



Horse N Around Hoops

A Double Dog Sports and Entertainment promotional event

Overview

Highlights

- **September 3, 2008 - David Kalb, a warehouse worker from La Habra, California beat LeBron James in a game of H.O.R.S.E.**
- **Marques Haynes, played with the Globetrotters from 1947-1953**
- **Cylk Cozart is working with DDSE to produce The Marques Haynes Story**

The popular game of H.O.R.S.E. has been packaged by Double Dog Sports and Entertainment (**DDSE**) into a viable corporate and promotional event. **DDSE** has partnered with two Los Angeles based superstars of Entertainment Basketball to promote **Horse N Around Hoops**. *David Kalb* on September 3rd, 2008, beat *LeBron James* in Venice Beach, California in back to back games of H.O.R.S.E. Actor, *Cylk Cozart*, sixteen years earlier, starred in the blockbuster film "White Men Can't Jump" which was filmed on the same Venice Beach court. With more than 20 years experience in Sports Marketing, Keith Zimmerman, President of **DDSE** has formed a partnership with *Kalb* and *Cozart* to launch **Horse N Around Hoops**.

The official **Horse N Around Hoops** launch will take place in Kansas City during the spring/summer of 2009. This five month launch will consist of both H.O.R.S.E. tournaments as well as Exhibitions. There will be celebrities from of both local and national fame. The Kansas City launch will include all ages 14 and older and include both, male and female. There will be H.O.R.S.E played both indoors and outdoors with venues as diverse as High School Gymnasiums to retail parking lots. The KC Festivities will conclude on July 16th with the winner of the Kansas City competition playing *David Kalb* for a \$10,000 cash prize. A Los Angeles based Reality Show is in development.

For further details on Horse N Around Hoops, please view the video on the www.doubledogsports.com.

Horse N Around Hoops Partners

Keith Zimmerman, President of Double Dog Sports and Entertainment

Zimmerman brings more than 20 years of experience in the sports marketing profession. Zimmerman has tremendous relationships with sports and entertainment personalities such as, *Oscar Robertson*, *Marques Haynes*, etc. His works have included projects with The Negro Leagues Baseball Museum, *Coach Eddie Robinson* and Grambling, the 100th Birthday of Basketball Centennial Celebration, and the 100th Birthday of Kansas Jayhawk Basketball. Currently, Zimmerman and **DDSE** are working with *Cylk Cozart* in producing and marketing The Marques Haynes Story.

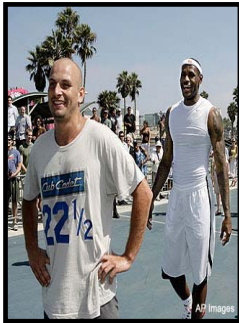
For more information, www.doubledogsports.com

Cylk Cozart, Famed Actor in Feature Film and Television

His works include "White Men Can't Jump", "Eraser", "Fresh Prince", "Blue Chips", etc. *Cozart* is currently working with **DDSE** in developing "The Marques Haynes Story". Future projects for *Cozart* include "The Marvin Gaye Story", and "The Sandy Creek Story". *Cozart* is also involved in a future project with legendary football great, *Jim Brown*.

For more information, www.cylkcozart.com





Horse N Around Hoops Partners, cont'd

David Kalb

As a recently instant fame personality, David *Kalb* became the hottest YOU TUBE phenomenon with his domination of *LeBron James in a H.O.R.S.E* exhibition at *Venice Beach, California*. *Kalb*, who lives in Huntington Beach, California, has joined Zimmerman and Cozart in promoting **Horse N Around Hoops**. Stay tuned for some new and exciting trick shots from David in the future.

Horse n Around Hoops will be adding new talent to its exciting new entity. A team of consultants are in place to bring their respective talent to their category of expertise. Legendary basketball greats such as, *Marques Haynes* and *Oscar Robertson* will serve as Ambassadors to **Horse N Around Hoops**. A stable of comedians and Entertainers are lining up to play in Celebrity H.O.R.S.E. contests. Other participants in **Horse N Around Hoops** events will include members of the media, as well as, corporate executives and local and national politicians. There is already a major game plan under way to have *President Barack Obama* participate in H.O.R.S.E. in the very near future.

Legendary basketball greats will serve as ambassadors to Horse n Around Hoops.”

Events and Exhibitions

Horse N Around Hoops will be played in a variety of formats. In some cases there will be tournament play with entry fees supported with sponsorships. In other cases, H.O.R.S.E. will be in the form of Celebrity Exhibitions, which can be as stand alone events or in support of a larger event. The Kansas City spring launch will include stand alone tournaments in selected high schools, as well as, the Jewish Community Centers with its 9,000 members. During the peak of March Madness, there will be H.O.R.S.E. exhibitions taking place in support of the NAIA and NCAA College Championships. One of the most appealing aspects of **Horse N Around Hoops** is the variety of categories for H.O.R.S.E. play. Each respective category has its own revenue stream that can be maximized with the support system that will be assembled. These categories include:

Military: The game plan for the H.O.R.S.E. program with the US Military is going to be unveiled during the second quarter of 2009. The distinguished Coach and Director of Athletics, *Jack Lengyel*, has been retained to lead our military efforts. *Lengyel* is the former Director of Athletics at the Naval Academy and was the subject of the hit movie “We are Marshall”. The USO, which is headquartered in Washington, DC and serves as the entertainment arm of the military, will be a strategic partner. There will be tournament play at every military base with the winner from each base going to a common site where a national champion will be crowned for H.O.R.S.E.

The Military Network would provide cable TV coverage of the competition. There will be celebrity H.O.R.S.E. matches at each of the military bases, as well as, at the National Championship.



Events and Exhibitions, cont'd

High School Program: There is tremendous opportunity to market H.O.R.S.E. to the high schools of America. The first pilot program is already under way in Kansas City. *Brad Rumble* has been retained as the consultant for the scholastic market. Rumble served more than twenty years as an executive with the National High School Federation. As an outstanding representative in his field, Rumble has all the qualifications and relationships to make H.O.R.S.E. in the high schools a huge success. There will be multiple high school districts taking part in the Kansas City launch. The high school program includes a \$20 entry fee, with a portion of each sale going to the participating school as a fundraiser. The millions of students in this category make for a very lucrative opportunity as a future revenue source. Also, as a captive audience, it is easy to target the students as well as use their own gymnasium as the host venue. The components are in place to make the high schools another successful category. Our team will utilize our network of Sports Legends and Coaches in their respective cities, which will initially target. Likewise, there will be great opportunity for Corporate Sponsors specific to the high school demographic.

Open Play: The general opportunity for *Horse N Around Hoops* will include venues such as fitness centers, shopping malls, community centers, street festivals and arena/stadium parking lots. There are great opportunities to play H.O.R.S.E. as an added feature, including half time shows, between game entertainment during tournament play and even during corporate sales conventions and other high traffic events. The celebrity H.O.R.S.E. contests will be sponsored by the corporate partners. Fan friendly contests such as Half Court Shots for large prizes will be part of your program.

Themed Events: Part of the fun of H.O.R.S.E. is the multiple opportunities for themed events. Natural rivalries are perfect examples, such as; retired legends from the CHIEFS vs. Raiders, Yankees vs. Red Sox, UCLA vs. USC, Kansas vs. Missouri. More basic examples could include retailers promoting, fathers vs. sons on Father's Day, Police vs. Fireman, students vs. teachers or Republican's vs. Democrats at election time. H.O.R.S.E. is for all ages, all genders. H.O.R.S.E. is cool – comedians, actors, athletes, politicians and media personalities will play. Who would not want to see a game of H.O.R.S.E. between two old rivals from past Super Bowls or World Series or even local personalities?

Support System: DDSE and *Horse N Around Hoops* has solicited the aid of *Event Management Inc. (EMI)* to help manage the H.O.R.S.E programs. *EMI* is a major participant on the PGA Tour while managing hospitality events for PGA sponsors such as, Charles Schwab. www.emi-events.com

Media: The media hype and publicity that will follow *Horse N Around Hoops* promotions will be off the charts. The high profile nature of the event itself will draw media coverage. Having key sports and entertainment personalities involved in the events will only add to the media hype. The initial exhibition between *David Kalb* and *LeBron James* on September 3, 2008 was one of the most viewed sports exhibitions ever seen over the internet. The press coverage on ESPN Sports Center, sporting news, USA today and others was very powerful. Negotiations are under way with various film industry studios for a potential documentary and reality show. DDSE will utilize its talents and relationships to line up local sports talk media coverage in each respective market. This will be in the form of print, radio, television and the internet.



Jack Lengyel

"A portion of the high school program's proceeds can go back to the school as a fundraiser"



Horse N Around Hoops
will balance "Cool" with
"Family Values"



Events and Exhibitions, cont'd

Sponsorships: *Horse N Around Hoops* is the ideal sponsored event for any corporate partner. The event itself is family friendly and for all genders and ages. The opportunity for signage, billboards and other visuals is particularly strong when the event takes place at high traffic areas. Downtown street festivals, sporting events, conventions and even shopping malls will all encompass tens of thousands of people. The media and press coverage will accentuate the actual exposure the sponsor will receive by marketing to those in attendance. The more specifically tailored events, such as High School and Military programs offer a great opportunity for category specific sponsorships. For example, thriving companies such as Under Armor who market to a more active and younger demographic would benefit greatly by sponsoring the high school and military programs. Where as, more general sponsorships will exist when dealing with the more general events. The beauty of H.O.R.S.E. is its opportunity for diversity. As an example, an ethnic sponsor looking for a promotion during February's Black History month, can benefit from an H.O.R.S.E. promotion with a venue such as, The Negro League Baseball Museum in Kansas City. Another example would be a woman only H.O.R.S.E. event at the Women's Basketball Hall of Fame in Knoxville, TN. No matter if the event is general in nature or targeted to a specific group, our corporate sponsors will benefit from a high profile and high quality event.

Miscellaneous Features

The other outstanding feature of *Horse N Around Hoops* is its multifaceted component. These features include but are not limited to the following:

Charitable Partner: In most all cases there will be a charity and foundation associated with each respective event. Some of the fundraising opportunities can include Live and Silent auctions, scholarships through specially earned contests and incentives. Media announcements will be made to gain awareness.

Premium Give-Aways: DDSE will be gathering and crating premium items as both hand outs and earned rewards for participation in H.O.R.S.E. these premiums range from coupons and gift certificates to dinner and a ball game with a legend to a Sports Art Lithograph from a famous sports artist.

Educational: Whenever possible, DDSE will arrange for Historic Sports Exhibits to be on display. These exhibits will be educational in nature and generally will deal with the respective numerous sports personalities who will do book signings at our events. Sports seminars and lectures can be included as well.

Values and Sportsmanship: Above all else, *Horse N Around Hoops* will balance "Cool" with "Family Values". It is all inclusive and will be fun for all ages, races, genders, occupations, etc. the opportunity to have Friend vs. Friend, Father vs. Sons, Rival vs. Rival , Boy vs. Girl, Media vs. Media, Firefighter vs. Policeman, and Celebrity vs. Celebrity makes for great entertainment. H.O.R.S.E. can be both competitive as well as Just for Fun.





Celebrity H.O.R.S.E

HALL OF FAME LEGENDS (SPORTS)

Bud Stallworth	Hoops	Kansas Jayhawk HOF
Oscar Robertson	Hoops	Hall of Fame
Bobby Bell	Football	Hall of Fame
Marques Haynes	Hoops	Hall of Fame
Len Dawson	Football	Hall of Fame
Dominique Wilkens	Hoops	Hall of Fame
Jim Brown	Football	Hall of Fame
JoJo White	Hoops	Celtic HOF
Charles Barkley	Hoops	Media HOF
Sam Lacey	Hoops	Legend

ENTERTAINERS

Cyik Cozart	Actor
Adam Sandler	Actor, Comedian
Jimmy Walker	Comedian
Tommy Davidson	Comedian
Nelly	Musician
John Voight	Actor
Woody Harrelson	Actor
Jamie Fox	Actor, Comedian
Lou Gossett, Jr	Actor

