



SPALDING GLOBAL NEWSLETTER

Q1 2017

THE HIGHLIGHT REEL

NEW GLOBAL NEWSLETTER

In an effort to expand our communications outreach, we have decided to combine the US and International Newsletters. In each quarterly edition, you will now hear about stories from all across the globe. As always, please feel free to share and exciting news you have around the Spalding brand.

MARKETING UPDATES

The Spalding brand continues to grow across the globe and gain the attention of many through the True Believers campaign. Coming off of the 125th anniversary celebration in December, we started off 2017 strong with the buzz around NBA All-Star Weekend, our new endorser Chris Paul, the Hoophall classic documentary with in partnership with SLAM, and much more.

Moving forward, the True Believers campaign will continue to expand, with us working to provide more content, video, and imagery. We have a very solid roster of NBA endorsers: Chris Paul, DeMar DeRozan, Damian Lillard, and Matthew Dellavedova. We will continue to use these athletes across our messaging platform and will be sending out new material in the coming weeks.

Additionally, the Spalding Basketball IQ program, which aims to help True Believers take their game to the next level, will expand this year. 2016 was the first year of this program, with camps held in Winston-Salem, Los Angeles, and Denver. The program was a huge success, with players around the country learning both basketball and lifestyle skills. Not only will we add more camps to the US schedule in 2017, but we are also taking this program internationally. Basketball IQ supports our brand mission and True Believers campaign, as well as promotes our training aid line. Stay tuned for camp dates and locations!



SPALDING AROUND THE GLOBE

U.S.

SPALDING ANNOUNCES PARTNERSHIP EXTENSION WITH NCAA

Spalding and the NCAA announced a partnership extension that will make the world's largest basketball equipment provider the Official Supplier of Backstop, Backboard and Goal Equipment for both the Division I Men's and Women's Basketball Championships. The partnership—which extends the longstanding relationship between Spalding and the NCAA through August 2021—will include use of Spalding's basketball systems at all of the NCAA Division I Championship Sites, as well as licensing rights to utilize the NCAA brand logo on Spalding basketball systems products sold at retail locations.

The partnership tipped off in a big way with the debut of Spalding's newest innovation, the all-new Spalding Arena Renegade Portable Backstop at the NCAA Men's Final Four weekend in Phoenix, Arizona. Playing with a Spalding backboard isn't new to most of these players, as 7 of the 8 Final Four Men's and Women's teams currently use Spalding equipment.



SPALDING PARTNERS WITH USMC SPORTS LEADERSHIP ACADEMY

The United States Marine Corps Sports Leadership Academy announced its partnership with Spalding as the official ball of its upcoming sports clinics around the country.

The USMC Sports Leadership Academy provides a unique experience for athletes seeking training that goes beyond the court. These nationwide sports clinics offer the chance to enhance playing ability through instruction from some of the area's best

coaches, as well as leadership skills from the US Marines.

STATE ADOPTIONS

The Pennsylvania Interscholastic Athletic Association (PIAA) has adopted the Spalding brand as their Official Basketball, Baseball, Soccer, and Softball.

Spalding has also recently gained a Texas state adoption with the University Interscholastic League, or UIL, to be the official ball of all team sports (Baseball, Basketball, Football, Soccer, Softball, and Volleyball).



SPALDING AROUND THE GLOBE

CHINA

CHINESE NEW YEAR BALL PROMOTION

In an effort to celebrate Chinese New Year, Spalding China created a mini promotional basketball, which has been done successfully in previous years. The ball image was released on social media, receiving over 120,000 views on Weibo alone. The ball was also promoted on the NBA prime time show on CCTV5.



ALL STAR GAME PROMOTION

The NBA All-Star game always gains the attention of many fans in China. To capitalize on the event, the Spalding China team planned a number of activations. It began by encouraging fans to vote for our Spalding endorsers to be chosen to play in the All-Star Game, which was seen over 460,000 times. Another key activation included CCTV5 featuring a story on the All-Star Money Ball and Game Ball with an interview from Tadd Reilly and Dan Peterson..



JAPAN

SPALDING CUP 2017

Spalding Japan hosts a series of 80 one-day tournaments throughout the year called the Spalding Cup. The participants, consisting of mostly college students and adult players, have a chance to compete for a champion title and be entered to win tickets to an NBA game. All of the latest Spalding Japan products are displayed at the tournaments for players to learn about the various product features.



2017 SPRING/SUMMER PRODUCTS DEBUT

Spalding Japan revealed a variety of new products for the 2017 Summer and Spring Line. One category in particular continues to gain the attention of many, the Warner Brothers collaboration. This product category has expanded and now includes, basketballs, accessories, apparel, and bags.

Also popular is the True Believers products which showcases our campaign theme across basketball, apparel, and bags.



SPALDING AROUND THE GLOBE

ASIA

ALL-STAR MONEY BALL CAMPAIGN

The Asia market initiated a social media campaign as to increase the followers across the regions. Each of the distributors created their own mechanics, such as lucky draw, guessing the MVP, Sharing and tagging friends, and more. This drove incremental traffic to each of the distributor-run Spalding Facebook sites.



Each of the 15 winners received a limited edition money ball, a chance to visit the local office, and take a picture with the ball to be posted on the Spalding site to generate post-campaign noise.



LATIN AMERICA

ALL-STAR VIEWING PARTY IN SANTO DOMINGO

The NBA All-Star festivities took center stage in Santo Domingo, Dominican Republic. Spalding distributor Unitex Caribe joined forces with a major retailer in the country to run an exclusive promotion related to the All-Star Replica Money Ball. The first 200 people that purchased the ball were entered into a raffle, where they were invited to an exclusive viewing party with key clients. The promotion was a big success, with increased sales and engagement on social media.



MEXICO

SPALDING MEXICO PARTNERS WITH NBA FOR BALL PARADE

During the NBA Global Games in Mexico, the NBA hosted a ball parade featuring local artists. The pieces of art they created featured all 30 NBA teams and was created on a giant Spalding basketball. This brought plenty of attention to the Spalding brand, and was displayed on a main avenue in Mexico City for millions to see.



SPALDING AROUND THE GLOBE

EUROPE

OSTEND BCO WINS BELGIAN CUP FINAL SPORTING SPALDING APPAREL

The Belgian Basketball Cup is the top tier national basketball cup competition in Belgium. The tournament is played in a knock-out format, in which teams are drawn against each other. This year, Ostende (Basketball Club Oostende) won for the 5th time in a row. Spalding is the official uniform provider of Ostende BCO.



EASYCREDIT BBL FINALS TAKE PLACE IN BERLIN

On February 18th and 19th, fans gathered to watch the Final Four competition of the EasyCredit BBL at the Mercedes-Benz Arena in Berlin. This competition, the German Cup, celebrated it's 50th season this year. The final four teams included Alba Berlin, Bayern Munich, Brose Bamberg, and MHP Riesen Ludwigsburg. Brose Bamberg won the championship after an exciting series of games.

Spalding is the official partner of the EasyCredit BBL, providing a unique and customized game ball each year. Spalding had a big presence at the event, debuting pieces of the new street wear line, as well as selling basketballs in the arena to the fans in attendance.



SPALDING STREETWEAR COLLECTION HITS STORES

The new Spalding apparel line, distributed by Uhlsport GmbH, is now available in stores. This new and innovative street wear line brings a fresh look to the Spalding Brand. Called the Heart and Soul collection, it aims to bring confidence and respect to athletes, while staying true to the heritage, authenticity, and quality that Spalding is known for. This will be available in major sports retailers in Europe, with a unique display that you can't miss.



SPALDING AROUND THE GLOBE

AUSTRALIA

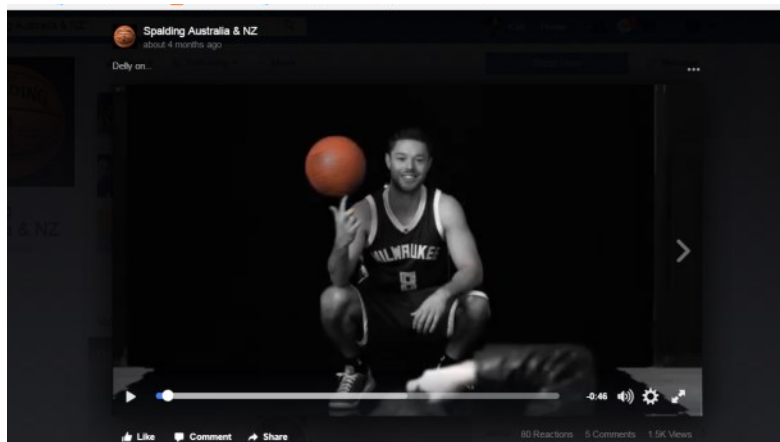
WNBL FINALS SERIES

The WNBL Finals was played in early March, with Spalding as the Official Gameball. The 2016/17 season was the first year of the renewed deal. The WNBL is Australia's most elite women's basketball competition. It was founded in 1981 and is the longest running elite female national competition in Australia. The WNBL consists of 8 teams from all over the country, playing 24 games over 5 months. The Grand Final Series was won by the Sydney Flames, who defeated the Dandenong Jayco Rangers in Game 2. The Sydney Flames' victory topped off a terrific season, with the Flames winning their final 12 games. Spalding is proud to be a Corporate Partner of the WNBL, as well as supporting the growth of Women's Sport in Australia.



#SPINITLIKEDELLY ACTIVATION

Spalding Australia recently ran a #SPINITLIKEDELLY campaign across their social channels – Facebook, Instagram and a Microsite. This activation was designed to help leverage our relationship with Matthew Dellavedova and engage local basketball fans around the NBA All-Star Weekend. The #SPINITLIKEDELLY campaign encouraged people to submit their best ball spinning videos. The Spalding Australia team worked with Delly to create launch content to share on his channels, as well as on Spalding's pages. Hashtag tracking was initiated to monitor organic spread and there was also a special promo code for Spalding.com.au, which visitors could use during the activation. The campaign was a huge success. It reached a total of 134,951 people across social media, with additional organic reach from entries on Instagram of 8600. In addition to this, the Instagram follower growth rate average doubled. In terms of sales, social contributed sales during the month rose by 45%, while total e-commerce sales grew by 35%.



UPCOMING EVENTS

NBA PLAYOFFS

BEGIN APRIL 15TH



EUROLEAGUE FINAL 4

MAY 19-21—ISTANBUL, TURKEY



NBA FINALS

BEGIN JUNE 1ST



DID YOU KNOW?

There comes a time when each of us must ask ourselves the question; what's in an empty crate? The expected answer is of course, not much, but upon a closer examination one may prove that there may be more to it than was first believed.

During the 1880's football was in a transitional phase, gradually evolving from a game that resembled a combination of European soccer and rugby. The contemporary version wouldn't begin to take shape until the turn of the century when in 1906 the forward pass was made legal in order to spread out the players on the field and to make the game safer. During the 1880's the fact is that the ball being used was so large that it made the forward pass virtually impossible to execute anyway.

Football of all makes had been around for decades, but it wasn't until 1892 that the Spalding No. J football was deemed, the only "Official" ball. Proof can be found of this on the inside cover of the Spalding guide of that year in a letter from the Secretary of the Association which reads in part, "The Inter-collegiate Football Association at the convention held in New York on May 10Th 1892 unanimously adopted the Spalding No. J football as the official ball of the association."

Could the wooden crate pictured here have held a prototype of one of the first Spalding no. J footballs? For what other reason would they have gone to the trouble of labeling the box with, "Spalding's Official Foot Ball," "NOT FOR USE," and "SAMPLE ONLY?" The crate is also labeled with, "New York," where the convention had been held. Was the football held within it sent there for examination by intercollegiate officials or to some Spalding dealer? One thing is certain, the font used in the word, "Spalding's" is an exact match with that used on the front of the Spalding Baseball Guides of the 1890's and the dovetail corners on the crate also offer evidence of its age.

Now, perhaps you may agree that at least one empty crate is not quite as empty as you first thought.

Compliments of the A.G. Spalding Museum™: "An American Sports Empire"

