Greetings and Welcome to our 2017-18 Community Engagement Report!

We look back upon an exceptional year for all of us in the Pacers Sports & Entertainment family.

We began by joining Governor Eric Holcomb, Mayor Joe Hogsett and our partners at Ascension Health with the ribbon-cutting ceremony at the new St. Vincent Center on Delaware Street across from Bankers Life Fieldhouse. This privately financed facility not only provides state-of-the-art practice and training facilities for the Pacers, and the new Pacers Gaming team, but also includes the St. Vincent Sports Performance Center and a walk-in health clinic for the growing number of downtown residents.

In December, NBA Commissioner Adam Silver came to Indiana to announce that Indianapolis and Bankers Life Fieldhouse will host NBA All-Star 2021, a celebratory weekend of events capped by the All-Star Game, featuring the game’s greatest performers.

We also announced that PS&E would field a new team in the NBA2K League and thus, Pacers Gaming was born and played its inaugural season this past spring, barely missing the playoffs.

Our Pacers became the NBA’s surprise team. With the addition of Victor Oladipo, who blossomed into an NBA All-Star, the Pacers won 48 games and pushed defending Eastern Conference Champion Cleveland to the brink in the playoffs. Along the way, the Pacers energized and delighted their fan base with their never-quit, always-hustle style of play.

The Fever built for the future by drafting two exceptional rookies, Kelsey Mitchell and Victoria Vivians, while adding a popular kids-centric Fun Zone to the always festive atmosphere in the Fieldhouse. Our G League Fort Wayne Mad Ants increased attendance and sponsorship, and advanced to the playoffs.

Just as importantly, you will see in the following pages how we support and enrich our community, our state and fellow Hoosiers. Through our corporate giving, community programs, the Pacers Foundation and the many community service activities of our employees, we provide both fiscal and people resources to hundreds of organizations seeking our assistance in the common quest of making this a better place to live, work and play.

Our efforts to “Grow Basketball Here” included acquiring the naming rights to the Pacers Athletic Center in Westfield’s Grand Park, continuing our sponsorships of the IHSAA boys and girls state tournaments and re-committing for three years to refurbishment of basketball courts throughout the Indy Parks system.

Meanwhile, Bankers Life Fieldhouse remained Indiana’s most widely used public building, hosting more than 1.7 million visitors for everything from Garth Brooks, the Eagles and Janet Jackson concerts to hundreds of meetings and fundraisers.

Finally, as reflected in the “together” theme of this report, we began an internal strategy titled “We Are One,” which seeks to engage, unify and empower all our employees in achieving and sustaining our goal of being Indiana’s leading sports and entertainment enterprise.

As we capture the extent of our support, we, of course, thank you for yours. We’re happy to live on such a wonderful two-way street!
One of the most fulfilling community outreach programs has been a partnership with BairFind, a national organization dedicated to locating missing children. For home games at Bankers Life Fieldhouse and the Fort Wayne Memorial Coliseum, the Pacers and Mad Ants have displayed pictures of missing children and have asked patrons to contact authorities with any information to their whereabouts.

Last year, 41 of 73 children shown at the Fieldhouse and 17 of 22 displayed at the Coliseum were found!
Pacers, Fever, Mad Ants
Community Relations Programs

The community relations departments of the Pacers, Fever and Mad Ants individually and collectively engage and positively impact their communities not just in Central and Northeast Indiana, but throughout the state.

Under the Pacers Cares and Fever Cares umbrellas, they administrate more than 50 formalized programs in the areas of health and wellness, social responsibility and education.

This entails dozens upon dozens of events within those areas of outreach, including Jr. Pacers and Jr. Fever camps and skills clinics, career clinics, reading and STEM programs, engagement with members of the military and the orchestration of ticket donations reaching thousands of Hoosier children.

They also jointly coordinate events such as 500 Festival Kids’ Day, during which the Pacers, Fever and Mad Ants come together to provide day-long activities including games, prizes and player appearances.

Then there’s the annual Season of Giving, in partnership with JAKKS Pacific Toys and the Indiana National Guard, which is highlighted by the distribution of thousands of toys in communities throughout Indiana, the Come To Our House Thanksgiving Dinner presented by US Foods and Shop with the Pacers presented by Circle Centre Mall.

In 2017-18, more than 500,000 Hoosiers were touched by at least one of these programs, many of which are supported by the following sponsors:

**Pacers Cares**
- Dream BIG presented by Honda Manufacturing of Indiana
- Abrams Academic Achievement Award
- Call A Pacer presented by Stanley Security
- Hoops for Troops presented by Yuengling
- Sideline Soldiers presented by The RoomPlace
- Come To Our House Thanksgiving Dinner presented by US Foods
- Shop with the Pacers presented by Circle Centre Mall
- JAKKS Pacific Toy Giveaway
- Sustainability presented by Republic Services
- Fit Like A Pro presented by Kroger and St. Vincent
- Jr. Pacers presented by St. Vincent
- Jr. Pacers Clinics presented by Gatorade
- Jr. Pacers Hoops Tour presented by Gatorade and Portillos
- Kroger High-Five Club
- Peyton Manning Children’s Hospital at St. Vincent Teddy Bear Exchange

**Fever Cares**
- Get Fever Fit presented by Finish Line, Kroger and St. Vincent
- Jr. Fever cared for by St. Vincent
- Breast Health Awareness presented by St. Vincent
- Read Like a Pro presented by the Indiana State Teachers Association
- Go Green presented by Republic Services
- Peyton Manning Children’s Hospital at St. Vincent Teddy Bear Exchange
- Kroger Ball Exchange
Community Giving

Pacers Sports & Entertainment is proud to play a leading role in devoting resources to support our community, our state and, in times of need such as natural disasters, our country.

Through sponsorships and donations for fundraising events and causes, by making Bankers Life Fieldhouse available at low or sometimes no cost to host those events, or by using the stature of our brand to encourage others to give, we strive to provide an assist to as many as we can with as much as we can.

A - B
Alpha Mu Omega Chapter
ALS Association of Indiana
American Airlines
American Cancer Society
American Heart Association
American Lung Association
American Red Cross of Indiana
Anti-Defamation League
The Arc of Indiana
Archdiocese of Indianapolis
Arts Council of Indianapolis
Augie’s Quest
Benjamin Harrison Presidential Site
Boys & Girls Club of Indianapolis
BSU Alumni Association

C
Catch the Stars Foundation
Center for Interfaith Cooperation

D - E - F
Center for Leadership Development
Central Indiana Community Foundation
Central Indiana Corporate Partnership, Inc.
Central Indiana Police Foundation
Children’s Museum of Indianapolis
CICOA Foundation
Citizens Energy Group
City of Fishers
Clay Terrace Partners
College Mentors for Kids
Community Action of Indianapolis
Crispus Attucks Lettermans’ Club
Crossroads of America Council - Boy Scouts

G - H
Dove Recovery House
Downtown Indy
Dropping Dimes Foundation
EAN Services

Gennesaret Free Clinic
Gleaners Food Bank
Greater Houston Community Foundation
Greater Indianapolis Progress Committee
Hoosier Classic
Horizon House

Immigrant Welcome Center
The Independence Academy

Eiteljorg Museum of American Indians and Western Art
Fairbanks
FBI Citizens Academy Alumni Association
Fifty Club of Boone County

Chike Nwobodo Photo
Indiana Basketball Hall of Fame
Indiana Black Expo
Indiana Chamber of Commerce
Indiana Children’s Wish Fund
Indiana Donor Network
Indiana Historical Society
Indiana Institute for Global Health
Indiana Latino Institute
Indiana Members Foundation
Indiana Recycling Coalition
Indiana Society of Chicago
Indiana Sports Corp
Indiana State Fair Foundation
Indiana State Museum
Indiana War Memorial Foundation
Indiana Youth Institute
Indianapolis Business Journal
Indianapolis Children’s Choir
Indianapolis City Market
Indianapolis Colts
Indianapolis Fire Department
Indianapolis Legal Aid Society
Indianapolis Opera
Indianapolis Parks Department
Indianapolis Prayer Breakfast
Indianapolis Professional Firefighters
Indianapolis Public Safety Foundation
Indianapolis Recorder
(Recorder Media Group)
Indianapolis Symphony Orchestra
Indianapolis Urban League
Indianapolis Zoo
IndyHub
International Center
IUPUI Jaguars Athletic Fund
Juvenile Diabetes Research Foundation
Junior Achievement of Central Indiana
Kirkus Media
Lambda Legal
Make A Wish
Marian University
Martin University
MCCOY
Michigan Sports Hall of Fame
Midwest Food Bank
Minority Engineering Program
Mothers of Professional Basketball Players
Myles Turner WARM Project
National Guard Association
NAWBO
NBCSL
Octagon, Inc.
Orthopaedic Research Foundation
Outside the Box
Pagoda Group
Presbyterian Assistance League Services
Prime 47
Progress House
Rebuilding Together Indianapolis
Red Gold
Riley Children’s Foundation
Rotary Club of Indianapolis
Sacramento Sports Hall of Fame
Simon Youth Foundation
Special Olympics Indiana
St. Mary’s Child Center
St. Vincent Foundation
Susan G. Komen
Teach for America
Teachers’ Treasures
Tindley Accelerated Schools
United Negro College Fund
United Way of Central Indiana
Vines for Life
Visit Indy
Walter Blackburn Scholarship Fund
Westside Community Ministries
In its 25th year, the Pacers Foundation continues its mission of providing support to nonprofit organizations dedicated to serving at-risk youth throughout the state of Indiana.

In 2017-18, the Foundation awarded nearly $400,000 in grants to more than 60 organizations. Recipients ranged from neighborhood community centers to arts programs to summer employment initiatives for teens. The Foundation also sponsored a Leadership Together Youth Summit that brought together Indianapolis Metropolitan Police Department officers and area teens for a day-long listen-and-learn. The Foundation also continued its multi-year partnership with the Indianapolis Parks Foundation to refurbish basketball courts throughout the Indy Parks system.

Since 1993, the Foundation has given $8 million in grants. It also awards scholarships annually to students at Indiana colleges and universities pursuing degrees in sports medicine or athletic training.

Funding comes primarily through the Pacers Foundation Golf Outing, The Fever Cares Bowling Tournament, the Masquerade Ball in partnership with the Simon Youth Foundation, the sale of Pacers Foundation specialty license plates and CNO Financial Group’s donation of $50 for every 3-point field goal made by a Pacer during home games.

You can learn more by going to www.pacersfoundation.org
Pacers Foundation Grantees for 2017-18

Achieve International
Agape Therapeutic Riding
Art Mix
Arts for Learning
Ascent 121
Aspire Indiana
Assistance League of Indianapolis
Big Brothers Big Sisters East Central Indiana
Boys & Girls Club of Fort Wayne
Boys & Girls Club of Indianapolis
Brightwood Community Center
Camptown, Inc.
Center for Leadership Development
Chaucie’s Place
Children’s Bureau
CICP Foundation
Claude McNeal Productions
Coburn Place Safe Haven
Concord Neighborhood Center
Girl Talk Incorporated
Girls Inc. of Greater Indianapolis
Good News Ministries
Happy Hollow Children’s Camp
Hear Indiana
Henry W. Longfellow Middle School
Hope Academy, Connersville
Indiana Coalition to End Sexual Assault
Indiana Latino Institute
Indiana State Museum & Historic Sites
Indiana Youth Institute
Indianapolis Black Alumni Council
Indianapolis Freedom School Partnership
Indianapolis Parks Foundation
Indianapolis Public Library Foundation
Johnson County Youth Services Bureau
Kids Dance Outreach
Marion County Commission on Youth
Morning Dove Therapeutic Riding, Inc.
LaPlaza
National FFA Foundation
Noble, Inc.
Patachou Foundation
Peace Learning Center
Playworks Indiana
Reach For Youth
Respect Team
Right Fit
Ronald McDonald House
Sheltering Wings, Danville
Starfish Initiative
Str8up
Team Smile
Teenworks, Inc.
The Bloom Project
The Gurl Code
The League of Terre Haute
Wellspring Interfaith Social Services
Youth First Inc.
Youth Opportunity Center, Muncie
Youth Summit 2018
Players and Coaches Involvement

Despite the demands of practice, travel, games and yes, even family and personal time, our Pacers, Fever and Mad Ants players attempt to fulfill as many of the multiple appearance requests that come their way.

That’s because they know how important it is to make that personal connection with fans, sponsors and especially the kids that look up to them. Thus, you will see them giving of their time to serve at the Come To Our House Thanksgiving Dinner, to make (often unannounced) hospital visits, to participate in our Reading Time Outs or Jr. Pacers/Fever Skills Clinics, or to engage members of the military in meaningful ways.

Oh, and to sign autographs and pose for pictures. Lots and lots of autographs and pictures. The smiles make it all worthwhile.
Yes, Bankers Life Fieldhouse is a glorious place to showcase Indiana’s game, basketball. It remains a cathedral, a shrine. It’s the dream of every schoolboy and schoolgirl hoopster to play for a state championship there; it’s where the greatest male and female players in the world compete; it’s the stage for youth championships and the best of collegiate competition.

But it also serves a much larger role. From the inspiration provided by former First Lady Michelle Obama to the somber occasions of services for our fallen public safety heroes to the sounds of Garth Brooks, Lady Gaga, Janet Jackson and James Taylor to the hundreds of fundraisers and meetings, the Fieldhouse is Indiana’s most visited public gathering space.

In 2017-18, in addition to 65 Pacers and Fever games, the Fieldhouse hosted another 550 meetings and events and welcomed more than 1.7 million visitors through its doors.

Additionally, our “Elevate” program seeks to ensure that all our guests are treated with courtesy and respect and provided the best experience possible.

After all, it’s not our building. It’s their building...the people’s building.
Bankers Life Fieldhouse is proud to open its doors to assist nonprofits and others for both fundraisers and special community events. Some of those in 2017-18 included:

- Africa Outreach USA
- Alzheimer’s Association
- Arthritis Foundation
- Boy Scouts of America
- Coburn Place Safe Haven
- Crime Stoppers
- Dropping Dimes Foundation Inc.
- 500 Festival, Inc.
- Girl Scouts of the USA
- Indiana Broadcasters Association
- Indiana Sports Corp.
- Indianapolis Parks Foundation
- Indy Chamber
- Indy Pride, Inc.
- Juvenile Diabetes Research Foundation
- Kiwanis Club of Indianapolis
- Leadership Indianapolis
- Leadership Together
- Million Meals Day of Service
- Opportunity Indianapolis
- Riley Children’s Foundation
- St. Vincent Foundation
- Second Helpings, Inc.
- Services for Indianapolis Metropolitan Police Department
- Deputy Chief James Waters
- Services for Southport Police Department Lt. Aaron Allan
- Special Olympics Indiana
- Stanley K. Lacy Executive Leadership Series
- Stop the Violence Indianapolis
- TeamSmile
- Women’s Fund
14 TOGETHER WE ENGAGE
Together We Engage

Pacers Sports & Entertainment employees are encouraged to be involved in their communities. This can be as individuals volunteering or serving on boards for numerous nonprofits, or collectively through our Days of Service efforts.

This past year, those activities ranged from sprucing up Jameson Camp to working at Noblesville Head Start, providing breakfast to participants of the Indy Honor Flight, serving the Come To Our House Thanksgiving Dinner, packaging meals for the Million Meal Movement, making blankets and capes for area schoolchildren and planting trees at Indy Parks during Sustainability Day.

Staff also participated on the Reading Timeout Reading Teams, as coaches for the Jr. Pacers Summer Hoops tour and as runners and walkers in the Susan G. Komen Race for the Cure.
TOGETHER WE BRING JOY
Our Pacers, Fever and Mad Ants mascots and dance teams elicit joy from their many audiences.

The in-game performances of the popular and ubiquitous Boomer, Freddy Fever, Fort Wayne’s Mad Ant, the Indiana Pacers’ Pacemates, the Fever Inferno and the Madame Ants are an integral and entertaining part of the show. But away from the arenas, all are involved in representing the franchises at reading timeouts, school convocations and dunk shows, participating in high school and college halftime acts, making hospital visits, and appearing at kids’ birthday parties, sponsor events, festivals, fairs, parades, fundraising galas and golf tournaments, and grand openings.

In the last year, Boomer, Freddy and the Mad Ant made more than 400 appearances in front of more than 700,000 fans. The Pacemates contributed 150 community appearances in front of more than 400,000 people. The Mad Ant and Madame Ants had 165 community appearances. In addition, the Pacers’ Fan Van could be seen at dozens of events statewide.

Collectively, there were more than 700 appearances with more than 1.5 million people present. And those figures do not include the games!

And not witnessed are the hundreds of hours the mascots and dance squads spend in practice and preparation … as they are as dedicated to being the best as the teams they represent.
The awarding of the 2021 NBA All-Star Game and its related activities and the purchase of naming rights to the Pacers Athletic Center at Westfield’s Grand Park marked two milestone developments as Pacers Sports & Entertainment continued its commitment to “Grow Basketball Here.”

Key to the 2021 All-Star bid – which then-basketball president Larry Bird personally delivered months earlier to NBA Commissioner Adam Silver by driving an All-Star-themed IndyCar down 5th Avenue in New York City – are comprehensive plans to use the All-Star Game and its ancillary events as the tipoff of an extended celebration of our Indiana game.

In addition to the All-Star weekend, the organizing committee intends to embrace the IHSAA Girls and Boys State Championships, the 2021 Big Ten Women’s Basketball Tournament and the 2021 NCAA Men’s Final Four.

Within days of the All-Star announcement, PS&E announced the acquisition of naming rights to the Pacers Athletic Center, one of the premier facilities for youth basketball in the country. The state-of-the-art, 88,000-square-foot facility opened in January of 2016 and quickly has become a top Midwest destination for youth sports training, tournaments and league play.

With tournament sponsors such as Nike, the Pacers Athletic Center frequently attracts elite youth basketball competition and camps. The Jr. NBA, presented by Under Armour, named the Pacers Athletic Center part of its Flagship Network, a group of 15 best-in-class youth basketball organizations, and it hosted the Midwest Region championship in June. The eight courts have been updated with Pacers branding elements, and the center offers unique opportunities to connect the community with the Pacers organization.
In the meantime, “Grow Basketball Here” continued its support by sponsoring the IHSAA boys and girls state tournaments, the Indiana Basketball Hall of Fame Silver Medal Awards, the annual Downtown Kiwanis Boys Final Four program, Special Olympics Indiana basketball, Indy Parks Youth League and championships (played at Bankers Life Fieldhouse), and hosting the Crossroads Classic, popular Pacers Hickory Nights recognizing great Indiana teams, players and the reigning eight boys and girls state champions, and, in partnership with the Pacers Foundation, refurbishing indoor and outdoor courts throughout the Indy Parks system.

The Pacers also partnered with Fox Sports Indiana on the second “Basketball Day in Indiana,” which featured day-long coverage of high school and college games, capped by a Pacers game.
Two community-enhancing initiatives with the strong support of the Herbert Simon Family Foundation took major steps forward in 2017-18.

In March, the Indiana Pacers and Indiana Fever Basketball Experience at the Children’s Museum of Indianapolis debuted. Featured as the first activity area visitors encounter in the 12-sport Sports Legends Experience, the exhibit offers hoopsters of all ages the chance to shoot, pass and beat a shot clock.

Nearby, on the Avenue of Champions, bronze statues pay tribute to the Pacers’ legendary coach and broadcaster Bobby “Slick” Leonard, Pacers and Fever all-time greats Reggie Miller and Tamika Catchings, and former Pacers coach and basketball team president Larry Bird.

And just inside the museum, the Pacers and Fever are prominently displayed in the History of Hoops exhibit, where visitors get tips on footwork from Catchings, can try to replicate Miller’s famous 8-points-in-8.9-seconds feat and compare their height, shoe size, and hand size to former Pacer Rik Smits.

Meanwhile, in its fourth year, Indiana Pacers Bikeshare, in partnership with the Indianapolis Cultural Trail, and the colorful gold bikes continue their prominent presence downtown while announcing plans to expand into neighborhoods with the addition of 25 new stations and 250 more bikes by the end of 2019.

In the past year, the current 251 bikes at 29 stations were used on 112,575 separate trips for a total of 246,016 miles, the equivalent of almost 10 times around the earth!
Together We Sustain

Pacers Sports & Entertainment is a proud member of the Green Sports Alliance, which leverages the cultural and market influence of sports to promote healthy, sustainable communities. The Alliance inspires professional sports leagues, college conferences, sports governing bodies, colleges, teams, venues, their partners and millions of fans to embrace renewable energy, healthy food, recycling, water efficiency, safer chemicals and other environmentally preferable practices.

As part of our sustainability activities, PS&E has:

- Partnered with Second Helpings to achieve a zero-waste event at the Corks & Forks Fundraiser at Bankers Life Fieldhouse. Corks & Forks 2018 achieved a waste-diversion rate of 92 percent, meaning 92 percent of the waste generated by the event was recycled or composted. The definition, based on guidelines set by the Zero Waste International Alliance, is an event that diverts a minimum of 90 percent of discarded resources from landfills or incinerators. Later, a second zero-waste event was held for the Dropping Dimes Foundation.
- Reduced the number of pages in the Pacers’ Gametime program by eight which, over the course of 41 games, resulted in an estimated 2.3 million paper pages saved.
- Placed dual trash-and-recycling containers throughout Bankers Life Fieldhouse.
- Converted existing lighting to LED lighting, including the Main Floor/Basketball Arena.
- Repurposed approximately 7,000 square feet of banners, the size of almost two basketball floors.
- Used 80 percent of all cleaning materials that are eco-friendly.
- Encouraged a paperless work environment that includes digital/mobile tickets for all Pacers and Fever games and concerts, and the use of paperless documents in accounting and internal departments.
- As part of Pacers Sustainability Week, planted 25 trees (one tree for every 3-pointer made during home games throughout the week of March 19-25).

Additionally, in 2017-18, PS&E and Bankers Life Fieldhouse diverted 28 tons of waste from landfills, baled 45.1 tons of cardboard and recycled 2,816 pounds of paper.

Also, in the rooftop garden of St. Vincent Center, tomatoes, herbs, cucumbers and squash were planted and harvested, with some of the produce provided to employees.
Pacers Gaming became the fourth member of the Pacers Sports & Entertainment family of franchises in December of 2017 when the NBA announced the formation of the NBA 2K League.

Pacers Gaming was one of 17 teams that participated in the inaugural season that debuted in May of 2018 in the professional esports league, which is a joint venture of the NBA and Take-Two Interactive and features the best 2K players in the world. The league will add four teams for the 2019 campaign.

Kelly Krauskopf, the president of the Fever and a PS&E Senior Vice President, leads the direction of Pacers Gaming. Krauskopf hired Evansville native Cody Parrent to be the Director of Esports Operations and Head Coach for Pacers Gaming. Parrent holds Bachelor of Science and Master of Business Administration degrees from the University of Southern Indiana.

All the NBA 2K League games in 2018 were played at the NBA 2K League Studios in New York and were seen around the globe via Twitch.com. The NBA 2K League is the first official esports league operated by a U.S. professional sports league.
PACERS SPORTS & ENTERTAINMENT
2017 International Citizen of the Year, International Center of Indianapolis
2018 Best Places to Work
2017-18 NBA Best Game Experience Award

JOHN BALL
NBA Arena Security Manager of the Year

MEAGHAN BANKS
2017 ROSE (Recognition of Service Excellence) Award

JAMIE BERNS
Lower Great Lakes Region Emmy Award, Best Director, Sports Broadcast

TAMIKA CATCHINGS
Best Human in Indianapolis, IndyStar Readers Poll

VICTOR OLADIPO
Best Current Local Athlete, IndyStar Readers Poll

BANKERS LIFE FIELDHOUSE
Best Sports Experience, IndyStar Readers Poll

BOOMER
Best Mascot in Indianapolis, IndyStar Readers Poll

DAYNA PAWELAK
Indy’s Best and Brightest, Junior Achievement of Central Indiana

Photos Courtesy of Frank McGrath