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## Ford Center Overview

Ford Center is Oklahoma City's state-of-the-art sports and entertainment showcase and the home of the New Orleans/Oklahoma City Hornets for the 2005-06 and 2006-07 seasons. The center is also home to the Central Hockey League's (CHL) Oklahoma City Blazers and the Arena Football League's (AFL) Oklahoma City Yard Dawgz, and is designed to host major concerts, sporting events, family shows, ice shows and the latest in world-class entertainment.

Located just off Interstate 40 in downtown Oklahoma City, the Ford Center is adjacent to the Cox Business Services Convention Center (formerly the Myriad) and the historic Bricktown dining and entertainment district.

The 586,000 square foot facility features four seating levels and a press level with a maximum seating capacity of 20,817 for a concert set-in-the-round. Located between the 6,300 Oklahoma Level (or lower level) seats and the 7,700 Oklahoma Bedlam Level (or upper level) seats, is the Cox Communications Club and Suite Level which features 3,380 club seats, as well as seven Oklahoma State Park Suites and 48 private suites.

Ford Center is owned by the City of Oklahoma City, and is managed by SMG, which is headquartered in Philadelphia. SMG currently provides facility services to 195 venues in 41 States, Puerto Rico, Mexico, Canada and Europe, and manages over ten million square feet of exhibition space and controls 1.92 million entertainment seats worldwide. For additional company information, visit [www.okfordcenter.com](http://www.okfordcenter.com).

## Ford Center Fast Facts

**Opening Date:** June 8, 2002  
**Construction Start:** Spring 1999  
**Cost:** \$89 million  
**Architect:** The Benham Companies  
**Funding:** As the premier project of MAPS, Oklahoma City's visionary capital improvement program to finance new and upgraded sports, entertainment, cultural and convention facilities, the Ford Center was publicly financed by a temporary one-cent sales tax.

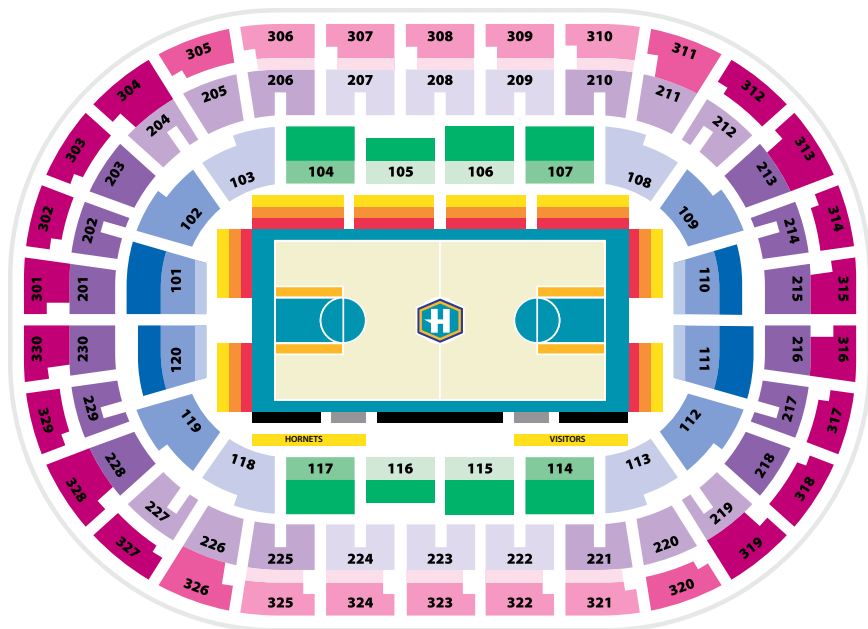
**Owner:** The City of Oklahoma City  
**Management Company:** SMG  
**Tenants:** Oklahoma City Blazers  
 Oklahoma City Yard Dawgz  
 N.O./Okla. City Hornets  
 (2005-06/2006-07)  
**Total Square Feet:** 586,000  
**Height:** 108 ft. from ground level to roof (exterior)  
 130 ft. from arena floor to roof (interior)

**Arena Floor:** 22 feet below street level  
 34,074 square feet (144' x 260')  
 11 miles of pipe (used to make ice)

**Elements:**  
 Brick 95,000 square feet  
 Concrete 53,000 cubic feet  
 Structural Steel 7,700 tons (2,100 in the roof, 5,500 in reinforcing)

**Seating Capacities:**  
 Concert (Center Stage) 20,817  
 Concert (End Stage) 20,231  
 Hornets 19,163  
 Other Basketball 19,675  
 Hockey 18,178  
 Arena Football 17,884  
**Capacities by Section:**  
 Lower Level (Section 100) 6,300 plus  
 Club Seats (Section 200) 3,380  
 Upper Level (Section 300) 7,700  
 Private Suites: 49 (20 built-out during initial bid)  
 Party/Rental Suites: 7  
 Restaurants/Clubs: Sunset Bistro  
 Victory Bar & Buffet  
 York Icehouse  
 8  
 6 Passenger, 2 Freight  
 48 Total (including 12 Family)  
**Escalators:**  
**Elevators:**  
**Restrooms:**  
 Restrooms:  
 Men's Fixtures 145  
 Women's Fixtures 256  
**TV Monitors:** More than 200





	Seat Location	Single Game	Season/Game 06-07	Season 06-07
	Bench A	\$1,300	Sold Out	Sold Out
	Courtside	\$600	Sold Out	Sold Out
	Floor B	\$375	Sold Out	Sold Out
	Floor C	\$275	Sold Out	Sold Out
	Lower Sideline A	\$160	Sold Out	Sold Out
	Lower Sideline B	\$140	\$110	\$4,070
	Lower Sideline C	\$107	\$82	\$3,034
	Lower Corner	\$65	\$55	\$2,035
	Lower End A	\$75	\$75	\$2,775
	Lower End B	\$53	\$43	\$1,591
	Lower End C	\$50	\$27	\$999
	Club Sideline	\$85	\$75	\$2,775
	Club Corner	\$60	\$50	\$1,850
	Club End	\$42	\$37	\$1,369
	Upper Sideline A	\$35	\$30	\$1,110
	Upper Sideline B	\$25	\$20	\$740
	Upper Corner	\$20	\$15	\$555
	Upper End	\$10	\$10	\$370

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## New Orleans Arena Overview

A center stage for all forms of entertainment, the New Orleans Arena is home to the Hornets and is the setting for some of the music industry's top performers and acts. The seven-year-old arena (opened October 29, 1999) stands tall in the colorful mix of downtown New Orleans, and is connected by two pedestrian ramps to the magnificent Louisiana Superdome.

Built for \$112 million, the facility is managed by SMG, which provides facility services to 168 venues worldwide. With a seating capacity of 18,500 (17,961 for Hornets games), the Arena contains 56 executive suites, Marriott Renaissance Club including 140 seats, and 2,800 club seats, maintaining and providing personal amenities specific to each suite. The Arena provides a numerous amount of facilities at various locations for the convenience of its patrons: 24 permanent stands for food and beverage, three permanent stands for merchandise, 18 women's restrooms and 14 men's restrooms on public concourses and a 5,000-car Superdome garage adjacent to the Arena. All seating and access are in compliance with ADA regulations.

## New Orleans Arena Fast Facts



### Location

The Arena is located downtown, at the foot of a ramp from Interstate 10, the Mississippi River Bridge approach and the Pontchartrain Expressway; connected by two pedestrian ramps to the Louisiana Superdome.

### Home Teams

New Orleans Hornets (National Basketball Association), Tulane University (Conference USA Basketball), Nokia Sugar Bowl Basketball Tournament.

### Seating Capacities

Basketball: 18,500 (17,961 for Hornets)

Concert (end stage): 17,000

Arena Football: 16,900

### Management

Headquartered in Philadelphia, SMG provides facility services to 189 venues in 41 states, Puerto Rico, Canada and Europe, controls over 1.92 million entertainment seats worldwide, and manages over nine million square feet of exhibit space.

For additional company information, visit [www.smgworld.com](http://www.smgworld.com)

### Executive Suites

The Arena has 56 executive suites; 16 have 18 theatre-style seats; all others have 12 theatre-style seats. Other amenities include a private concourse, refrigerators, wet bar, television sets with in-house TV and cable channels, access and membership to two club level lounges and preferred parking.

The super suite remains one of the Arena's unique attributes. Named the Marriott Renaissance club, this super suite offers the convenience, comfort, and service of a private suite on a single-game basis. The Marriott Renaissance Club includes 140 seats and is newly furnished with the same plush carpeting, tables, chairs and TV monitors.

### Club Seats

The Arena has 2,800 club seats via seat licenses, all located in the middle sections of the lower bowl; 1,400 each side of the arena floor. All have oversized, cushioned seats with cup holders. Excellent access is provided to Club lounges (one on each side). Club seat holders have options for all Arena events.

### Harrah's Courtside Club Lounge

Accessed from the East Lobby on La Salle Street, the Harrah's Courtside Club offers a lounge area, dining facilities, a patio area and a unique view of the team as it heads onto the court.

### Scoreboards, Information System

The Arena has a four-sided center-hung scoreboard with 4 10mm Daktronics ProStar Video boards, 2 360 degree LED Daktronics ProAd rings, SacoVision video screens, auxiliary scoreboards and message boards throughout the main arena, a 360-degree LED board, 2 Daktronics ProAd hustle boards located in each end zone and monitors throughout the concourses, suites and private dining areas.

### Press Facilities

Media facilities include courtside seating, a working press area, an interview area and dining area provisions for uplink to satellite vans and state-of-the-art TV broadcast facilities.

### Locker Rooms

Along with the Hornets locker room and visiting NBA locker room, the Arena is equipped with three additional locker rooms along with six dressing rooms and three production offices.

### Concessions Stands

The Arena has 24 permanent concession stands plus numerous other portable units for the sale of food, beverages and souvenir items.

### Box Office

The Arena has full box office services, with 16 ticket windows at the main entrance on the Northwest corner of facility plus six additional windows on the East end of the building. The box office phone number is (504) 587-3822.

### Arena Floor

The Arena floor has 24,650 sq. ft. of column-free space; 290 ft. long by 85 ft. wide, with retractable seating units in one end zone.

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Bench A	Sold Out	Sold Out
Bench B	Sold Out	Sold Out
Courtside	Sold Out	Sold Out
Floor B	\$275	\$1,650
Floor C	\$200	\$1,200
Lower Sideline A	\$130	\$780
Lower Sideline B	\$115	\$690
Lower Sideline C	\$82	\$492
Lower Corner A	\$50	\$300
Lower Corner B	\$25	\$150
Lower End A	\$45	\$270
Lower End B	\$35	\$210
Lower End C	\$25	\$150
Upper Sideline A	\$45	\$270
Upper Sideline B	\$35	\$210
Upper Corner	\$20	\$120
Upper End	\$10	\$60

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The Sawyer Center seats 5,000 for basketball and is the home for Southern Nazarene University basketball and volleyball. The Sawyer Center also is home to SNU's graduation ceremonies and host's local high school sporting events.

The 98,000 square foot facility began construction on July 11th, 1997 and was completed 79 weeks later. Inside the Sawyer Center on the second floor is the Storm Shelter room for athletic boosters, which features a floor to ceiling glass wall that overlooks the playing surface.

There is also a luxury President's box on the third floor that overlooks the playing surface.

There are six locker rooms, two for varsity men's and women's basketball, one for volleyball and three for visiting opponents and officials. There are also two state-of-the-art training rooms that help to take care of SNU's 370-plus athletes.

For the 2006-07 season, the Hornets will use the Sawyer Center as their practice facility. In addition, the team's basketball operations staff will use the Center's office space during the 2006-07 season.

**Location:** Southern Nazarene University (Northwest 39th Street and Donald) Bethany, OK 73008

**Telephone:** (405) 208-4600

**Press Facilities:** A press area with phone access is available for all Hornets functions.





NBA Cares is the league's global community outreach initiative that addresses important social issues with an emphasis on programs that support education, youth and family development, and health-related causes. The NBA, its teams and players implement and execute programs that impact and inspire children and families worldwide.

NBA Cares also reaches more than two million players, coaches, parents and officials from around the world participating from 1,600 recreational youth basketball leagues in the Jr. NBA/Jr. WNBA program, stressing the fundamentals of the game and the values of sportsmanship, teamwork and leading an active, healthy and safe lifestyle.

Basketball without Borders, a basketball instructional camp for young people that promotes friendship, healthy living and education with an emphasis on HIV/AIDS awareness and prevention, features current and former NBA players and team personnel as camp coaches. Since the inaugural camp in 2001, BWB has been held in eight countries and territories on five continents and has featured more than 160 NBA players, coaches and team personnel from 30 different teams for the nearly 1,000 young athletes from more than 100 different countries and territories.

As the world's greatest athletes, NBA players are dedicated to the community and committed to giving back in extraordinary ways. Through their foundations, camp efforts and philanthropic work, they make a difference for hundreds of non-profit and youth serving organizations.

The NBA also supports numerous causes and organizations that positively impact global communities. Make-A-Wish, UNICEF, KaBOOM!, Habitat for Humanity, Boys & Girls Clubs of America, Hands On Network, Special Olympics, the Global Business Coalition on HIV/AIDS and the World Food Programme are just a few of the organizations with which the NBA has a partnership.



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Hornets believe in doing unto others, lending a helping hand, lifting up those in need. Hornets believe in children. Hornets believe in the future. Hornets believe in compassion, community and commitment. Hornets believe in service to others. Hornets believe in being gracious, appreciative and humble. Hornets believe in helping dreams come true.

**Hoops for Homes**

Hoops for Homes represents the Hornets' commitment to rebuilding New Orleans brick-by-brick and house-by-house. A partnership with Habitat for Humanity, this team initiative aims to build 20 new homes in New Orleans neighborhoods that have a chance to recover. During the 2005-06 season, the Hornets raised approximately \$1.5 million to finance the project through a variety of fundraisers and campaigns featuring fans, corporate partners, and more than a dozen teams from around the NBA. In addition to raising money for this initiative, Hornets players and staff members met with hurricane evacuees throughout the country and held special meet and greets with a variety of children's groups while playing three regular season games in New Orleans.

**Summer Hoops Clinics**

This summer, the Hornets were able to reach more than 4,500 children through 37 free basketball skills clinics throughout the states of Oklahoma and Louisiana. Children received three hours of instruction and interaction with Hornets players Desmond Mason, Linton Johnson, Marc Jackson and Cedric Simmons.

**Read to Achieve**

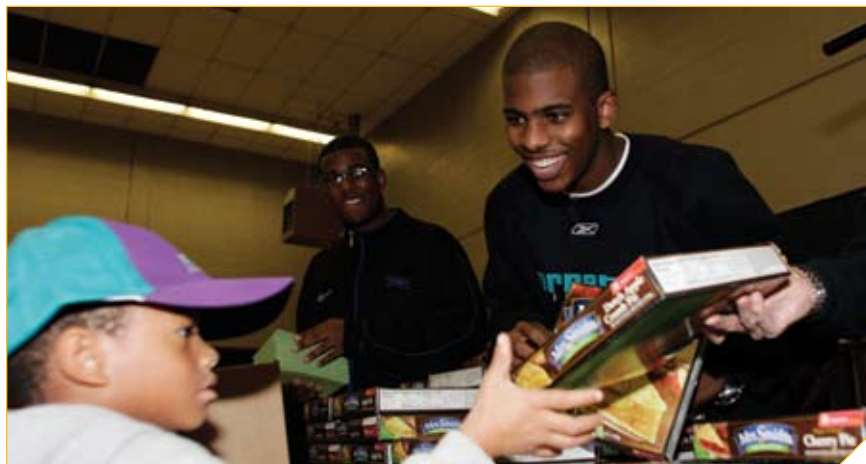
Read to Achieve is an NBA initiative aimed at developing a lifelong love of reading in children. The Hornets' Read to Achieve efforts focus on serving elementary and middle school students through "Reading Timeouts," appearances by Hornets players at local schools that help to reinforce the important messages of education and literacy. In addition to these appearances, the Hornets Book Mobile program was developed to encourage children to spend time reading and to put free books directly into their hands. The purple, yellow and teal school bus is a learning center on wheels and features a replica of the Hornets court as a floor and bookshelves filled with children's books. In its inaugural season, the Hornets Book Mobile made over 55 stops at local schools and community centers and distributed over 20,000 books. For more information about the Book Mobile please contact Matthew Scruggs at (405) 208-4772.

**Season of Giving**

Hornets players Chris Paul and JR Smith got the holiday season started when they purchased 100 turkeys with all the fixings for underserved families in the Oklahoma City Area. The Season of Giving continued into December when former Hornet J.R. Smith hosted a shopping spree for underprivileged children affected by Hurricane Katrina at a local Wal-Mart, Chris Paul gave away 50 bikes to surprised and deserving children at a home game and Mr. and Mrs. Shinn hosted a festive luncheon for over 300 senior citizens and a shoes and socks giveaway for clients at the Oklahoma City Rescue Mission while also making a donation in lieu of our annual shoe giveaway to Bridge House in New Orleans.

**Drives and Giveaways**

Throughout the season, the Hornets hold canned food drives to support local agencies. Thanks to the generosity of our fans, the drives in New Orleans yielded over 23,650 pounds of food and \$3,300 for Second Harvest Food Bank of Greater New Orleans and Acadiana. In Oklahoma, over 13,000 pounds and \$8,700 was collected for the Regional Food Bank of Oklahoma.





#### Hornets Better Halves

The Better Halves is a group created by the wives of Hornets players and coaches to host charitable functions throughout the year. In support of Hoops for Homes, the Better Halves hosted a holiday tree fundraiser and sold trees decorated with ornaments autographed by the entire team. Through their prom dress giveaways, they were able to donate 1,000 brand new prom dresses to high school girls in both New Orleans and Oklahoma City.

#### Hornets 101 for Women

Hornets 101 was created to teach women the basics of basketball. Last season, the Oklahoma City Museum of Art incorporated the art of basketball with the intricacies of the game. The fun and educational evening included a variety of basketball sessions led by members of the Hornets' broadcast team, and a lively question and answer session with former Hornet PJ Brown and Marc Jackson provided insight into a player's perspective.

#### Wish Requests

Throughout the season, the Hornets support a variety of organizations that grant wishes for terminally and chronically ill children from around the country. For more information, contact Morgan Cornwell at (405) 957-1123.

#### Hornets Community Tickets

Each season, members of the Hornets team and Basketball Operations department purchase tickets for each home game to donate to non-profit organizations that work with underserved children. Last season, Head Coach Byron Scott and Vice President of Basketball Operations Willis Reed and Chris Paul (along with former Hornets Chris Andersen, Speedy Claxton, Bostjan Nachbar and JR Smith) were among those that provided this basketball experience for children. For more information please contact Josh Miller at (405) 208-4670.

#### Louisiana 4-H

Over the past 3 years, the Hornets have created a strong and beneficial partnership with Louisiana 4-H. Through this partnership, the Hornets host a 4-H night during a home game for over 2,000 children across Louisiana, which allows us to recognize the top 4-H members in each parish and give them opportunities to showcase their members. In addition to participating in game night elements, the night serves as a fundraiser for each parish and the state organization as a whole.

#### Community Partners

The Hornets have partnered with several organizations to show support for ongoing community initiatives. The Hornets have been a strong supporter of Susan G. Komen Foundation and Race for the Cure for several seasons. Through our partnership with Oklahoma Blood Institute, they hosted their most successful, non-disaster related, blood drive in the state's history. In support of the Oklahoma City National Memorial, the Hornets showcased winners of the annual Oklahoma Memorial Essay Contest during a home game and are expanding our support for the upcoming season.

#### Speakers Bureau / Appearances

Players, coaches, broadcasters, Hugo and the Honeybees are available for appearances and speaking engagements throughout the year. Please contact Vicki Guerra at (405) 208-4722 to arrange for a speaker, Sean Wyatt at (405) 208-4844 to arrange for a visit from Hugo or Ashley Deaton at (405) 208-4647 to arrange an appearance by the Honeybees.

#### Internships

The Hornets provide local college students with the opportunity to gain experience in the world of professional sports in several different areas, including marketing, community relations and game operations. For more information, visit the employment section of Hornets.com.

#### Hornets Memorabilia and Promotional Items

Charities and organizations seeking support for an upcoming event or program should send a formal request to Community Relations Department, Hornets Basketball, 210 Park Avenue, Suite 1850, Oklahoma City, OK 73102. All requests must appear on official organization letterhead and be delivered at least 4-6 weeks prior to the event. Please include the date of the event, 501-C3 tax ID number, purpose of event or program and a contact name, telephone number and address.



The Honeybees dance team has quickly helped make the New Orleans/Oklahoma City Hornets home games one of the hottest tickets in town. The Honeybees bring an element of entertainment to Hornets games by performing innovative dance routines to a wide variety of music during timeouts, select quarter breaks and halftime intermissions.

Away from the basketball court, the Honeybees have appeared at such events as the ESPN College Slam Dunk and Three-Point Championship. They have also participated in programs with a variety of charities and events such as golf tournaments and auctions.

The Honeybees' high-energy routines, glamorous look and unique brand of audience interaction make an excellent addition to any special event. They can add excitement and class to charity and corporate functions, golf tournaments, grand openings, trade shows, holiday parties, halftime shows and other events.

For more information, call (405) 208-4647.

New Orleans



Adrienne



Adrienne



Angelle



Decoe



Donna



Jessy



Martine



Rebecca



Sarah



Shannon



Trista



Oklahoma City



Ashley



Brittanie



Christian



Cristhian



Crystal



Erica



Hilary



Karin



Lindsey



Jessica



Jessica



Leah



Melia



Nicole



Nicole



Shieka



Sheri



Talor



Tina



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For 18 years, Hugo The Hornet has delighted fans with his daring acrobatics and innovative comic routines to become one of the most beloved mascots in the NBA.

Hugo is known to entertain our fans with any one of his three identities. As Hugo the Hornet, he is at his best when interacting with fans both young and old. As Air Hugo, an inflated version of the mascot, he amuses the Hornet faithful with his unique brand of dancing. And as Super Hugo, he amazes the fans with gravity-defying dunks such as the "Flip Dunk," the "Helmet Dunk" and the famous "Bug on the Windshield Dunk," which helped him become a three-time NBA Mascot Slam Dunk Champion.

While Hugo is found at all Hornets home games during the season, he also makes more than 200 appearances per year for charities, fundraisers and other special events. The lovable bug also spends a great deal of his spare time visiting hospitals, schools and nursing homes.

Hugo has performed at multiple NBA All-Star Games, player charity events and MTV Rock-N-Jock Basketball Jams. His star power is not only limited to the United States, as he has performed in Canada, Costa Rica, France, England, the Netherlands, Germany, Italy, Argentina and Australia.

Invite Hugo to buzz by your next special event. Whether it's community, business, sports or any occasion, nothing puts a little sting in your event like an appearance by Hugo. For more information, visit [Hornets.com](http://Hornets.com) or call (405) 208-4844 to book the best mascot in the NBA.





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"Hornets' Phills Dies in Car Crash" was the January 12, 2000 headline. The city of Charlotte was deeply saddened to lose one of its own, Hornets guard Bobby Phills. In June of 2000, Kendall Phills, wife of the late Bobby Phills, established The Bobby Phills Scholarship Fund, Inc. (BPSF) in honor of her husband.

Bobby Ray Phills' life epitomized high academic achievement, dedication to family and a commitment to community. An All-American honor student, Phills graduated cum laude from Southern University in Baton Rouge, La. He went on to a remarkable career in the NBA. Grateful for his gifts and accomplishments, Bobby gave freely of himself so that others might benefit from them as well. From home renovation for low-income families to charity golf outings, Bobby was a familiar and exciting presence. Bobby's personal magnetism was well-known on and off the court. His good humor, high values and generous spirit won him friends and fans wherever he went.

The BPSF is committed to continue his legacy and make a positive difference in the lives of youth for years to come. Our mission is to help economically disadvantaged individuals get back on track by providing opportunities that will change their lives. The Bobby Phills Scholarship Fund has established three key programs in an effort to support this mission.

### The Bobby Phills Foundation Overview

#### Phillin' Futures (Scholarship Programs)

Since the establishment of the foundation in June of 2000, over \$245,000 has been pledged and donated in scholarships and grants.

- Bobby Phills Scholarship: Annually, five \$5,000 scholarships are awarded to graduating seniors in the Mecklenburg and surrounding counties. Applicants are selected on the basis of academic achievement, financial need, quality of essay and extracurricular activities.
- Hoops for a Higher Education Partnership: In 2003, The BPSF, The New Orleans Hornets and Dillard University partnered together to provide a total of \$160,000 in financial assistance to incoming freshman at Dillard University in New Orleans, La. (32 one-time \$5,000 scholarships in combined fund)
- Thurgood Marshall Scholarship Fund Partnership – \$100,000 was donated by The Bobby Phills Scholarship Fund and matched by TMSF for a total of \$200,000 to provide 16 students with a four-year scholarship to Southern University in Baton Rouge, LA.

#### Phillin' Dreams - Holiday Giving Campaign

- Thanksgiving Dinner Giveaway – The BPSF partnered with the Charlotte Mecklenburg Community Policing Department to donate Thanksgiving meals to needy families.
- Agape Family Center Christmas Party – The Agape Family Center is a respite care center for children and their families that have been affected by or infected with HIV. The BPSF provides a Christmas Party for the center that includes lunch, presents, and a visit from Santa.

#### Phillin' Safe - The Bobby Phills Foundation Safe Driving Campaign

- The Bobby Phills Foundation has partnered with Charlotte's Traffic Safety Advisory Committee to present the 2004 "Speed A Little Lose A Lot" campaign.
- With TSAC's assistance, the Bobby Phills Foundation has developed a safe driving program targeted at drivers 16-20 years old. The program centers on in-school appearances by Kendall Phills. These appearances feature thoughtful discussions of driving issues and a hard-hitting video illustrating the consequences of speeding.

