



IT'S TIME TO STEP

FORWARD



The background of the image is a vertical wood-grain pattern in shades of orange and brown. A white rectangular frame is centered on the page, enclosing the text.

WHO CARES
ABOUT
BASKETBALL'S
LEGACY?



Wayne Embry does.

Wayne set records on the court and off. A standout in high school. They retired His college jersey. He was the NBA's first black general manager.

But it was sitting in a diner with high school teammates in the 1950s that Wayne Embry learned why basketball's legacy must matter to all who love the game.

You see, at that diner, with his team, everyone was served . . . but Wayne.

Wayne was black.

His coach's response was simple: "If he can't eat, no one eats."

And the message to Wayne was clear: You matter. You have worth. You can step forward . . . as far as your talent will take you.

What Wayne learned beginning in the 50s, many current players know today: As basketball helps you step forward, you earn the privilege of helping others do the same.

Legacies are continually created today, building on the legacy basketball has built since Dr. Naismith invented the game in 1891.

A debt is owed to all those who built up the game, aided in its growth and enhanced it into what it is today.

Basketball brings us not only heart-stopping thrills on the court, it creates an arena where young men and women can all take a step forward. Can hone skills. Can bounce back from defeat. Can achieve victory. Can become all they are meant to be.

The success of basketball worldwide—the world's fastest-growing sport—rises from a foundation of all who played and loved the game before.

And the greatest of these—names everyone knows—are enshrined in the Naismith Memorial Basketball Hall of Fame.

Their stories are remembered. Their exploits recounted. Their contributions honored.

The Basketball Hall of Fame in Springfield, Mass.—where Dr. Naismith created the game—preserves the legacy of the sport that helped so many take their step forward.

Now it's time for the Hall of Fame to step forward.

The Naismith Memorial Basketball Hall of Fame's current home is nearly 15 years old. Since the fund-raising effort supporting its initial construction, there has not been a major capital campaign.

It's time.

Time to invest in the home of basketball's heart. To thank those who built the game. To recognize those who play it now. To inspire those who will build the legacy in years to come.

Time to harness all the wonders that today's technology and modern design can bring to telling stories well—words, pictures, videos, hands-on, interactive, state-of-the-art.

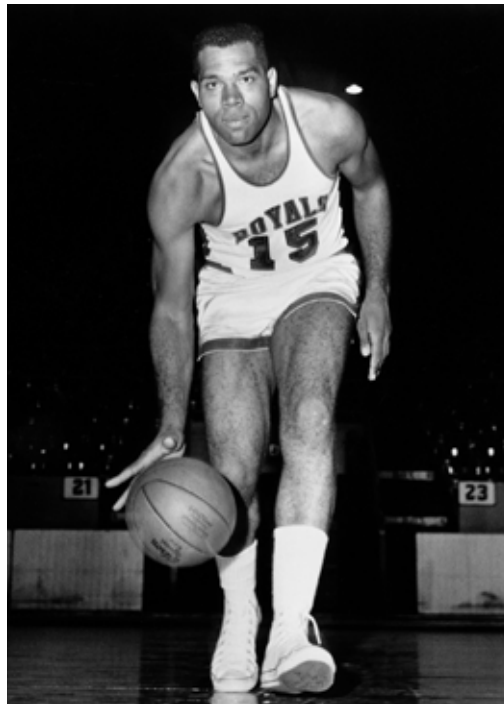
Time to bring the legacy of basketball to life so that it captivates and inspires all who experience it.

Basketball legend and Hall of Famer Nancy Lieberman knows this: "The history of the game should be cherished. We must be on the cutting edge of technology to make our history interactive for our visitors. It has to be impeccable. We're the gatekeepers for an amazing game that deserves the best Hall of Fame in the world. The strength of our future is determined by how we honor our past."

Who cares about basketball's legacy? Anyone who learns of it. Everyone who benefited from it. All the legacy-makers to come, dreaming their dreams now.

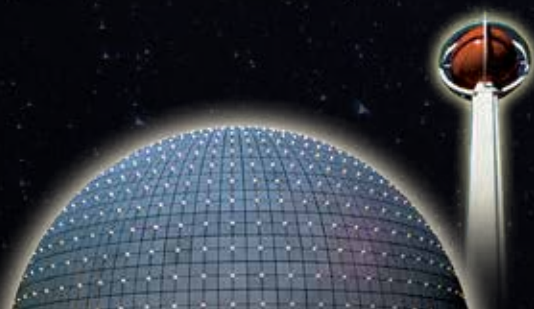
It's time to tell our story better and to more people.

It's time to take a step forward.



A SHRINE

... AND SO MUCH MORE





Michael Jordan.
 Nancy Lieberman.
 Bill Russell.
 Bob Cousy.
 John Wooden.

Of course these stars of the game—pro and amateur, men and women, players and coaches—are enshrined along with hundreds of others who made basketball what it is today. But the Naismith Memorial Basketball Hall of Fame is so much more than a shrine to those who came before.

It is a springboard for those to come.

Maybe you don't know Odyssey Sims' name.

You will.

In 2014, the Basketball Hall of Fame awarded Odyssey Sims with the Francis Pomeroy Naismith Award, recognizing college athletes who show great skill on the court and great character off the court. It's just one of the Hall's many programs that cultivate coming generations of leaders.

At the time, Odyssey was an outstanding player for Baylor's Lady Bears. Since receiving the award she has become a very accomplished individual. On the court she was the 2nd overall WNBA draft pick by Tulsa Shock after she graduated college. Success is continuing as she's played for the USA Basketball Team and internationally for South Korea and Turkey. With her home at the Dallas Wings, Sims continues to earn medals and records, all

while establishing herself as an honorable philanthropist among her peers. Visiting hospitals, speaking to elementary students, and packing meals to ship overseas are among many of her extracurricular activities.

The Basketball Hall of Fame preserves the game's legacy. And it promotes those who will be a part of that legacy in the future.

Through awards like Odyssey's.

Through tournaments. The Spalding Hoop Hall Classic and Hoop Hall West each year bring the best of the best of nationally ranked high school basketball talent to compete together. Tomorrow's leaders meet today. They play in the shadow of the game's greats.

Through partnerships. Grassroots competition like that hosted by Basketball, the Hall's strategic partner, attracts over 15,000 youth per year to its camps and clinics. Many games are played on the Hall of Fame's Jerry Colangelo Court of Dreams.

Tomorrow's record-setters, tomorrow's Hall of Famers, see the living legacy preserved at the Hall today. As they grow as players, they see the foundation provided for them.

The Hall recognizes great players from the game's past, great coaches, great supporters of the game. It recognizes Early African-American Pioneers of the game who fought through discrimination.

In short, the Hall shines the light of the past on tomorrow's stars.

This is vital. This is foundational.

We preserve basketball's past. We promote its future.

A MUCH-DESERVED



‘THANK YOU’

The Hall fills vital needs:
Preserve the past. Connect it to the future.

We support that noble mission.



But the Hall deserves our thanks as well. Basketball deserves thanks from so many.

Coach K knows this. Duke Men's Basketball Coach Mike Krzyzewski knows the importance of legacy and the vital need to help others build on it.

"People want to be on a team. They want to be part of something bigger than themselves," he says. "They want to be in a situation where they feel that they are doing something for the greater good."

Coach K's achievements are well known. Five NCAA championships. Two Olympic Gold medals. Coach of the year. Basketball Hall of Famer. It goes on.

But the achievements you don't hear about say so much about the legacy he creates.

Over 20 of his players or assistants are coaching at other universities or in the professional ranks.

4 former players coach with him at Duke.

52 of Coach K's players were drafted in the NBA, 31 in the first round.

The legacy of basketball is what guarantees its future.

Jerry Colangelo is a Hall of Famer. A college player, he went on to build the Phoenix Suns organization as both general manager and coach. He spent a lifetime in sports.

Yet he still remembers the first time he held a basketball. The smell of the leather. The feel of the texture.

"When you think about life and how grateful we are and should be for what put us in positions of success, you go back to the game," Jerry says. "We owe so much to it. The game has put us in a position to be successful and now it is time for those of us to show our appreciation and step forward to support the Hall."

Such stories abound.

Nancy Lieberman put women's professional basketball on the map. She was a standout in college and in the Olympics.

"Just think about the lives basketball has changed since Dr. Naismith invented the game," Nancy says. "I'm one of them."

Nancy remains grateful for what the game meant to her and so

many women like her. It provided a way to grow into all her talent would allow her to become. It allowed her to overcome those who did not understand that young women want and deserve their time on the court.

She is now an assistant coach for the NBA's Sacramento Kings. Nancy shows her gratitude, supporting the Hall of Fame's drive to *step forward*.

And then there is Junior Bridgeman.

Ulysses "Junior" Bridgeman was successful on the court, but he's now well-known for another kind of success.

His Bridgeman Foods owns nearly 200 Wendy's fast food restaurants and 100 Chili's. He's among the nation's leading restaurant owners.

He is a role model.

Basketball gave him the chance to get there. Basketball sent him to college. Basketball established him as a professional. It taught him the value of preparation, competition, teamwork, and leadership.

He's grateful to the game. He knows this game and its legacy are important to the future Junior Bridgemans out there. They will learn of basketball's history. They will learn the valuable lessons the game taught him. And they will step up like he did, creating success off the court.

This isn't a "someday" sort of thing. It's happening now.

Chauncey Billups achieved success at every level of the game. College jersey retired. Championship MVP. In 2014, he partnered with Junior Bridgeman to purchase 30 Wendy's restaurants in St. Louis. It's part of his goal to be ready for the transition to a post-playing career. He is stepping forward.

"Basketball has given me so much," Chauncey says. "Success on the court. Opportunity off the court. This game inspires. It deserves our support."

These are just five examples. There are hundreds more. Thousands.

All successful. All thankful. All joining with the Naismith Memorial Basketball Hall of Fame as it steps forward.

OUR GOAL:

APPROPRIATE

REASONABLE

REACHABLE



To showcase basketball’s legacy, to inspire the hundreds of thousands who visit the Hall each year, to preserve the sport’s place in the future requires an investment now.

It’s been 15 years since our last capital campaign helped build our stunning structure.

Now, the time is right to take a step forward.

We will commit \$20 million to secure basketball’s legacy and create a foundation for much more to come.

With over \$10 million to be invested in the Hall itself, the Naismith Memorial Basketball Hall of Fame will be second-to-none in excitement. We already have a structure that turns heads. Nestled between historic downtown Springfield and the beautiful Connecticut River, the building was constructed to mimic a basketball, mid-way through its plunge through the hoop.

Visitors are thrilled visually before they enter the Hall. With our improvements the thrill continues throughout their visit—from a full basketball court at the heart of the facility with modern scoreboard to the interactive, state-of-the-art displays that will herald the accomplishments of our Hall of Famers and the greatest moments and people in the game’s history.

With the improvements, the history of basketball comes alive. And visitors leave inspired to keep our game great.

So the campaign preserves the past. Improves the present. But what an impact it will have on the Hall of Fame’s future.

A matching \$10 million endowment provides the Hall a lifetime of financial freedom to build on the successes of the past 15 years.

Our profile has grown nationally and internationally.

The Hall of Fame is a fixture at the Final Four, a world showcase for basketball. The NBA’s own cable network broadcasts our annual enshrinement ceremony. High school coaches, cultivating tomorrow’s stars, vie for a place in our nationally-ranked tournaments.

In short, the Hall is stepping forward. The time is now for a \$20 million commitment to capitalize on it, to build and sustain a Basketball Hall of Fame that is the best anywhere.

The basketball “family” worldwide can get us there. We will partner with Hall of Famers, current players, coaches, business leaders, and corporations who support the game.

Our goals are appropriate given the opportunities at hand.

Our goals are reasonable given the importance of the game.

And our goals are reachable given the commitment of those who love the sport.



BUILDING ON SUCCESS

AND BREAKING

NEW GROUND

In the 13 years since the current Hall of Fame rose up, we have not been idle.

The Hall attracts more than 200,000 visitors each year. A huge number.

The Hall enjoys a national reputation. Its members are esteemed. Our enshrinement ceremony draws national coverage. Our awards at the college level like The Bob Cousy Award for the best college point guard share the spotlight at the Final Four.

“We have the credibility to ask basketball’s many friends and supporters to invest with us,” says John Doleva, president and CEO of the Basketball Hall of Fame. “We’re ready to take a step forward.”

A CENTER OF

ASPIRATION

Basketball is a sport packed with stories of those it helped step forward.

Mannie Jackson is just one such story. But his is a good one.

You see, Mannie was born in a railroad box car. It was his family home. He shared it with 12 others. Mannie's father worked multiple jobs. Moved them into a house. Became a teacher.

Mannie's family was grateful.

Mannie wanted more.

Basketball took Mannie Jackson to college and provided him an education. For a while, it provided a living as he played with the world famous Harlem Globetrotters.

And after, the skills and drive he learned on court helped him build a successful career with the global technology firm Honeywell.

Then in 1993 Mannie heard the Globetrotters were for sale. The once great icon of American sports entertainment had fallen on hard times.

It was just one more challenge basketball had taught Mannie how to overcome. He bought the legendary team. Turned the business around. Brought audiences back. Grew a new and wider fan base. Tripled revenues in three years. And by 2002, the Harlem Globetrotters were enshrined in the Basketball Hall of Fame.

Mannie Jackson supports the Hall. And he knows exactly why.

"We need this Hall of Fame to be a center of aspiration for boys and girls and young men and women," Mannie says. "The Hall symbolizes the greatness of the game. It shows what can be accomplished by working hard, being a good citizen, being at the top of your game, whatever that game is. The very term 'Hall of Fame' means something. It stands for something. And our campaign must help it step forward and meet that challenge."

The Naismith Memorial Basketball Hall of Fame preserves the legacy of more than 350 legends of the game. It cultivates tomorrow's legends and the fans who will continue to support them and learn from their examples of excellence. It inspires all who come—young and old, players and fans—to play their best game.

The Basketball Hall of Fame causes us all to step forward and meet the legacy.



STEP FORWARD WITH US!



For information, please contact the Hall of Fame's
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