

2020 NBA ALL-STAR



EVENT OVERVIEW



February 14-16, 2020

Numerous Events: FanZone, Celebrity Game, Rising Stars Challenge, G-League All-Star Game, NBA All-Star Saturday Night (Skills Challenge, Three-Point Contest, Slam Dunk Contest) and the NBA All-Star Game

Expected broadcast in over **200** countries and in over **40** languages by **NBA Digital, ESPN & TNT**

Record high **15** NBA teams expected to bid



NBA ALL-STAR REACH

1.9B impressions on NBA-related social channels

1.1B impressions on NBA social platforms in China

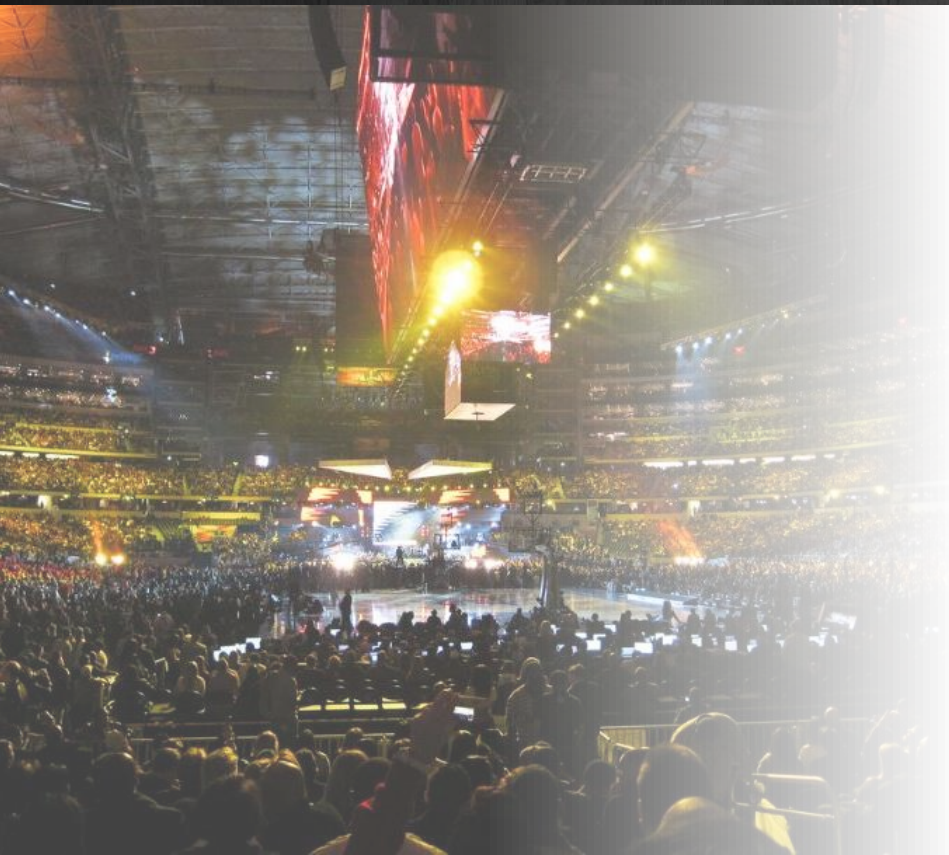
815M global visits on NBA desktop, mobile and app platforms

227M global video views on NBA desktop, mobile and app platforms



Sources: Adobe Analytics, Google Analytics, YinzCam, Turner Sports Digital, Nielsen Media Research, NBA China Social (Weibo, QQ IM, Qzone, WeChat), Facebook Insights, Twitter Analytics, YouTube Analytics, Shareablee, TrackMaven, Vine, Snapchat

NBA ALL-STAR ATTENDEES



1,700 credential media from
42 countries and territories

24,000 hotel room nights

Approximately **300,000**
people attended NBA All-Star
events in New Orleans



COMMUNITY

ALL-STAR WEEKEND

- **NBA CARES**

- Since 2008, more than **14,000 members** of the NBA Family have built **90 places** where kids and families can live, learn or play and packed **270,000 pounds of food** for families in need during NBA All-Star Weekend.

- **YOUTH BASKETBALL**

- During Jr. NBA Day, current and former NBA, WNBA and NBA Development League players hosted basketball clinics for more than **1,000 youth** in the New Orleans community.



2012 NBA ALL-STAR RECAP



- Generated **\$95M** in economic impact
- Direct spending outside of events totaled **\$56.3M**
- Created **2,250** full-time equivalent jobs
- **\$2.4M** in new tax revenues
- Broadcasted in **215** countries and territories in **47** languages

Study conducted by:
Strategic Marketing Services and SportsEconomics, LLC



ECONOMIC IMPACT SINCE 2012

- **2013** (Houston)
 - **\$99M** in economic impact
- **2014** (New Orleans)
 - **\$106.1M** in economic impact
- **2015** (New York)
 - **\$195M** in economic impact
- **2016** (Toronto)
 - **\$100M** in economic impact



Sources: The Greater Houston Convention & Visitors Bureau, University of New Orleans' Hospitality Research Center, Bloomberg & Los Angeles Times

