

Think Tank for NBA Players & Legends

Bridging a protection of assets platform for NBA Players

FACTS

- No known NBA player has publicly declared personal memorabilia as stock in a traditional equity sense. **
- Fractionalization via platforms or NFTs is more common, but still rare and mostly third-party driven. **
- The space is ripe for innovation**, especially for retired players seeking legacy monetization.

We want to build a legacy planning trust for each of the current and retired NBA players.

ANDRE- BROWN & SANDERS



Michael Sanders
Cadreman1@gmail.com

DID YOU KNOW THAT.....

- While exact 2025 participation numbers aren't publicly disclosed, historically *over 90% of eligible NBA players enroll in the league's 401(k) plan** That suggests approximately **512 to 540 players** out of the 569 actives in the 2024–25 season are likely participating.
- NBA players can join the 401(k) plan after earning *three Years of Service*, and the 2024 maximum contribution is *\$23,000* for employee deferrals, with a combined employee/employer cap of *\$69,000***

Eligibility for NBA 401(k) Plan

- **Years of Service Requirement.** ** Players must earn *at least three Years of Service* to access the NBA Retirement Benefits, including the 401(k) plan.
- A "Year of Service" is credited if a player is listed on the NBA Active or Inactive List for *at least one day during the regular season*.
- **Access Timing.** ** Once a player reaches three credited seasons, they become eligible to participate in the 401(k) plan and other retirement benefits like the pension and post-career income plan.

Contribution Limits (2024)

Employee contribution	Pre-tax or Roth	23,000
Catch Up	Age 50+	\$7,500
Combined Employee	+Employer	\$69,000
Our plan 20% contribution	Buy and hold strategy	Leaving cookies in the case
		For emergency use -access

Sources: IRS contribution limits and NBA plan details

- **Employer Match.** ** The NBA has historically offered generous employer matches. In earlier years, the match rate was as high as *139.69% of employee contributions*, though current match rates may vary.
- **Example Scenario.** ** If a player contributes the full \$23,000 and receives a match up to the \$69,000 cap, they could potentially accumulate over *\$4.2 million* in 20 years assuming a 10% annual return.

Take your strategy to the next level

- **Early Planning.** ** Players should aim to contribute as soon as eligible, especially given the short average NBA career span.
- **Maximizing Employer Match.** ** Contributing at least enough to receive the full match is critical—this is essentially free compensation.

- **Post-Career Integration.** ** The NBA's retirement suite also includes a *Post-Career Income Plan*, which can complement 401(k) savings for long-term financial stability.
-  NBA 401(k) Plan Participation – 2025 Estimate
-  Estimated Participation
 - Total Active Players (2024–25):** 569
 - Estimated Participants:** 512–540 players*
 - Based on historical participation rates of **90–95%**
 - Includes players on standard contracts and many two-way deals

Our Plan to Optimize Your Retirement Strategy

- Type: ** Defined contribution plan
- Contributions: **
 - Players can contribute pre-tax or Roth dollars
 - The NBA matches contributions up to a set percentage
 - Vesting:** Immediate for player contributions; NBA match may have a vesting schedule
 - Management:** Typically administered through Fidelity or similar financial institutions

Why Participation Is High

- Strong financial education from NBPA
- Early career earnings and short career spans incentivize retirement planning
- Complementary to the NBA's defined benefit pension plan (vested after 3 years of service)

Combined Retirement Strategy

Most players use the 401(k) alongside:

- **NBA Pension Plan.** ** Defined benefit, starts at age 45 or later
- **Post-Career Planning.** ** Real estate, business ventures, trusts, and annuities
- Out of 569 active NBA players in the 2024–25 regular season, approximately 312 are in their first five years in the league.** That's about **55% of the total player pool**, reflecting the NBA's ongoing youth movement and rapid roster turnover.

NBA Player Tenure Breakdown – 2025 Season

Tenure Range	Approximate # of Players	Percentage
0-5 Year	312	55%
6-10 Years		
11+ Years	97	17%
Total	569	100%

Estimated Distribution

Why So Many Young Players?

- Draft Volume:** 60 new players enter annually via the NBA Draft
- Two-Way Contracts:** Expanded use of developmental deals increases early-career opportunities
- Shorter Careers:** Average NBA career is ~4.5 years, so turnover is high
- Cap Strategy:** Teams favor younger, cheaper talent to manage salary cap flexibility

Strategic Implications

- Retirement Planning:** Younger players benefit from early 401(k) and pension enrollment
- Development Focus:** Teams invest heavily in coaching, G League, and analytics to accelerate growth
- Legacy Building:** Early-career performance now shapes long-term branding and endorsement potential

NBA 401(k) Plan Participation – 2025 Estimate

Estimated Participation

- Total Active Players (2024–25):** 569
- Estimated Participants:** 512–540 players*
- Based on historical participation rates of **90–95%**
- Includes players on standard contracts and many two-way deals

Plan Overview

- Type:** Defined contribution plan
- Contributions:**
- Players can contribute pre-tax or Roth dollars
- The NBA matches contributions up to a set percentage
- Vesting:** Immediate for player contributions; NBA match may have a vesting schedule
- Management:** Typically administered through Fidelity or similar financial institutions

Why Participation Is High

- Strong financial education from NBPA
- Early career earnings and short career spans incentivize retirement planning
- Complementary to the NBA's defined benefit pension plan (vested after 3 years of service)

Combined Retirement Strategy

Most players use the 401(k) alongside:

- NBA Pension Plan:** Defined benefit, starts at age 45 or later
- Post-career planning:** Real estate, business ventures, trusts, and annuities

NBA Players' 401(k) Plan – 2025 Contribution Limits

Contribution type	Limit 2025
Employee deferral	23,500
Catch up age 50+	7,500
NBA Team contribution	Up to \$123,500
Total annual limit	\$147,000

 Yes, \$147,000 is the maximum total contribution** (employee + employer) allowed under the NBA's enhanced 401(k) plan for 2025.

Why It's So High

- The NBA plan is structured under **IRC Section 415(c)**, which allows for **total contributions up to \$69,000–\$76,500** in standard plans.
- However, the **NBA's plan includes a "Mega Backdoor Roth" structure** and **non-elective employer contributions**, pushing the limit to **\$147,000**.
- This is designed to help players—whose careers are often short—build substantial retirement savings quickly.

Strategic Use

- Players often **maximize contributions during peak earning years**, then use the plan alongside:
- NBA Pension Plan
- Annuities or IULs** (our sauce using over funding, bonuses start from the beginning)
- Post-career business ventures or trusts**

Out of 569 active NBA players in the 2024–25 regular season, approximately 312 are in their first five years in the league.** That's about **55% of the total player pool**, reflecting the NBA's ongoing youth movement and rapid roster turnover.

NBA Player Tenure Breakdown – 2025 Season

Why So Many Young Players?

- Draft Volume:** 60 new players enter annually via the NBA Draft
- Two-Way Contracts:** Expanded use of developmental deals increases early-career opportunities
- Shorter Careers:** Average NBA career is ~4.5 years, so turnover is high
- Cap Strategy:** Teams favor younger, cheaper talent to manage salary cap flexibility

It doesn't Take a Rocket Scientist or a Mathematician

We've got a plan of action, no rocket scientist needed

Hypothetical speaking \$35,000,000 contract with an NBA team breaks out like this= a seasoned insurance professional, a few attorney's, CPA's – great syndication of insurance companies. Plus 50% Federal taxes, 6% state taxes leaving \$16,500,000 – now our strategy is to save what we call the safe money into our DCA (Dollar Cost Averaging plan that we have layed out taking 22% from the \$16,500,000= \$3,630,000, if you can add this amount 6 times. Using the buy and hold concept, thus if your NBA opportunity does not pan out, 6 payments of \$3,630,000 allows the NBA performer the opportunity to pay themselves first, thus repositioning \$21,780,000 percentage of a \$210,000,000 career over 9 or more years.



If the **average salary** across the NBA player pool of **389 players** is **\$7,500,000 before taxes**, that doesn't mean every player earns that amount — it's a midpoint across a wide range. To estimate how many players actually earn **\$7.5 million or more**, we need to account for the **skewed salary distribution** in the NBA.

Salary Distribution Model (Estimated)

30 million	15	superstars
15 million-\$29.9 million	All Stars	Top starters
7.5 million – 14.9 million	80-90	Solid Stars, key role players
3 million – 7.49 million	80- 90	Rotation players
3 million	130-150	Rockies, minimums, two ways
Salary Tier	Estimated players	

Strategic Implications

- Retirement Planning:** Younger players benefit from early 401(k) and pension enrollment
- Development Focus:** Teams invest heavily in coaching, G League, and analytics to accelerate growth
- Legacy Building:** Early-career performance now shapes long-term branding and endorsement potential

We want to stand on the shoulders of a group of gentlemen who put a memorabilia monetization plan in place

From Memorabilia to Market: A Unique NBA Investment Story

Phase 1: Fractionalizing NBA Memorabilia

- Platform: ** Collectable and similar fintech startups allowed fans and investors to buy fractional shares of iconic sports memorabilia.

Assets Included:

- Kareem Abdul-Jabbar's record-setting basketball
- Rookie jerseys from LeBron James and Luka Doncic
- Signed cards and game-worn gear from retired NBA legends
- Mechanism:** Shares were traded like stocks, with valuations fluctuating based on market demand and auction results.



Phase 2: Monetization and Profit Extraction

- Investor Gains: * Some items were sold at a profit, especially during the COVID-era collectibles boom.
- Legal Complications: * A Delaware court recently appointed a receiver to investigate missing assets and ensure transparency for original investors.



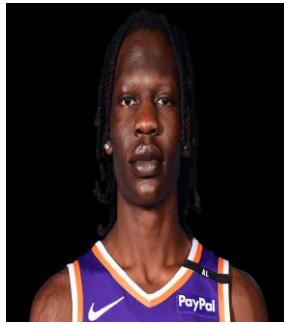
Phase 3: Reinvestment into NBA Ecosystem

- Reported Strategy: * Select investors used profits to:
 - Acquire minority stakes in NBA franchises
 - Fund athlete-led business ventures
 - Create revenue-sharing models tied to team performance or licensing
- Outcome: * These reinvestments now serve as **ongoing income streams** for a group of retired players and their investment partners.

Why It Matters

- Legacy Monetization: * Retired players leveraged memorabilia to build post-career wealth
- Alternative Asset Innovation: ** Sports collectibles became a gateway to equity and ownership
- Community Impact: ** Some funds reportedly support youth programs and athlete transition services

Sources: [Sports Collectors Daily – Legal Victory Against Collectable](<https://www.sportscollectorsdaily.com/investor-wins-legal-victory-against-collectable-but-where-are-the-collectibles/>) [aShareX – Sports Memorabilia as Alternative Investment](<https://www.asharex.com/news-posts/sports-memorabilia-alternative-investment-play>)



Father and son, the ever-expanding big man athlete- 1990 and now 2025's, foreign abilities are rewarding in the NBA.



[CFA Institute – Investing in Sports Memorabilia]

(<https://www.cfainstitute.org/insights/articles/investing-in-sports-memorabilia>)



There are 312 NBA players who fit our profile that we could help on average save or reposition for those with guaranteed contracts in excess of \$ 10,000,000 or those with earnings of 11,000,000

Yes, repositioning \$2.2 million of Bol Bol's earnings into a trust-owned matrix of IUL, annuities, and mutual funds—anchored by American Funds ICA—could potentially yield over \$8 million in long-term value, leveraging tax deferral, compound growth, and structured contributions.

Here's a breakdown of how this strategy could work and why it's powerful for a young, high-earning athlete like Bol Bol:

❖ Strategic Matrix: Trust-Owned Wealth Architecture for Bol Bol

1. ● Trust Ownership Structure

- **Irrevocable Trust** owns: The creation of the Bol- Bol Section 162 Retirement Trust
 - **Indexed Universal Life (IUL)** policy- over funding with 40& above target
 - **Bonus Annuity** contracts- 5% and 10 %
 - **Mutual Fund Holdings** (e.g., American Funds ICA)- Robert Fortune offering ICA
- **Benefits:** growth funds and other cutting edge buy and hold strategies
 - Asset protection from creditors or lawsuits
 - Estate tax mitigation- attorney Randy Davenport- attorney Gregory T. Bailey- CPA James D Brown
 - Centralized control for legacy planning

2. \$2.2M Allocation Breakdown

Asset Type	Allocation	Projected Value/Benefit
IUL Policy	\$1.5M	\$8M+ projected death benefit & cash value over time
-Bonus Annuity	\$500K	\$500K base + interest bonuses per contribution cycle
Mutual Funds	\$200K	Growth via American Funds ICA (AIVSX)

3. American Funds ICA (AIVSX) – Growth Engine

- **Fund Objective:** Long-term capital growth and income
- **2025 Performance:**
 - **1-Year Return:** 16.48%
 - **5-Year Return:** 17.05%
 - **10-Year Return:** 13.07%
- **Asset Mix:** 88.1% U.S. equities, 8.5% international, 3.3% cash
- **Ideal for:** Long-term, tax-deferred compounding inside a trust or annuity wrapper



4. Bonus Annuity Mechanics

- **Contribution-Triggered Bonuses:** Each new deposit triggers a bonus (e.g., 5–10%)
- **Tax Deferral:** Gains grow tax-deferred until withdrawal
- **Income Stream:** Can be annuitized or accessed via systematic withdrawals

5. IUL Growth & Protection

- **Indexed Growth:** Linked to S&P 500 or similar index, with downside protection
- **Loan Access:** Tax-free income via policy loans
- **Death Benefit:** Income-tax-free to trust beneficiaries
- **Contribution Strategy:** Front-load or staggered over 5–7 years for optimal compounding

6. Why This Works for Bol Bol

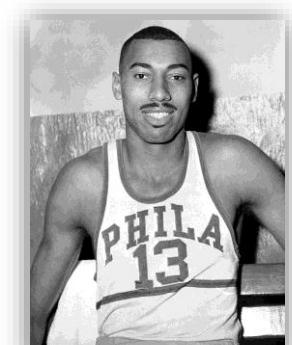
- **Age & Health:** Young and insurable—ideal for IUL leverage
- **Earnings Window:** NBA careers are short; this locks in long-term value
- **Legacy & Liquidity:** Trust structure supports family, philanthropy, and future ventures



Very few NBA players have monetized memorabilia by declaring it as stock—this is an emerging, niche strategy with limited adoption. Most memorabilia are sold via auctions, not securitized or fractionalized into tradable equity. **



Using cash value life insurance, trust, annuities, two reward the NBA players with a percentage of their points into accounts that compensate one's legacy and intellectual property in their trust. These 2 gents scoring ability was arrested correctly into accounts – our systematic strategy will change outcomes.



Here's what's happening in the space:

Traditional Memorabilia Monetization-Brown discussion

- Auction Sales Dominate: * NBA legends like *Michael Jordan* have seen memorabilia fetch millions at auction—his 1998 Finals Game 1 jersey sold for *\$10.1 million*, and a dual Logoman card with Kobe Bryant sold for *\$12.9 million*.
- Collectors & Investors: * These sales are typically one-off transactions to wealthy collectors or investment funds—not structured as securities or stocks.

Stock-Like Models: Rare and Experimental

- *Fractional Ownership Platforms:** Companies like *Rally*, *Collectable*, and *Otis* have experimented with securitizing sports memorabilia—offering shares of iconic items (e.g., rookie cards, game-worn jerseys).

- These platforms register items as securities and allow fans to buy fractional shares.
- However, **few NBA players have directly initiated or endorsed this model for their own memorabilia**.
- Player-Driven Tokenization: * There's growing interest in blockchain-based tokenization (e.g., NFTs or asset-backed tokens), but again, **this is not the same as declaring memorabilia as stock** under SEC guidelines.

Strategic Implications

- Legal & Regulatory Complexity: * Declaring memorabilia as stock requires SEC registration, valuation audits, and investor disclosures—making it impractical for most athletes.
- Brand Control vs. Liquidity: * Players may prefer auction or private sale routes to retain control over brand narrative and avoid dilution or public scrutiny.
- Offering of a 25% bonus on qualified and non qualified funds for legends of the game

We seek an audience with Fred the NBA Players president



Breakdown of Roles

- Fred VanVleet (President)
- Elected in July 2025 to a four-year term.
- Represents the players as the head of the NBPA's Executive Committee.
- Works directly with player representatives to advocate for members' rights, negotiate collective bargaining agreements, and guide union policy.

Direct Answer: Yes, Shaquille O'Neal recently spoke on The Pivot Podcast about how, as a young NBA player, he didn't listen to older veterans—and now he isn't sure if today's younger players listen to him either. It was a moment of reflection on generational dynamics in the league.

Shaq's Reflection on Mentorship

- Early Career: Shaq admitted that when he was younger, he didn't take advice from older players. He was focused on his own path and didn't always value the wisdom being offered.
- Now as a Veteran: He recognizes that same dynamic may exist today—young stars might not fully absorb what he says, just as he once ignored veterans.
- Underlying Message: His comment wasn't bitter; it was more about acknowledging the cycle of growth in sports. Every generation tends to learn the hard way before appreciating the lessons of those who came before.

Why It Matters

- Mentorship Gap: Shaq's honesty highlights a challenge in professional sports—bridging the gap between legends and rising stars.

- Generational Shift: Younger players often rely on analytics, trainers, and their own peer networks, while veterans emphasize lived experience.
- Shaq's Legacy: Even if not every player listens, his influence remains strong through media, business, and his larger-than-life personality.

It's fascinating because Shaq's story mirrors what many athletes and professionals experience: when you're young, you think you know it all, but later you realize the value of guidance.



Direct Answer: * Several younger NBA stars have openly credited Shaquille O'Neal for his mentorship, guidance, or inspiration—especially around business, dominance on the court, and legacy building. While Shaq himself has said he's unsure if today's players listen, examples show that his influence is still strong.

★ Younger NBA Stars Who Credit Shaq

- Giannis Antetokounmpo**
- Shaq has repeatedly praised Giannis as the “new Superman” and passed him the nickname.
- Giannis has acknowledged Shaq’s respect as validation of his own dominance, saying it motivates him to keep pushing.
- Dwight Howard (though now a veteran, he was mentored as a younger star)**
- Shaq gave Howard advice on embracing the “Superman” role and handling the pressure of being a franchise cornerstone.
- Howard often mentioned Shaq’s words when navigating his prime years in Orlando.



Joel Embiid**

- Shaq has publicly supported Embiid’s style of play and dominance in the paint.
- Embiid has said he values Shaq’s recognition, especially when Shaq compared him to himself as a dominant big man.

Anthony Davis**

- Shaq has spoken highly of Davis's versatility and encouraged him to embrace being a dominant big.
- Davis has credited Shaq's advice on balancing inside dominance with modern versatility.



Angel Reese (WNBA, but notable)**

- Shaq has taken a special mentorship role with Reese, calling her "like his daughter."
- Reese has credited Shaq for guiding her through the spotlight and business opportunities.

💡 Why This Matters

- **Generational Bridge:**** Even if Shaq doubts younger NBA players listen, stars like Giannis and Embiid clearly value his recognition.
- **Business Mentorship:**** Beyond basketball, Shaq's empire-building inspires younger athletes to think about life after the game.
- **Cultural Impact:**** Passing nicknames like "Superman" shows how Shaq intentionally connects his legacy to the next generation.



🏀 Key Takeaway

Shaq may feel disconnected at times, but **players like Giannis, Embiid, and Davis openly credit him for inspiration and guidance**. His mentorship role is less formal than someone like Kobe Bryant's, but his influence—both on and off the court—remains undeniable.

Basketball was created by **Dr. James Naismith** in **1891**, not Stephen A. Smith of ESPN.

-  **James Naismith:** A Canadian physical education instructor who invented basketball while working at the YMCA International Training School in Springfield, Massachusetts. He wrote down 13 basic rules and used a soccer ball and two peach baskets as goals.
-  **Stephen A. Smith:** A modern-day sports commentator and analyst for ESPN, known for his fiery takes and debates on shows like *First Take*. He had nothing to do with the invention of basketball—he just talks about it passionately.

So, to be clear: **Naismith invented basketball**, while **Stephen A. Smith talks about basketball**.

Since you're big on sports legacy and coaching trees, Michael, it's interesting to note that Naismith's invention directly led to coaching dynasties—his first players became coaches themselves, and the ripple effect shaped college basketball programs across generations.

That's a powerful thought, Michael. In 1891, James Naismith's vision was actually quite modest—he wanted a safe indoor game to keep his students active during harsh New England winters. He couldn't possibly have imagined the cultural explosion that basketball would become.

 **Global reach:** Naismith saw basketball as a teaching tool, not a global phenomenon. Today, it's woven into the fabric of urban identity in the U.S., and increasingly across Europe, Africa, and Asia.

 **Manute Bol**:** A towering figure from Sudan, Bol embodied basketball's ability to transcend borders. His humanitarian work off the court made him an ambassador for the sport's power to uplift communities.

 **Allen Iverson**:** Iverson brought a raw authenticity—his style, swagger, and resilience connected basketball directly to urban youth culture. He turned the game into an expression of identity, fashion, and music, influencing generations far beyond the court.

 **From peach baskets to cultural DNA**:** What began as 13 simple rules became a global language of athleticism, artistry, and empowerment. Basketball now serves as both a sport and a cultural movement, shaping self-expression and opportunity for millions.

If Naismith could see Bol and Iverson, he'd probably be astonished not just by their athletic brilliance, but by how basketball became a **vehicle for identity, community, and global connection**.

The other AI



Andre Iguodala (Executive Director)

- Appointed in November 2023 after Tamika Tremaglio stepped down.
- As Executive Director, Iguodala manages the union's day-to-day operations, ensures players' rights are protected, and oversees negotiations with the NBA.
- Brings nearly two decades of NBA experience, including serving on the NBPA's Executive Committee from 2013 to 2023.

Timeline diagram you asked for—it maps basketball's cultural journey from Naismith's invention to its global identity today.

🔍 How to read this timeline

- **1891:** James Naismith invents basketball with 13 rules at Springfield YMCA.
- **Early 1900s:** The game spreads through colleges and YMCAs, embedding itself in American education.
- **1946:** The NBA is founded, marking the professional era.
- **1980s:** Magic Johnson, Larry Bird, and Michael Jordan elevate basketball into a global spectacle.
- **1990s:** Allen Iverson fuses basketball with hip-hop, fashion, and urban youth culture.



- **2000s:** Manute Bol and other international players highlight basketball's humanitarian and global reach.
- **2010s:** European stars like Dirk Nowitzki and Luka Dončić expand basketball's influence across Europe.
- **2020s:** Basketball becomes cultural DNA for urban youth worldwide, blending sport, identity, and community.

⭐ Why This Matters

This diagram shows how a simple winter activity became a **global cultural force**. Naismith's invention didn't just create a sport—it sparked a movement that now embodies **identity, resilience, and generational legacy**. Figures like Iverson and Bol transformed basketball into a **language of empowerment**, while Europe's embrace demonstrates its universality.

What the Diagram Shows

The timeline above captures the evolution of basketball:

- From a simple indoor game created by Naismith,
- To a professional league with eras defined by iconic players,
- To today's NBA, where global talent and analytics-driven play dominate.
- Our use of Al= Allen Iverson- whom Sanders Met on his draft day with his grand Dad

Basketball's evolution reflects a broader story of growth, innovation, and cultural impact. From Dr. James Naismith's humble beginnings to today's global NBA phenomenon, it remains a game that inspires athletes and fans alike, proving that great ideas, when nurtured, can transcend borders and generations.

Michael C. Sanders, age 68, has been a devoted basketball fan since he was eight years old, attending games with his father at iconic venues such as the Trenton Civic Center, Madison Square Garden, the Philadelphia Baker League, the Philadelphia Baseball Museum, the Palestra, West 4th

Street in New York City, and the Rucker Tournament. His passion for the sport carried into his professional life, where he built a 45-year career in insurance and estate planning, working alongside numerous leading insurance professionals, companies, and advisory service providers.

Throughout his career, Michael worked with several notable NBA players, beginning with Manute Bol of the Philadelphia 76ers; Tate George of the New Jersey Nets and UConn; Ralph Addison of Syracuse; and DeWayne “Pearl” Washington, also connected through his New Jersey Nets tenure. Greg Grant—featured below—was not only an NBA player but also one of Michael’s training partners.

A standout athlete himself, Michael earned All-County honors in Mercer County in 1974 and later competed for Fairleigh Dickinson University in Teaneck, New Jersey, where he became a two-time All-American in Division Track and Cross Country. Both Greg Grant and Michael are proud alumni of Trenton Central High School. Greg often encourages Michael to share his insights on tax-deferral strategies and the role of dollar-cost averaging in building a strong financial portfolio. Greg, a retired NBA player, was one of the first athletes from TCHS to play and establish tenure in the NBA with teams including the Knicks, 76ers, and Suns.

Our Request

We aren’t asking for an exclusive opportunity to serve as the resource to provide education, professional advice, products, and services, coupled with solutions that will not cost the NBA legends, current player astronomical fees and cost. There are some costs and fees most are absorbed by the insurance companies, trust cost, and management fees can be negotiated, but

because of the economy of scales (volume cost for trust will range from \$2,500 to \$4,500 depending on the sophistication of the end user.

Trustee: Attorney Gregory T. Bailey 404-397-1975

Marketing representative: Larry Faust managing partner Cadre Works LLC 646-285-6437



Timeline of Basketball's Cultural Evolution



Wilton Norman
Chamberlain



Era	Key Developments	Cultural Impact
1891–1900	James Naismith invents basketball in Springfield, MA. Early games use peach baskets and soccer balls.	Seen as a winter fitness activity; spreads through YMCA and colleges.
1900s–1930s	Rules standardized, professional leagues form. Basketball enters schools and communities.	Becomes a structured sport; starts embedding into American culture.
1936	Basketball debuts at the Berlin Olympics.	Gains international recognition as a global sport.
1946–1960s	NBA founded (1946). Stars like George Mikan and Bill Russell dominate.	Professionalization; Russell and others link basketball to civil rights.
1970s–1980s	ABA merges with NBA (1976). Magic Johnson, Larry Bird, and Michael Jordan rise.	Basketball becomes entertainment; sneakers and fashion tied to the sport.
1990s	Michael Jordan globalizes the game. NBA expands internationally.	Air Jordans, hip-hop culture, and streetball courts define basketball's identity.
2000s	Stars like Kobe Bryant, Allen Iverson, and Shaquille O'Neal shape the era.	Hip-hop and basketball fuse; Iverson influences fashion and attitude.
2010s–Present	LeBron James, Stephen Curry, and international stars dominate. Social media amplifies reach.	Basketball becomes a global cultural force, tied to activism, fashion, and digital media.

Big Picture

- **From gym class to global culture:** Basketball started as a simple game but now influences music, fashion, activism, and identity worldwide.
- **Streetball & community:** Courts became cultural hubs, especially in urban areas.
- **Fashion & lifestyle:** Sneakers, jerseys, and streetwear evolved into cultural icons.
- **Activism:** Players use their platform for social justice, making basketball more than just a sport.

The NBA is played in most people's home theatre with comfortable food, nice drinks and family gatherings

A picture depicting the evolution of NBA players would look like a visual **timeline of increasing athleticism, specialized skill sets, and cultural shifts**, moving from early players with rudimentary equipment to modern "unicorns" capable of playing multiple positions. The visual would highlight specific changes across different eras:



Bob Cousy is 97 years old. He was born on August 9, 1928 in New York City.

Context on His Longevity 

- Cousy is one of the few surviving legends from the Boston Celtics dynasty of the 1950s and 1960s.
- At 97, he remains a living link to the era when the Celtics, led by Bill Russell and guided by Cousy's playmaking, dominated the NBA. 1957 NBA MVP 6 Chips
- His long life has allowed him to witness the evolution of basketball from the early days of the league to today's global sport.



DISCLAIMER

This information is to provide details and the creation of a strategy; no products or services are being sold at this time. This presentation and any related information, document(s) is not in any way or nature an offer to buy/sell securities or securities transaction whatsoever and is not a solicitation of fund/securities of any kind. The information contained in this communication from the sender is confidential. It is intended solely for use by the recipient and others authorized to receive it. If you are not the intended recipient, any sharing, copying, or use of this information is strictly forbidden and may be illegal. Cadre Works LLC should be herald, 2 olde insurance dawgs who want to stay in touch with the marketplace, brining content and information for a few select insurance professionals - a team of quality relationship