



**BECOME A PARTNER \* SPONSOR A TEAM \* GIVE A DONATION \* LEND A HELPING HAND BE A FAN**

**Hampton Roads 7 Cities Pro-Am, Inc.**

### **FACT SHEET**

- 1. Hampton Roads 7 Cities Pro-Am Basketball, Inc.,** is a community-based sport's league sponsored by Pilot Media. This 501 ( c ) 4 nonprofit organization is housed in the Broad Creek section of Norfolk and offers an eight-week summer basketball league and family outreach activities for youth and parents throughout Hampton Roads.
- 2.** During the summer of 2012, the league will hold its 8th Annual Summer Pro-Am Basketball sports event at Maury High School. Admission is free.
- 3.** The Pro-Am is a basketball tournament between top high school graduating senior athletes and college and professional overseas players. These week-end games feature both men and women teams.
- 4.** HR 7 Cities Pro-Am, Inc. extends its reach into the community to offer family members with other interests, numerous family oriented programs. These activities are available in designated classrooms during game time. Youth, ages 7-16, can enjoy activities such as chess, model building, games and double-dutch, while parents can participate in networking and informational seminars led by various educational, health, media, political and religious leaders in the community.
- 5.** The mission of HR 7 Cities Pro-Am, Inc. is to bring together the whole community through the power of team spirit. Partners, sponsors, donors, athletes, coaches, officials, family, friends, volunteers and community leaders support this high-quality athletic league. HR 7 Cities Pro-Am, Inc. aspires to enhance the quality of life of those living in this region.
- 6** During our 2010/11 championship game, 190 fans completed the *How Are We Doing?* survey, conducted by our organization. Comments included:

"Very good talent and game. Will attend next year!"

"Very impressed."

"Need to have more gatherings like this for the community"

"Definitely family-oriented!"

"Keep this affair going. It's a community builder."

" Better engage the community and local businesses."

"More advertisement needed to promote the event."

"I'm trying to get the community to support what we're doing, and get the guys some exposure."

(New Journal & Guide, 8/05)



"It is an opportunity for youth and their families to sit in the stands and enjoy the athletes showcase their talents and provide a positive option during the long summer days." (New Journal & Guide June 25, 2009)

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