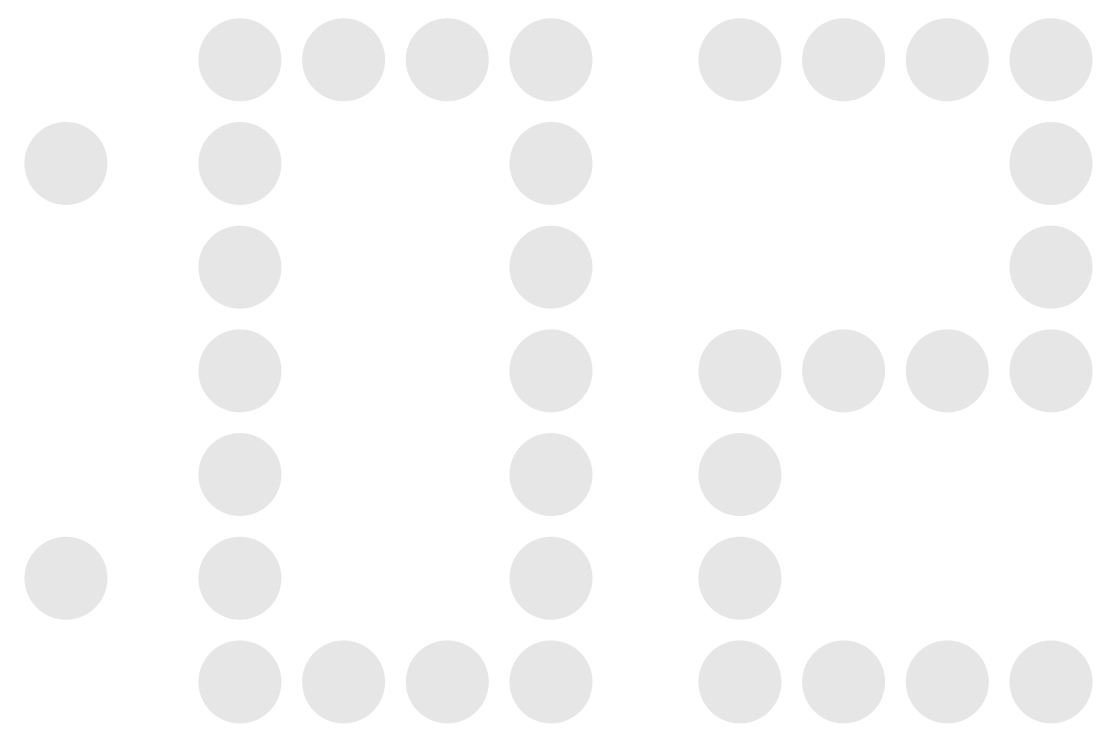
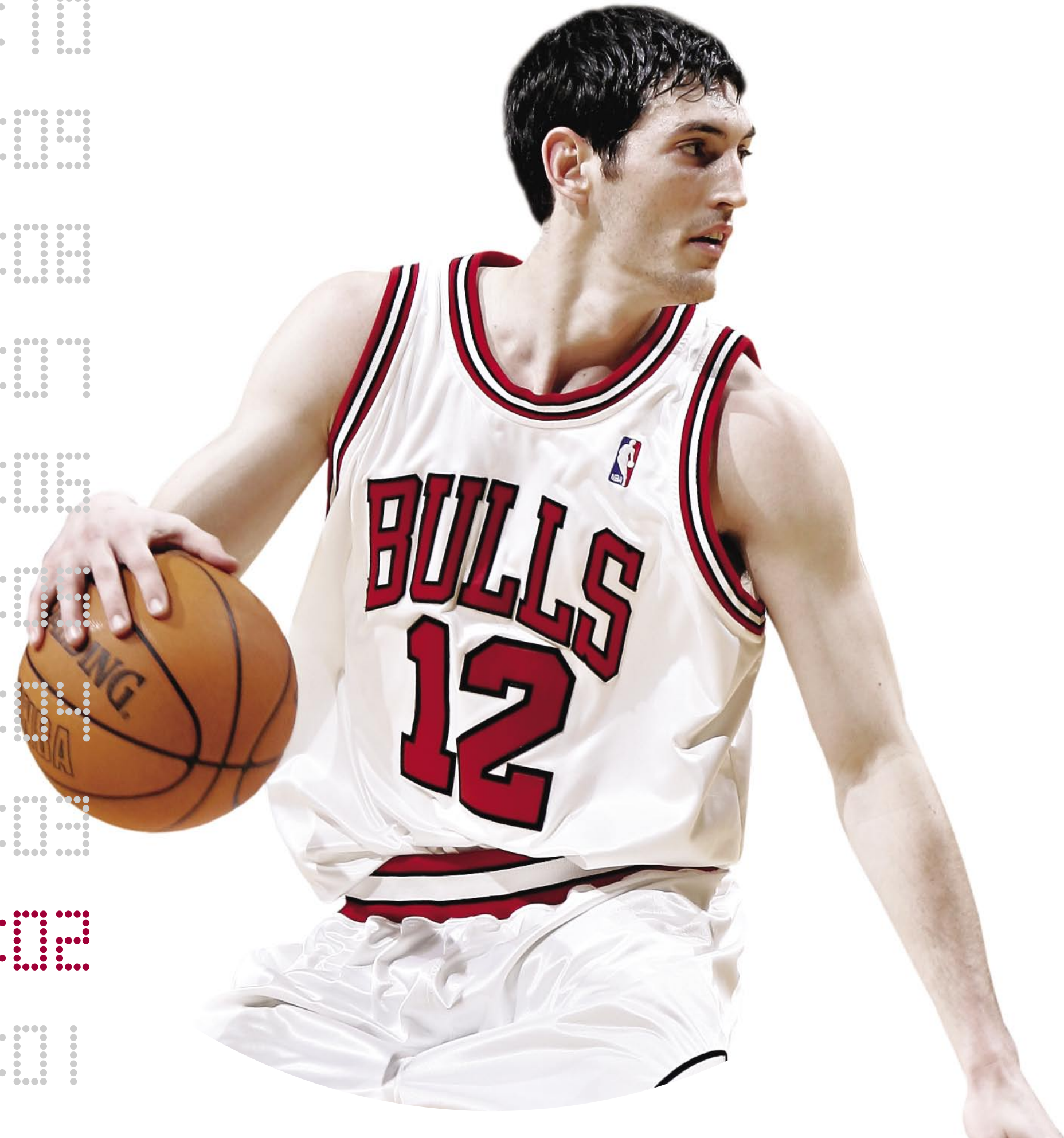


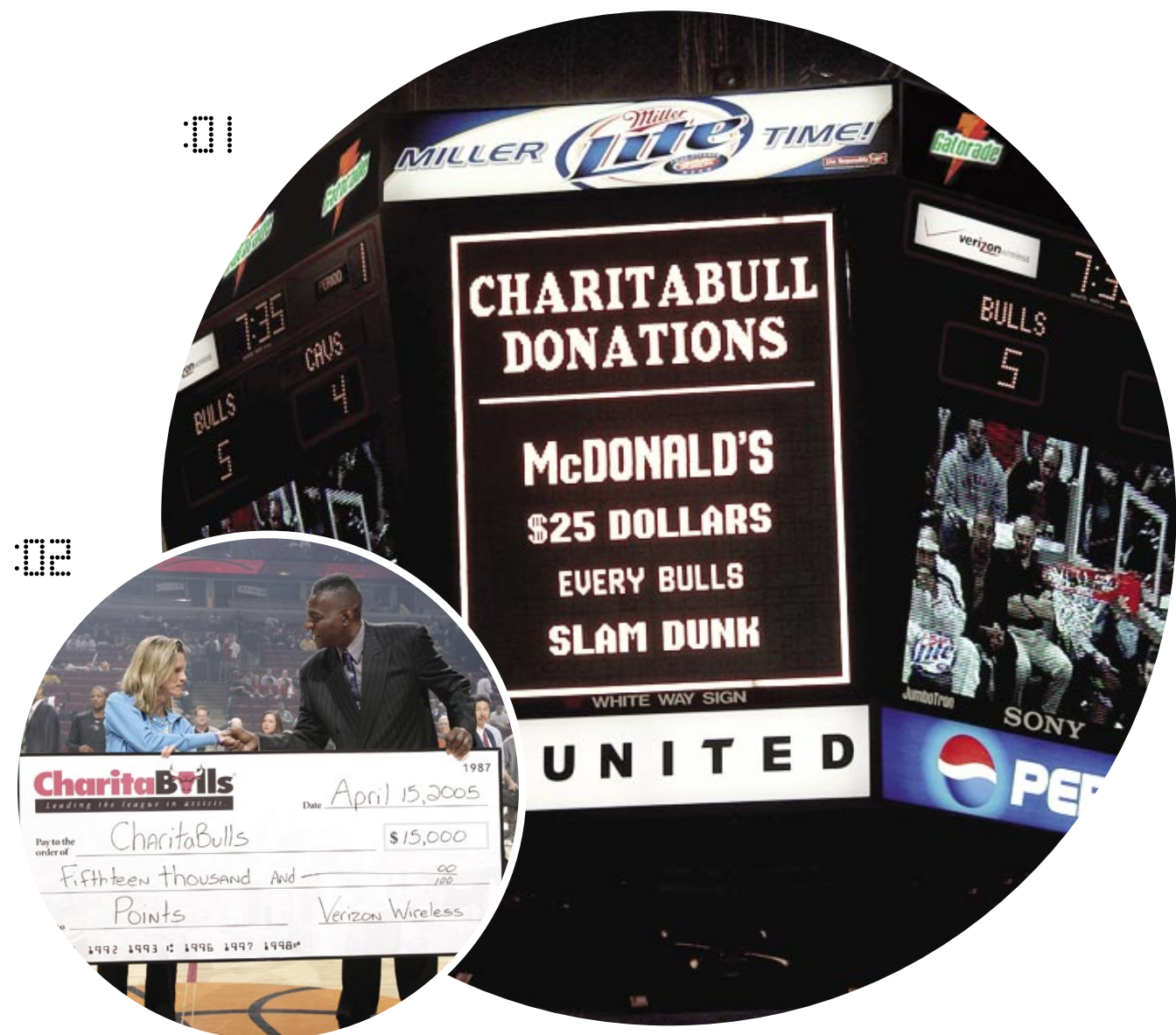
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In 1987, the Chicago Bulls created CharitaBulls®, a non-profit charity organization. It is a vehicle through which the Bulls can say thank you and give something back to the Chicagoland community. Since its inception, CharitaBulls® has contributed tens of millions of dollars to local organizations. Today, reaching out to the community remains a priority for the Chicago Bulls, and joining us in this effort can illustrate to your customers how your business is a corporation with a conscience.

## BULLS IN THE COMMUNITY





01

02

01

### Donations for Statistics

During the entire Bulls season, as the Bulls score, rebound, and assist, CharitaBulls, and ultimately, local charities, are the big winners. Donations are made for the following categories:

Points	\$1	Blocked Shots	\$25
Steals	\$5	3-Point Shots	\$50
Rebounds	\$5	Free Throws	\$10
Assists	\$5	Slam Dunks	\$50

The Bulls will acknowledge your company's generosity through the following benefits:

**Television and Radio Drop-Ins\***  
Five television drop-ins and five radio drop-ins during Bulls' television broadcasts promoting your charitable donation.

**On-Court Check Presentation**  
A check presentation featuring a representative of your company will occur at a Bulls home game.

**P.A./Scoreboard Announcements**  
One pre-game public address/scoreboard announcement and a minimum of two in-game scoreboard announcements per Bulls home game promoting your charitable donation.

*\*Television and radio drop-in commercials are subject to the individual station's exclusive advertising agreements.*

03



05



### Large Group Nights

Reach a targeted audience as a presenting sponsor of one of our large group events at Bulls home games. Major events include:

- Cheer and Dance Classic
- Preps with Pros
- Chicago Bulls Job Fair

### Bulls Charity Programs

Each year the Bulls attempt to give back to the community by performing community service, raising funds for charities and putting on events in the Chicago area. You can get involved by sponsoring any of the following events:

- FestaBulls Dinner/Auction
- Bulls Food Drive
- Bulls Art Contest
- Bulls Fan Club
- Bulls Tip-off Luncheon
- Charity Ticket Section
- 50/50 Raffle

04



05



### Read to Achieve

Read To Achieve is an NBA league-wide initiative that combats the crucial illiteracy problem currently facing our nation. The program's main goal is to inspire literacy by encouraging families and adults to read regularly with young children. Using a variety of tactics, we aim to develop solid reading habits and provide healthy reading materials for young readers in our area.

### Bulls/Sox Training Academy

Located in the western suburb of Lisle is the most sophisticated youth player development facility in America: The Chicago Bulls/Chicago White Sox Training Academy. With nearly 300,000 visitors and 270 youth baseball and basketball camps each year, the Academy delivers the very best that the Chicago Bulls and Chicago White Sox have to offer. A variety of partnership programs are available and are ideal for a grass-roots marketing campaign or a youth-targeted program.