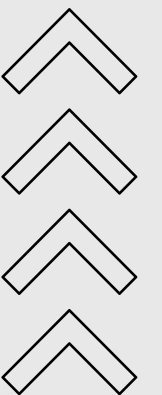


BROOKLYN NETS 2022 PRACTICE IN THE PARK

CHINESE CONTENT PLAN

The Brooklyn Nets will host our annual Practice in the Park where fans can watch the Nets take the court for drills as they prepare for the upcoming season with one of New York City's most iconic views as the backdrop.



OBJECTIVES

**UNIFY AND GROW CHINESE
FAN COMMUNITY**

**WARM UP THE UPCOMING
SEASON**

**CREATE AN INSPIRING
EXPERIENCE FOR ALL
INVOLVED**



MEDIA PLATFORMS



WEIBO (微博)

- **Instant event highlights (original photos / short videos)**
- **SuperTopic (超话) / Topic**
- **Event preview / recap**



DOUYIN (抖音)

- **Event highlights (edited)**
- **Influencer partners**



MINI PROGRAM (微信小程序)

- **Event preview / sign-up**
- **Event recap (photo gallery)**



RED (小红书)

- **Organic promotion by fan accounts**
- **Influencer content reuse**

.....

MAJOR PLATFORMS

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GROWING PLATFORMS



- 10+ posts of event highlights during high traffic times to increase engagement
- Use Nets SuperTopic (篮网超话) and custom hashtags (i.e. new season Chinese slogan) to expand reach and brand awareness
- Capture visitor attention with interactive content and calls to action



Event Preview



Player Highlight



Event Recap



Event Recap



Influencer-generated content



- 2-3 posts of finely edited event highlights aligned with Douyin style
- Partner with influencers to generate featured content to expand reach and increase engagement
- Make our handle (@布鲁克林篮网队) visible in the caption to drive traffic to our account page



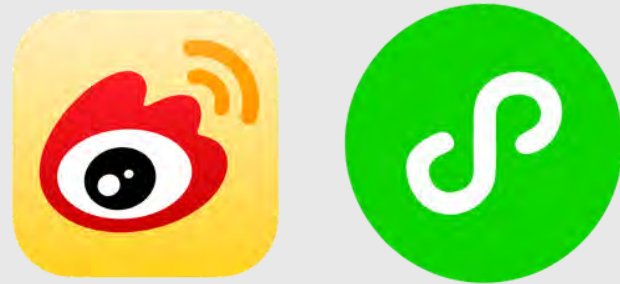
- Organic content generated by grassroots fan accounts with large following
- Potential growth opportunity in content distribution



- Reuse of influencer-generated content to expand reach and brand awareness within different platform users

TIMELINE

PRE - EVENT



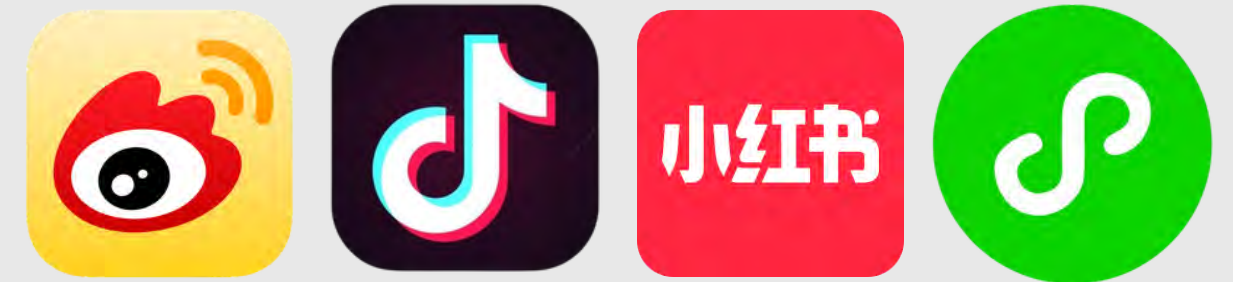
- Event preview info
- Calls to action for event sign-up / desired content

DURING - EVENT



- Event highlights
- Direct and organic traffic

POST - EVENT



- Event recap (complete highlights / photo gallery)
- Influencer partnered content across platforms



Brooklyn Nets

2023 Chinese New Year Game

SPONSORSHIP PROPOSAL



AGENDA

01 Partnership Gameplan

02 Nets Fan Insights

03 Brand Awareness

04 Market Penetration

05 Investment Summary



PARTNERSHIP GAMEPLAN

THE GAMEPLAN

The deck has been created for Jiangxiaobai to become the game night presenter of Brooklyn Nets 2023 Chinese New Year Game. This partnership will allow Jiangxiaobai to associate their brand with Nets IP, have multiple promotions and activations in Barclays Center, and win customers through the brand assets built by the partnership.



**GAME NIGHT PRESENTER OF
NETS CHINESE YEAR GAME**

OBJECTIVES

BRAND AWARENESS

- Showcase the Jiangxiaobai brand and secure multiple activations throughout Barclays Center for Chinese New Year games and events
- Drive credibility with Nets fans through digital media integrations and in-stadium signage

MARKET PENETRATION

- Utilize Nets IP to establish Jiangxiaobai brand while expanding to U.S. market and increase international brand awareness



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NETS FAN INSIGHTS

THE POWER OF THE NETS



6.5M Followers

- **Top 5 NBA SuperTopic (超话): 29K posts, 579K super fans**
- **Topic (#布鲁克林篮网#): 1.1 Billion views, 107K posts**



**1.8M
Followers**



1.4M Followers

- **15.2M Likes**
- **Topic Plays: 14 Billion (#篮网), 550M (#篮网春节赛)**
- **Influencer Partners (10M+ followers) : Paopao, 毒角SHOW**



**4.4M
Followers**

NETS FAN & BRAND INSIGHTS

Jiangxiaobai's Product System

Pure Collection



Plum Wine (梅见)



Flavored Baijiu (果立方)



Spirits (Middle-aged)

Casual alcohol (Young people)

The age of Nets fans are primarily between 21-40 years old, which is the same as Jiangxiaobai's target consumers. Research also shows that Nets fans 21-40 tend to drink and purchase alcohol more often compared to their peers.

BRAND AWARENESS

IN-STADIUM SIGNAGE & ACTIVATIONS



Branded Red Envelope Giveaway



Branded Scan-To-Win



DIGITAL BRANDED CONTENT



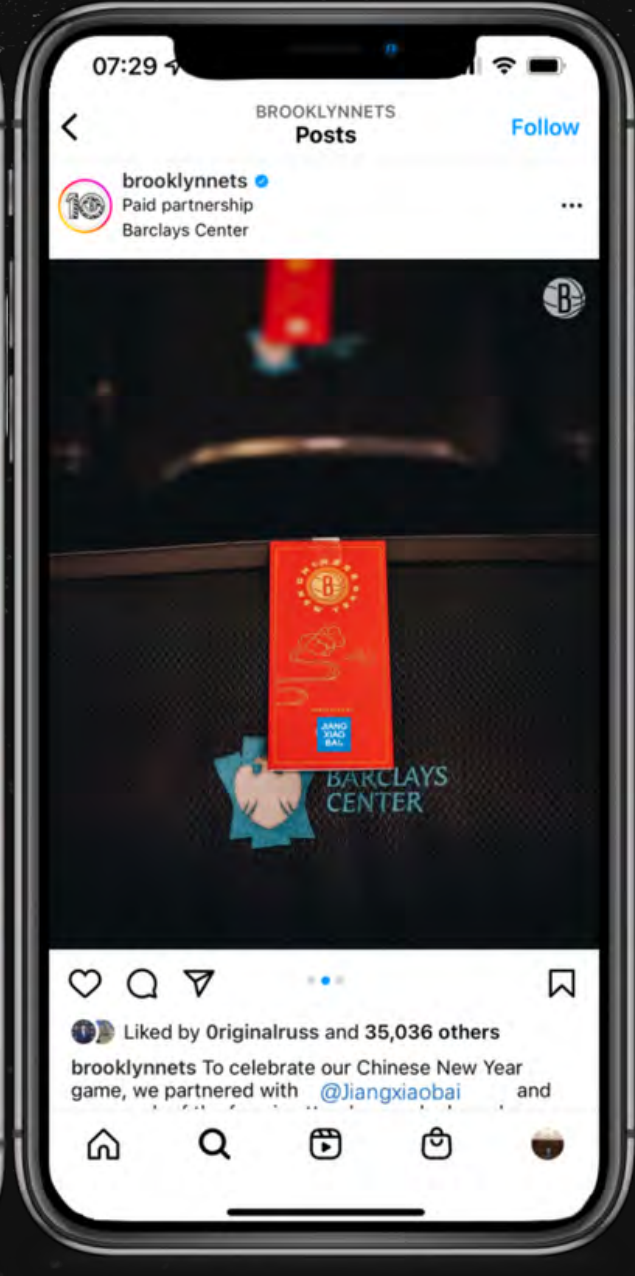
Weibo @江小白



Douyin



Twitter



Instagram

MARKET PENETRATION

PRODUCT INTEGRATION



- **Branded F&B locations during Chinese New Year games**
 - Opportunity for signage on front of bars and menus
 - Opportunity to provide Jiangxiaobai bars and suites
- Jiangxiaobai products will be provided at various F&B locations within Barclays Center and listed on the Suite Menu



INVESTMENT SUMMARY

INVESTMENT: \$50,000