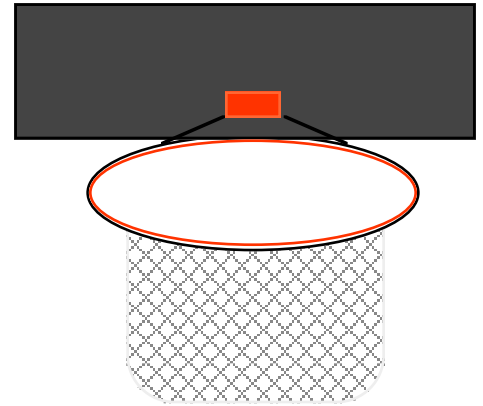


SLAM

DUNK™

The D. West



Celebrity Basketball Fundraising Event

Helping Schools And Organizations

RAISE MONEY

For Today's Youth

Pro Athletes Inc.

600 Garson Drive, Suite 2207, Atlanta, Ga 30324

(908) 522-0606

Slam Dunk™
D. West



THE D. WEST CELEBRITY FUNDRAISING BASKETBALL EVENT

Hosted By D. West, A National TV Star

“Seen By Millions On The Maury Show”



The Slam Dunk™ D. West Celebrity Basketball Fundraising Event is absolutely dynamic. It affords schools and organizations an opportunity to raise funding during the year to support their educational curriculum goals and youth enrichment programs.

Slam Dunk™ brings an entire community together for a worthy cause. More importantly, it increases the morale of the students, faculty, parents, families, administrators and community as a whole. The celebrity game is fun, entertaining and exciting. Children get an opportunity to play basketball with celebrities that they look up to and admire, which is a dream come true in the eyes of most children. Slam Dunk is very inspirational.

One of our most exciting and motivational components of the celebrity fundraising event takes place before the official jump ball to start the game. D. West presents a powerful motivational presentation to the audience. He speaks to the entire audience about living their dreams, the importance of unity in the community and leadership. He also shares some of his success stories and winning lifestyle strategies.

Slam Dunk™ provides hope, motivation, support, words of wisdom, encouragement, leadership and guidance to children and adults in attendance. Our program empowering today's youth and community residence to live their dreams. This type of leadership is needed more today than in years past, particularly after the recent melees that have occurred in professional and amateur sports. Furthermore, the use of steroids in professional sports, college, high school and grade school has become an alarming national concern. So, with urgency we are taking immediate action to provide conducive remedies to ward off negative behavior that's directly influencing our children.

PROMOTE THE EVENT IN THE SCHOOL & COMMUNITY RECRUIT VOLUNTEERS TO PARTICIPATE

The Mayor's office, police department, fire department, post office and sheriff's department have all participated in the Slam Dunk Fundraising Basketball Event without hesitation when they were asked to support our program at schools. The parents and school staff members have been some of the lead facilitators with the events catering. They donate food, volunteer their time and prepare the food for the event: hot dogs, hamburgers, cakes, pies and cookies for the concession stand.

It is paramount to have the support of the parents, school staff, superintendent, police and fire chief and Mayor. Everyone in the community sells tickets, promotes the game and recruits sponsors which includes the following people: parents, teachers, secretaries, board members, coaches, students, fire fighters, police officers, college and university students, sheriff officers, social workers, counselors, librarians, school nurse, correction officers, administrators and small business owners in the area.

Organizations can increase their budgets by \$5,000 to \$45,000 within thirty to sixty days with the assistance of our Slam Dunk fundraising event. Please feel free to contact us if your school and/or organization is interested in our Slam Dunk Celebrity Fundraising Program.

THE SLAM DUNK PROGRAM

Student Preregistration

The registration for the event is simplistic. Early registration to the event takes place in the morning during homeroom and/or before the teachers begin their daily lectures. As you can see, an early registration before class does not interfere with your teachers classroom assignments.

Marketing, Promotions, Ticket Sales

Pro Athletes, Inc. supplies the tickets to the game, registration forms, promotional flyers and cover letters of support and participation addressed to the Mayor's office, Superintendent of Schools, police and fire department, sheriff's department, post office, local newspaper, cable television station and parents. The principal of the school is the designated person responsible for recruiting other schools in his or her school district to participate in the fundraising event. In addition, the hosting principal of the event should kindly forward pertinent information about the fundraising event to all the participating school principals.

Game Time At The D. West Celebrity Basketball Event

The Event Starts At Either 6:30 pm or 7:00 pm

D. West Opens The Program With An Inspirational Live Your Dreams Presentation

Its Time To Play "This Is How It Works"

There Are Two Twenty Minute Half's

Five Four Minute Quarters Each Half

Three To Five Teams Playing For The School

- Students & Faculty vs Slam Dunk (each team plays 4 minutes)
- Students & Mayor's Office vs Slam Dunk
- Students & Police Department vs Slam Dunk
- Students & Fire Fighters vs Slam Dunk
- Students & Sheriffs department vs Slam Dunk

Half Time Event

- Half-time raffle and giveaway
- Business Sponsorship Announcements at half-time
- Half Court Shot - \$100 cash prize
- A thank you to the Mayor and city staff members



End of Program

Celebrity Autograph Signing At The Conclusion Of The Slam Dunk Fundraiser

THE SLAM DUNK PROGRAM

STUDENT INCENTIVES & ACHIEVEMENT REWARDS

The student that sells the most tickets to the basketball game in his or her class wins either a new bike or gift certificate to Macy's, Barnes & Noble, Sports Authority, Best Buys, Circuit City, Apple Computer Stores, Comp USA or Footlocker.

The student that recruits the most sponsors/donations for the fundraising event wins a colored TV and an iPod.

The student that sells the most tickets to the basketball game in the school district wins two tickets to an NBA basketball game.

The class that sells the most tickets and recruits the most business sponsors is awarded a pizza party hosted by one of D. West's celebrity associates.

General Admission To The Celebrity Basketball Event

- Students generally pay between 3 to 5 dollars.
- Adults generally pay between 5 to 10 dollars.

How Do Schools Achieve Their Fundraising Goals With The Assistance Of The Slam Dunk Program?

- From the ticket sales to the celebrity basketball event.
- From the sale of refreshment at the concession stands.
- From local small business sponsorships and donations.
- From the sale of raffle tickets.

The Slam Dunk Team Roster

- D. West - TV Star Maury Show
- Bobby Jackson - Former New York Jets, New York Jets Hall of Fame DB (2nd Team)
- Devon Scott - Model, Actor
- Muhammad Shamsi'Deen - Former Seattle Seahawks
- Dan Wilcox - Super Bowl Champion, Tampa Bay Buccaneers, Current NFL Player Baltimore Ravens TE
- Chris Slade - Super Bowl Champion, New England Patriots
- Renaldo Mack - NBA Show Producer
- Ken Reese - Super Bowl Champion, Dallas Cowboys
- Michelle Tennant - Executive Vibe Magazine
- Adrian White - Super Bowl Champion, NY Giants
- Christina Marano - Nickelodeon & MTV Executive
- Mike Russell - National Fitness Consultant
- Terrance Johnson - Executive ESPN Zone