



## DBL BRIEF SUMMARY:

**DONS Basketball League(DBL)** is a Durham based community outreach program that is free for all youth, at no cost to parents. The league and its games simulates the authentic NBA experience. A league that incorporates mandatory community service, educational and character building workshops and physical fitness. The League deliberately targets the youth in the most underserved areas of the Triangle. It reaches out to participants in every way possible including providing uniforms, transportation, entertainment, league magazine, team dinners and many other amenities. This upcoming season DBL has partnered with local businesses and will be offering youth Career Trade opportunities.

Community Outreach is a crucial element of involvement, and the **DBL** aims to reach as many members of the community as possible. In an effort to truly focus on the mission: outreach, service and education, players serve first and play second. Discipline is administered and integrated into all elements of the league experience. All league officials, coaches, and representatives emphasize that sportsmanship, productivity and brotherhood are the league's core values.

The **DBL** runs a 12 week intensive summer basketball league open to all its participants and their families. **DBL** gives youth who might otherwise have too much free time on their hands a place where they can go and participate in physical activity in a safe, supervised, structured environment. The **DBL** is an opportunity to help develop our youth in becoming productive citizens.

## DBL ATTRIBUTES:

- At No Cost to Parents(Sponsored)
- NBA Style Game Experience
- Halftime Entertainment / Game Commentators / Live DJ / Hostess
- DBL Score & Stats will be featured in: News & Observer, Herald Sun, & the Triangle Tribune
- DBL Commercial(aired on FOX50 & WRAL)
- DBL Cheerleaders
- Skills Development Camp
- Parenting Workshops
- League Magazine(Spotlighting DBL Players & Teams)
- DBL Book Club
- DBL Merchandise
- DBL Fan Club
- DBL PSAs will run on ESPN 99.9 & 620 The Buzz
- League Formal Draft
- Season Trades
- DBL Hostess
- League Website
- Award Ceremony
- Playoffs & All-Star Game
- Promotional Vans
- DBL Champions receives: Trophies, Hats, T-shirts & Championship Rings

## LEAGUE WORKSHOPS:

- June 1st (**Anti-Gang, Anti-Drug Dealer**) facilitator: **CAMPAIGN4CHANGE**
- June 8th (**Discipline is the Way of Life**) facilitator: **Master Lee**, Karate Champion
- June 15th (**Physical Fitness**) facilitator: **Mr. Gerald Allen**, State Champion Bodybuilder
- June 29th (**Fame & Fortune**) facilitator: **Big Daddy Kane**, National Recording Artist
- July 13th (**Leggo Robotics**) facilitator: **Mr. Rene Daughtry**, Cisco Systems
- July 20th (**7 Elements to being Healthy**) facilitator: **Doctor Sharon Bynum**, CAARE Health Clinic
- July 27th (**Been There, Done That**) facilitator: **Mr. Shean Thorpe**, Real Estate Owner
- Aug. 3rd (**Life behind Bars, the Reality**) facilitator: **Mr. Johnny Hawkins**, DOP Asst. Superintendent