Players Party in Uncasville, Connecticut for the 2022 Hall of Fame Enshrinement Weekend. Hall of Fame basketball players, coaches, and contributors alike reunited to celebrate the incoming class of inductees at Novelle Nightclub prior to the Enshrinement Ceremony.





CHAPTERS

Chapters embody the NBRPA on a local level, with intimate, personalized meetings and grassroots community events that hit the mark close to home. NBRPA Chapters help bring our programs and services to life in local markets. The organic way to grow our membership comes at the local level, and chapter development is one of the most important initiatives for the NBRPA today.

Currently, we have strong and successful NBRPA Chapters in Atlanta, Chicago, Cleveland, Dallas, Detroit, Houston, Las Vegas, Los Angeles, Miami, New York, Orlando, and Phoenix.

In 2022, NBRPA Chapters grew in numbers and community outreach efforts more than ever, proudly representing the NBRPA in their local communities and giving back in impactful ways. Whether it was through a charitable golf tournament, a holiday meal or toy drive, autograph signings or meet and greets, NBRPA members raised the bar at the chapter level and we can't wait to be a part of this continued growth in 2023.





LEGENDS CARE

Legends Care is the initiative of the NBRPA that positively impacts communities and youth through basketball. NBRPA Legends give back through clinics, mentoring, charitable outreach and other grassroots initiatives in the United States and abroad with the goal of educating, inspiring and keeping youth active, healthy, and safe.

Ongoing Legends Care initiatives include the Legends HBCU Scholarship, Full Court Press, and Legends Home Courts. Past initiatives have included international goodwill missions, Thanksgiving Community Assist turkey donation drives, BACK2BACK school backpack drives, and Legends Girl Chats between WNBA Legends and middle school & high school girls.

To learn more about Legends Care or donate to support these initiatives, visit legendsofbasketball.com/LegendsCare



LEGENDS CARE:

FULL COURT PRESS: PREP FOR SUCCESS



Full Court Press: Prep For Success is the cornerstone program of Legends Care. These one-day youth basketball and mentoring clinics, which provide a unique and rewarding experience for underserved local youth, are held in cities across the United States and abroad. The program is led by the NBRPA with direct support from the NBA and is housed under the Jr. NBA and NBA Cares brand. Full Court Press is designed to introduce participating youth to positive role models in both basketball and life, with equal time spent on the basketball court, in the classroom and at a mentoring roundtable as part of a robust and meaningful curriculum. NBA and WNBA Legends who serve as coaches and mentors during Full Court Press clinics get to pay it forward and contribute to the continued growth of the game by inspiring and educating future Legends.





LEGENDS HBCU SCHOLARSHIP

The Legends HBCU Scholarship and Legends Scholars program debuted in 2021 as a way to honor the rich history of HBCUs and their alums while moving the legacy forward by supporting current HBCU undergraduates. Five applicants are selected annually as Legends Scholars, receiving a \$10,000 scholarship in recognition of their academic excellence and desire to make a positive and purposeful impact in the world. In addition to addressing the financial needs of Legends Scholars, the comprehensive scholarship program will assist Legends Scholars in the areas of career preparation and development, job placement and mentoring both during and after their undergraduate years.

“As a second generation HBCU graduate, this program is much more than a scholarship. The Legends HBCU Scholarship program will help us build upon our efforts

to provide support for HBCU institutions and amplify the crucial role they play in our communities,” said Scott Rochelle, NBRPA President & CEO. “We are extremely proud and honored to help ensure that these extraordinary college students have access to the substantial and multifaceted resources offered through our Legends Scholars program during their collegiate career and beyond.”

“There is a rich history of HBCUs and their alums contributing to our society,” said Grant Hill, NBRPA Board Secretary, Naismith Memorial Basketball Hall of Fame inductee (Class of 2018) and HBCU Legends Scholarship Review Committee Member. “It is an honor and a privilege to be able to use our platform to create this legacy program and assist in developing future global leaders.”

| | |
|---|--|
|  <p>Marshaela Cooper Tennessee State University</p> |  <p>Tyh'lana Tomlin Howard University</p> |
| <p>Adeja Shannon Tennessee State University</p>  | <p>Ti'Mia Wynn Tuskegee University</p>  |
|  <p>Julian Bridges Grambling State University</p> |  |



LEGENDS MEDIA & ENTERTAINMENT

> LEGENDS MAGAZINE

Legends Magazine is distributed on a quarterly basis to NBRPA members, NBA and WNBA executives and teams, and NBRPA partners. The magazine covers the lifestyle, successes and trends among Legends who have succeeded in life after basketball.

> LEGENDS NEWSLETTER

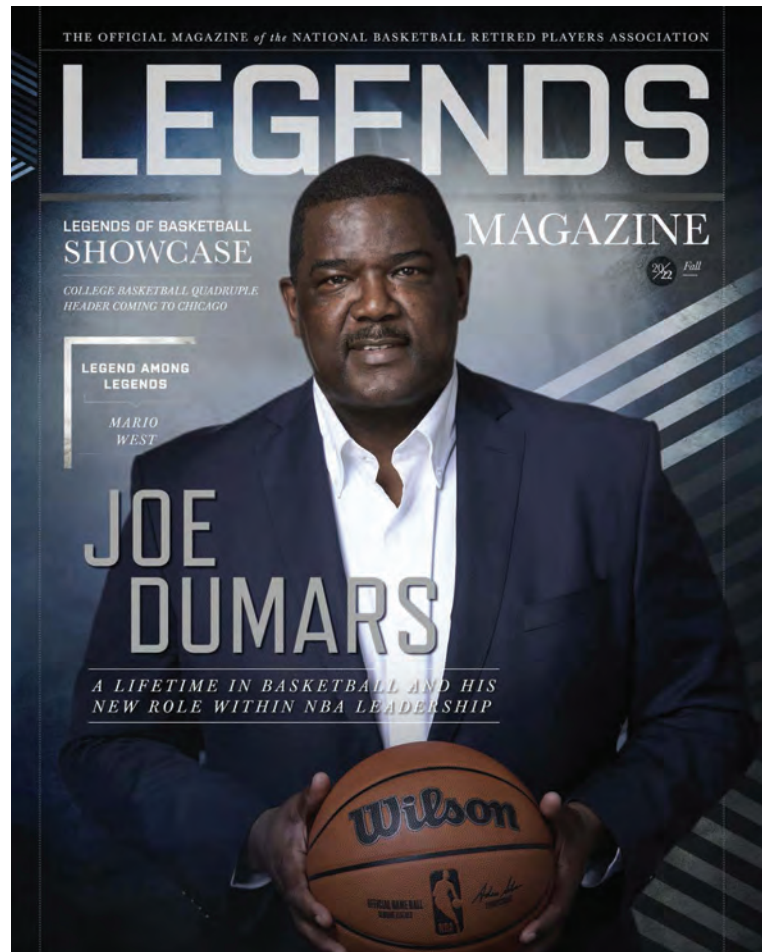
The Legends newsletter is distributed monthly to more than 1,000 members, partners and sponsors, highlighting NBRPA members, events, and the impactful work basketball Legends are doing around the world.

> LEGENDS MEDIA DAY

Legends Media Day takes place annually during NBA All-Star Weekend. The event includes Legends and national outlets coming together for an entire day of interviews and media exposure dedicated to the NBRPA and the stories of our members.

> LEGENDS STUDIOS

Legends Studios is the official content platform of the National Basketball Retired Players Association, including NBRPA original podcasts created over the last year: Legends Live, Legends Lounge with Trill Withers, and Hoop du Jour with Peter Vecsey. Legends Studios gives brands an avenue to partner with Legends through creative and customizable content featuring Legends of the game.



FOLLOW US AT
@NBAALUMNI



CAREER DEVELOPMENT & TRANSITION



> NASA GODDARD SPACE FLIGHT CENTER

The NBRPA has partnered with the National Aeronautics and Space Administration (NASA) Goddard Space Flight Center to give former players the opportunity to identify and pursue commercialization of patented NASA technologies. The program, centered on entrepreneurship and investment opportunities, allows members to work collaboratively with NASA engineers to expose NBRPA members to NASA patented technologies and address questions related to potential commercial applications.



> NBA ASSISTANT COACHES PROGRAM

Since 1988, hundreds of qualified former players have gained exposure to GMs, coaches and NBA/G League personnel through the NBA Assistant Coaches Program (ACP). Through this program, the NBRPA helps members interested in coaching at the collegiate and professional levels to get real experience. Taking place during the Portsmouth Invitational Tournament, NBA Combine and NBA G League Tryout, the ACP better prepares participants for the pursuit of a career in coaching and basketball operations.



> AMAZON ATHLETES PROGRAM

This initiative adapts skills former athletes learned in the sporting arena and transfers them to the corporate world through Amazon's training and education. The 2022 Legends Summer Getaway featured a panel discussion with representatives of the Amazon Athletes Program and WNBA Legend Yolanda Moore, a successful alumna of the program.

CAREER DEVELOPMENT & TRANSITION

> **ATHLIFE**

AthLife's education and career development programs build confidence and enable former athletes to take control of their ongoing career development. The NBRA partners with AthLife in a commitment to giving its members one-on-one advising opportunities. The team at AthLife is available to help educate, develop and inspire members to meet and exceed their individual career goals. Members can work with AthLife through various services including:

- Resume development & refinement
- LinkedIn profile development & utilization
- Interview preparation
- Elevator pitch
- SOAR stories
- Networking strategies
- Degree completion
- Vocational education
- Professional certification
- Graduate degree completion

> **SYMPPLICITY**

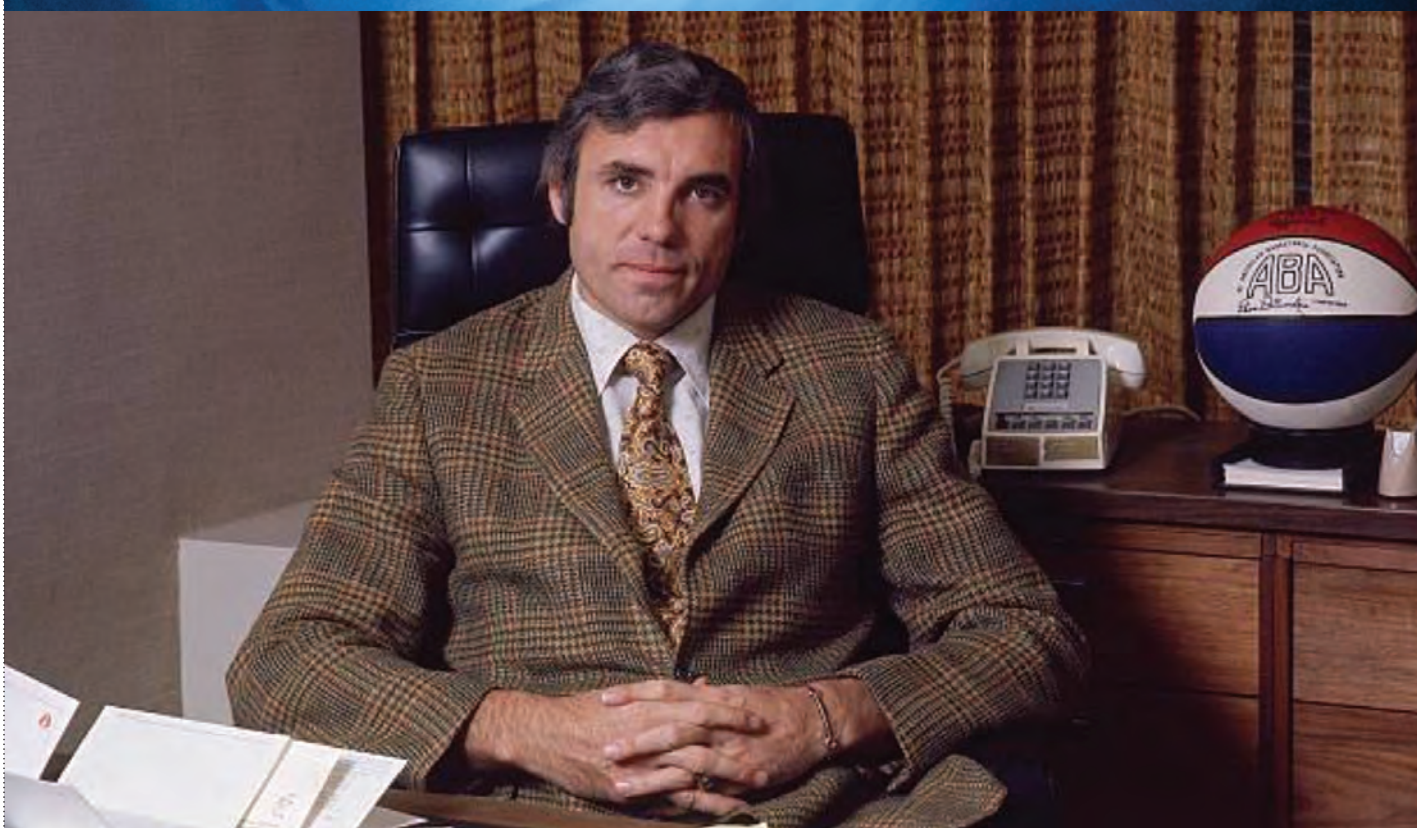
The NBRPA has teamed up with Symplicity's Career Services Manager (CSM). Those who are looking for the next step in their careers can access CSM's services to browse for career advancement opportunities, upload resumes, keep in touch with recruiters and have access to over 1,200 institutions, commercial entities, and organizations across the world. Symplicity's CSM services have been utilized by over 11 million users, including similar peer organizations such as the NFL Player Care Foundation, Divergence Academy, the Flatiron School, Women who Code and more. This service is only available to NBRPA members.



> **G LEAGUE**

The NBA G League is the National Basketball Association's official minor league basketball organization. Just as dozens of current NBA players began their professional careers in the G League, so too have current NBA coaches, scouts, front office personnel and broadcasters. The NBRA works directly with the NBA to match former players with an opportunity to learn the ins-and-outs of the business operations of the G League and to jump start their careers after retirement. Program participants gain personal experience and network with personnel from the NBA and G League in one of the following areas:

- Coaching
- Community/Public Relations
- Event Management
- Partner Hospitality
- Broadcasting
- Basketball Operations



FINANCIAL SUPPORT

DAVE DEBUSSCHERE SCHOLARSHIP

The Dave DeBusschere Scholarship was established in honor of the late Dave DeBusschere, an NBA Champion, All-Star and NBRPA Founder. The funds from the NBRPA's Dave DeBusschere Scholarship go directly to NBRPA members and their spouses and children who are pursuing higher degrees in education. The NBRPA has distributed nearly \$3 million from this fund to date.

THE 2022-2023 DAVE DEBUSSCHERE SCHOLARSHIP RECIPIENTS:

Amine Abdelouahid
Oscar Armstrong
Kacey Battle
Keion Battle
Ava Birdin
Keyara Boykins
Earl A. Boykins Jr.
Sommer Brokaw
Aishah Brown
Noah Burton
Taylor Carr

Stephanie Colter
Reigan Curry
Eddie Curry
June Hamilton
Scott Hayes
J'Den Humphries
Trey Johnson
Alfonso Johnson, III
Kennedy Jones
Alyssa Keeling
Holland LaGarde

Alexa Lister
Emery O'Bryant
Adrian Strong
Tanner Toolson
Dallin Toolson
Jajuan Tot
Jalen Tot
Evan Wilkins
Liat Williams
Avery Wooten



EARL LLOYD SCHOLARSHIP FUND

In honor of the departed NBA pioneer Earl Lloyd, the Legacy Fund has pledged an annual gift of \$45,000 to the NBRPA for the purpose of providing significant financial support to low-income recipients of the Dave DeBusschere Scholarship. The Lloyd Scholarship is available to the children of NBRPA members who have played three full years in the NBA.

NBA LICENSING PARTNERSHIP

Though this program, former NBA and WNBA players are eligible to receive royalties for the use of their name and likeness. In exchange for licensing rights, the NBRPA collects and distributes the licensing fees to each member accordingly.

NBA PLAYERS LEGACY FUND

More than 30 years ago, the Players Legacy Fund was established to assist former NBA players who were sick or injured. Today, the fund exists to help former NBA and ABA players with anything from transitioning to new careers after basketball to getting back on their feet after medical or financial difficulties. The Players Legacy Fund is supported by the NBA and NBPA.

MEMBER GRANT PROGRAM

The Member Grant Program supports any individual, need-based financial circumstance for members to provide short-term relief. The purpose of the grant Program is to cover virtually any area needed by a former player in life after basketball.

FINANCIAL SUPPORT





HEALTH INITIATIVES

THE NBRPA PROVIDES HEALTH AND WELLNESS BENEFITS TO ITS MEMBERS

> NBPA HEALTH SCREENINGS

The National Basketball Retired Players Association (NBRPA) has for years maintained a formalized relationship with the National Basketball Players Association (NBPA) to deliver valuable, preventive long-term healthcare check-ups to former professional players across the U.S. Launched by the NBPA in 2016, the Health Screening Program has impacted hundreds of former players by providing preventative testing, including blood work, electrocardiograms, echocardiograms and orthopedic and cardiology consultations. The NBRPA announced at the end of the year that they would begin overseeing the program and brought along Dr. Joe Rogowski to head the operation. Rogowski, who served as the NBPA's Chief Medical Officer for the past decade, was named the NBRPA's Chief Medical Director in November 2022.



Association for Applied Sport Psychology (AASP)

The Association for Applied Sport Psychology is the leading organization for professionals who work with athletes, coaches, performers, business professionals and more. The AASP and its network of 2,400 affiliates around the country assist NBRPA members in their mental health needs through an affordable and NBRPA-subsidized program. NBRPA members might want to take advantage of AASP consultants if they are:

- Struggling with the transition out of basketball, including their emotional attachment to the game and coping with the change of their identity
- Retiring “young” and having concerns about starting the next phase of life or a career
- Needing a confidential resource to discuss financial, marital or personal issues
- Experiencing mental health issues

PARTNERING WITH THE NBRPA

Partnering with the NBRPA can provide corporate brands, small businesses and philanthropic entities with unprecedented access and personal interaction with the game's greatest Legends.



> ACCESS

- Access to the game's greatest Legends
- NBA All-Star Weekend
- Legends Summer Getaway
- VIP experiences



> BRANDING

- Naming rights to NBRPA events
- Logo integrations
- Custom activations



> MEDIA

- National and local media exposure
- Social media integration
- Legends Magazine
- Legends Newsletter
- Legends of Basketball website
- Legends Locker Room App
- Legends Studios

PARTNERING WITH THE NBRPA

> WINTRUST

Wintrust Bank has served as a Preferred Partner to the NBRPA since 2016, offering unparalleled financial services to NBRPA members. This multi-year partnership has granted Wintrust the ability to serve as a headline sponsor during the NBRPA's two annual meetings, as well as ancillary events including Full Court Press Basketball Clinics and financial literacy seminars. NBRPA Members can gain access to a wide array of financial services, with dedicated representatives prepared to support.



> VIRTUAL RIGHTS MANAGEMENT/ ARIA 360

In 2022, the NBRPA continued the groundbreaking group licensing deal established in 2021 with Virtual Rights Management, an emerging and cutting-edge technology company. The five-year agreement allows VRM to create two separate royalty generating products. First, utilizing its innovative technology, Aria 360, VRM is in the process of creating and sell virtual marketing ad-campaigns to brands featuring Legends. Second, VRM will create and sell virtual images of Legends in the form of Non-Fungible Tokens (NFTs) - digital assets functional through blockchain technology. This robust opportunity ushers the NBRPA into the new iteration of internet technology, Web3, while leveraging Legends' Name, Image, and Likeness to best align with digital trends of the future.



> PARSONS XTREME GOLF (PXG)

PXG, the makers of some of the world's finest golf clubs, partnered with the NBRPA in early 2021, right in time for the inaugural Legends Summer Getaway and Golf Experience in Las Vegas. In 2022, PXG brought an immersive golf simulator and custom club fittings to the Legends Lounge during NBA All-Star Weekend in Cleveland. This first-class partnership brings custom fitted golf equipment, products, and accessories to NBRPA members at a steep discount. PXG staff provide individualized, on-site club fittings and swing lessons. Additionally, Legends can capitalize on this standing partnership by visiting PXG locations nationwide for a customized golf club purchasing experience.



NBRPA LEADERSHIP

2022 BOARD OF DIRECTORS

OFFICERS

Johnny Davis, Chairman
 Dave Cowens, Vice Chairman
 Sam Perkins, Treasurer
 Grant Hill, Secretary

DIRECTORS

Caron Butler
 Shawn Marion
 Sheryl Swoopes
 Thurl Bailey
 Jerome Williams
 Robert Horry
 Chucky Brown
 Charles "Choo" Smith

CHAPTERS & PRESIDENTS

The 12 chapters across the nation embody the mission of the Association through player programming, community outreach and member relations.

ATLANTA

Dale Ellis

CHICAGO

Cliff Levingston

CLEVELAND

Jim Chones

DALLAS

Willie Davis

DETROIT

Willie Norwood*

HOUSTON

Maurice Evans

LAS VEGAS

Jerome "JYD" Williams

LOS ANGELES

Rick Darnell

MIAMI

Toccarra Williams

NEW YORK

Tom Hoover

ORLANDO

Wayne "Tree" Rollins

PHOENIX

Lafayette "Fat" Lever

NBRPA STAFF



Scott Rochelle
 President &
 CEO



Erin Miller
 SVP of
 Operations
 & Events



Joe Rogowski
 Chief Medical
 Director



Kenny Gattison
 VP of Membership
 & Player
 Programming



Cameron Ballard
 Counsel & VP,
 Player Relations



Julio Manteiga
 Head of
 Communications
 & Content



Rachel Parrish
 Senior Director
 of Marketing



Erin Law
 Director of
 Digital Content



Carly Garcia
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