



## UNIT 11 – CASE STUDY

### NBA Players Assist In Tsunami Relief Efforts



Name \_\_\_\_\_

Class Period \_\_\_\_\_

#### **\*\* Community Relations in Sports & Entertainment: A Case Study \*\***

Tracy McGrady, Kobe Bryant, Jermaine O'Neal, Bob Sura, Jalen Rose, Pau Gasol and Mike Miller donated \$1,000 for every point they scored in a game in the week following the tsunami disaster to contribute to relief efforts. The donations were made to NBA partner charity UNICEF. Sports agent Arn Tellem, whose sports marketing firm SFX represents each of the participating NBA players, matched the highest donation of \$55,000. The program, called "Shoot-a-Thon," had set a goal of raising \$250,000, but exceeded that amount by raising over \$300,000. Player donations (Gasol: \$20,000; Miller: \$16,000; McGrady his donation up from \$26,000: \$30,000; Sura: \$20,000; Bryant: \$27,000; O'Neal: \$55,000; and Rose: \$44,000). Jermaine O'Neal originally planned on donating based on his performance on January 6 when he scored 32 points. Instead he chose to donate based on his points the previous game (55 points) Jalen Rose scored 21 points, but decided to donate based on his career high of 44 points. Overall individual player contributions totaled \$212,000.

Stephon Marbury, Allan Houston, Moochie Norris, Vin Baker and Nazr Mohammed of the New York Knicks, donated \$1,000 to UNICEF for each point that they individually scored on January 8. Marbury donated \$7,000, Houston \$9,000, Norris \$2,000, Baker \$2,000 and Mohammed \$12,000.

In addition to individual player efforts, the Washington Wizards sold "Tsunami Relief" wristbands for a minimum donation of \$2 at one of their home games, with all proceeds going to UNICEF. Wizards players and coaches wore the bands during their game against the New Jersey Nets. That promotion generated nearly \$50,000.

The Portland Trail Blazers have collected donations at home games for Mercy Corps, and players also made private donations. Paul G. Allen, the owner of the Trail Blazers, has also donated \$500,000 each to Northwest Medical Teams, Mercy Corps and World Vision to aid the tsunami victims, totaling \$1.5 million, on behalf of his foundation. Theo Ratliff and his wife also donated an additional \$100,000 to UNICEF. Nearly every NBA team participated in relief efforts, with individual franchises and players making over \$1.1 million in additional charitable contributions to UNICEF, United Way and the American Red Cross.

The NBA did their part as well. The NBA and its player's association (NBPA) teamed up to donate \$1,000,000 to the U.S. Fund for UNICEF's tsunami relief efforts. The NBPA donated \$500,000 to UNICEF's tsunami relief efforts in Southeast Asia and the NBA matched the gift for a total of \$1,000,000 to UNICEF. In addition, the NBA partnered with Adidas to auction off 25 autographed pairs of Kevin Garnett shoes with proceeds to benefit tsunami relief efforts. Each pair sold for \$505, totaling over \$12,000.

#### **\*\* Case Study Questions \*\***

- 1.) What do you think prompted the NBA and its players generous contributions to this cause?
- 2.) How do you think the NBA and its players communicated information about the relief efforts?
- 3.) How do you think the NBA's response to the tsunami disaster will be received by the public?