

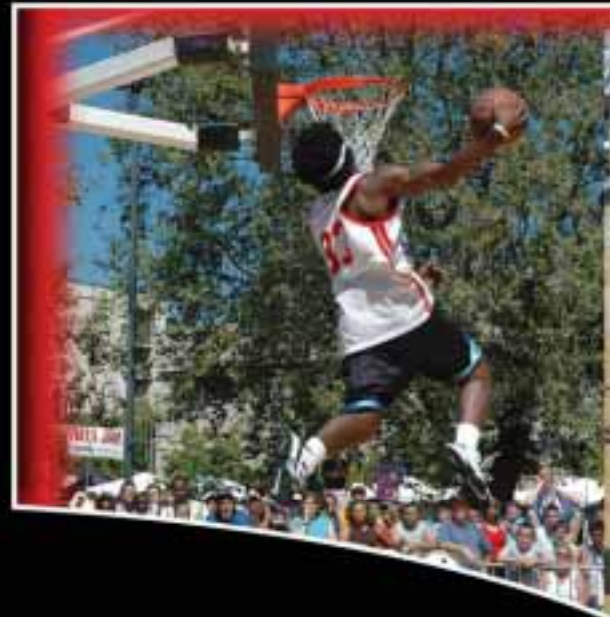
July 22-24, 2005



Benefiting:



***Special Olympics
Oregon***



**2005
POST GAME
REPORT**





We did it again.

2005 Trail Blazers Street Jam presented by Nike attracted more sponsors, more teams, and more spectators in its second year, showing significant growth from its launch in 2004. Team numbers rose by 38%, and exciting new sponsors joined the team. Trail Blazers Street Jam presented by Nike - for the benefit of Special Olympics Oregon - is on its way to becoming one of the largest 3-on-3 basketball tournaments in the country.

Get ready for 2006!
Tentative date: July 15-16, 2006
More to come!



Day by Day

Friday featured:

- Team check-in and registration
- Eleven-team Comcast Media Challenge tournament between Trail Blazers Street Jam media sponsors Comcast, NewsRadio 750 KXL, Z100, Portland Tribune, Community Newspapers, Oregonlive.com and KGW Northwest NewsChannel 8. Team Comcast successfully defended their title and their naming rights to the media challenge for 2006.



Team Comcast wins the Media Challenge for the second year in a row.



Team Captains wait in line to check in and pick up their team packets on Friday night before a weekend of competition.

Saturday featured:

- Games got underway at 9am and the venue was packed with players and spectators all day.
- NikeGO Kid's Clinics
- McDonald's Mobilestr33t.com Scavenger Hunt
- Miller Paint Slam Dunk Contest tryouts
- G.I. Joe's 3-pt. Shootout tryouts
- Day Wireless Hot Shot Contest
- Game Crazy game center
- KidZone and other festival activities accompanied the tournament competition.
- Special Olympics Oregon division finals happened at 5 pm on Nike Center Court with the *Multnomah Hot Shots* winning first place.



NikeGO Kid's Clinic participants show off after a clinic on Nike Center Court. Jerry Moss, Portland Trail Blazers Director of Community Outreach led the camp with help from Les Harrison (front), Founder & Executive Director of Showtime Athletics.



Hopeful champions wait their turn at the Day Wireless Hot Shot Contest.



Special Olympics Oregon athlete Robert Neilen of the *Multnomah Hot Shots* chases down a loose ball during a game in the Special Olympics division.

Saturday continued...



Corporate Challenge teams pose on Nike Center Court after players J. Isaac, Antonio Harvey, Tom Fletcher, Rob Sine and Jeff Wilhelms win the title for Team Trail Blazers.

- **The Corporate Challenge** saw 4 teams play this year, representing The Portland Trail Blazers, Nike, Les Schwab Tire Centers, and the City of Portland. Nike and the Trail Blazers faced off in the first round, with the Trail Blazers winning and moving on to defeat Les Schwab Tire Centers in the final match.
- **G.I. Joe's 3-Pt. Shootout Finals** wrapped up the day.

Sunday featured:

- **All 357 teams were scheduled for tournament play** on Sunday giving everyone a minimum of four games over the weekend.
- The day progressed into single-elimination matches, finishing with the **final games of the Elite divisions** on Nike Center Court.
- **McDonald's Mobilestr33t.com Scavenger Hunt**
- **Day Wireless Hot Shot Finals**
- **Miller Paint Slam Dunk Finals** took place at 2:30pm with Tae Martin (right) taking first place through voting by celebrity judges. Steve Dearborn, President of Miller Paint, awarded the trophy on Nike Center Court. Celebrity Judges included: Dwight Jaynes - The Portland Tribune, Kevin Duckworth - Former Portland Trail Blazer, Nedzed Sinanovic- Portland Trail Blazer, Glen Coblens - Nike, Jimmy Monroe - McDonald's, Steve Dearborn - Miller Paint, and Les Harrison - Showtime Athletics.
- The event wrapped up with the **Champions Ceremony** on Nike Center Court, with all division winners receiving medals from Hannah Jones - Nike, Steve Pritchard - Portland Trail Blazers, and Margie Hunt - Special Olympics Oregon.



Surf's up! All weekend long, kids could test their surfing skills at the Mauna Loa booth at the KidZone.



Miller Paint Slam Dunk Champion Tae Martin takes first place with three amazing slams.



Division winning teams pose for the Champions photo after they received their medals. There were champion teams in each of 43 divisions of the tournament. Team Nabisco won the Men's Adult Elite division and Nike Stomp won the Women's Elite.



Sponsorship

24 companies caught the vision of Trail Blazers Street Jam, and 24 companies reaped the benefits of a first-rate event backed by a strong advertising package and thousands of impressions from thousands of visitors throughout the weekend.

Portland Trail Blazers

Nike

Les Schwab Tire Centers

G.I. Joe's

McDonald's

Miller Paint Co.

Day Wireless

Witham & Dickey

Comcast Cable

KGW News Channel 8

750 KXL

Z100

105.9 The River

Portland Tribune

Community Newspapers

Verizon Wireless

Oregon Athletic Officials Association

Portland Basketball Officials Association

Starbucks

Red Bull

Lloyd Center

Multnomah Athletic Club

Portland Basketball.com

Oregon Rain





Promotion & Advertising

Television

Comcast

April 18 - July 24

(400) pre-recorded :30 spots

KGW Northwest Newschannel 8

June 8 - July 24

(109) pre-recorded :15 spots

Radio

Z100

March 20 - July 18

(150) pre-recorded :30 spots

(250) pre-recorded "Street Scenes" mentions

(90) "live Liners" mentions promoting registration

Web banner

105.9 The River

(125) pre-recorded :30 spots

(275) pre-recorded "River Reminders" mentions

Web banner

750 KXL & Northwest Network

May 23 - July 22

(145) pre-recorded :60 spots

(225) pre-recorded "What's Happening" mentions

(30) live mentions in Morning Sports

(9) ecaster emails (over 25,000 subscribers)

Web banner

Print

Portland Tribune

April 22 - July 22

(11) 3 column x 5 Inch 2-color ads

(3) 3 column x 10 Inch 2-color ads

CNI Papers

(10) 3 column x 5 inch B/W ads

Lake Oswego Review

West Linn Tidings

Beaverton Valley Times

Tigard Times

Tualatin Times

Gresham Outlook

Internet

Mobilest33t.com - Banner & special content

dexonline.com - Banner Ads

Oregonlive.com - Banner Ads

blazers.com - Banner Ad

soor.org - Banner Ad

Oregon Sports Authority - Banner Ad

POVA - Listing/Link

OSA - Listing/Link

OSAA - Listing/Link

Les Schwab Tire Centers

Full page Advertorial in The Oregonian

Grass Roots

75,000 Flyers, 5,000 Posters, and 40,000

Registration Brochures distributed and displayed throughout Oregon including:

137 McDonald's locations, 17 G.I. Joe's

locations, Miller Paint retail stores, Oregon High

Schools, Trail Blazers kid's basketball camps,

Portland Parks & Recreation Community Centers

& Parks, Les Schwab Invitational, 24 Hour

Fitness, Private Athletic Clubs, Les Schwab Tire

Centers, U of O, OSU, and a variety of basketball

camps & tournaments.

Souvenir Guide sponsored by *Witham & Dickey*, distributed free-of-charge throughout event weekend.

Portland Trail Blazers

Game Night Promotion:

- In-Game Promotions: 3/3, 3/6, 3/20, 3/24, 4/7,

4/12 Included Live PAs, pre-recorded PAs, TV

broadcast advertisements and Community

Corner information table.

Other:

- Web Banner ads

- Fast.Break email blast



Certified Officials



Trail Blazers Street Jam tournament games are officiated by certified referees on every court. Jack Folliard, Executive Director of Oregon Athletic Officials Association and Special Olympics Oregon board member, organizes over 100 officials to volunteer their time to benefit Special Olympics Oregon.

No other major 3-on-3 tournament can offer certified officials on every court, which is a huge point of differentiation for Trail Blazers Street Jam, giving players a competition experience second to none.

Special Olympics Oregon sends a very special "thank you" to the **Oregon Athletic Officials Association** and **Portland Basketball Officials Association** along with the individual referees that volunteered their time to this fantastic event.



Special Olympics Oregon



Special Olympics Oregon athletes played all their games on Nike Center Court, with the *Multnomah County "Hot Shots"* earning the division championship.

Trail Blazers Street Jam presented by Nike is produced by Special Olympics Oregon as a benefit for Special Olympics athletes throughout the state. Founded in 1972, Special Olympics Oregon is a year-round, state-wide program offering 15 different Olympic-style sports to athletes with intellectual disabilities. Over 5,000 athletes participate in Special Olympics Oregon sports training and competitions.

Through Special Olympics, people with intellectual disabilities enjoy the opportunity to be treated as people, not just as disabled. In sport, athletes gain self-confidence, social competency and other enhanced skills, both physical and social.

For more information on how to get involved with Special Olympics Oregon outside of Street Jam, contact information is below.



Special Olympics Oregon
5901 SW Macadam Avenue, Suite 100
Portland, Oregon 97239
503.248.0600 | 800.452.6079
www.soor.org





Demographics

Total Teams: 357
Total Players: 1,324

	<u>2004</u>	<u>2005</u>
Male Teams	247	315
Female Teams	12	31
Coed Teams	0	11

Geographic Origin of Teams:

	<u>2004</u>	<u>2005</u>
OR	234	331
WA	23	22
Other	2	4

Age Breakdown:

	<u>2004</u>	<u>2005</u>
8-13	50	100
14-18	63	111
18+	89	145

2005 showed a solid increase, 38%, in teams from 2004 and the event is poised to grow in 2006 as well. Trail Blazers Street Jam will continue to serve a strong youth market, but will also look to grow opportunities for individuals over 30.

2005 also showed a strong increase in female participation, another opportunity for growth in 2006.





www.blazersstreetjam.com



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