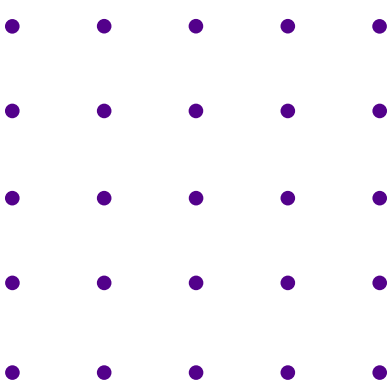


REVOLUTION 88

CHANGING THE GAME





THE GAME CHANGERS



Megan Council

Arizona State University
Area Interest: Sports Communications &
Community Relations



Jaylen Currie

Arizona State University
Alumni



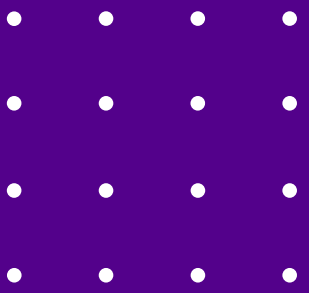
Amy Messina

Aspiring Social Media Marketer

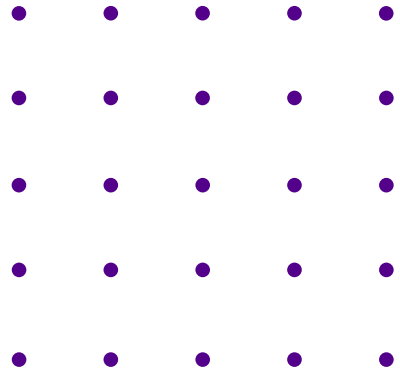


Karolynn Soto

Becoming a role model for
many young women of color



WHY ARE WE HERE?



Ask:

- Drive awareness to stakeholders
- Increase brand education
- Build pride and loyalty
- Incorporate innovative technology

Agenda:

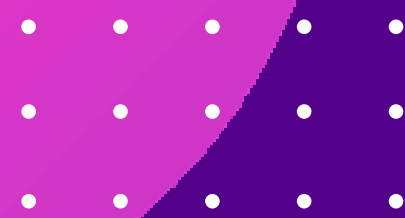
- Our mission and values
- Rebrand
- Activations
- Measure Success



THE MISSION

The mission of Revolution88 Suns and Mercury Foundation Is to Impact diverse Arizona communities In need with an emphasis on basketball Inspired programs.



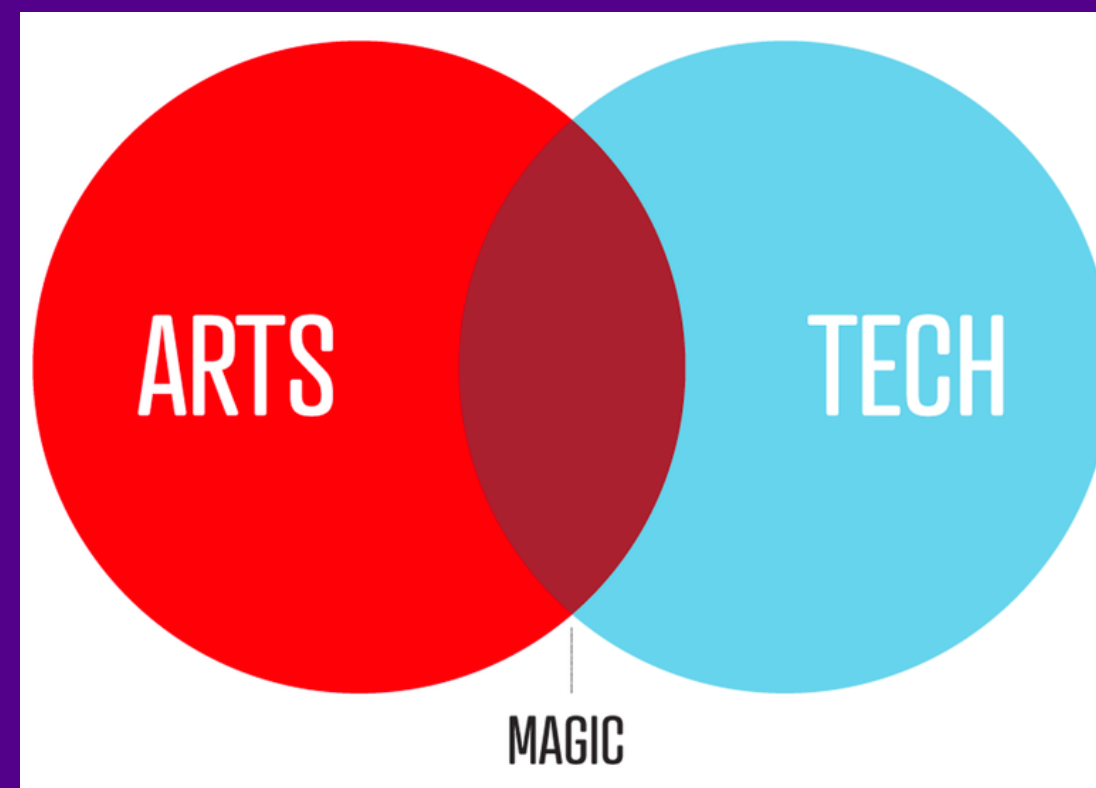


OUR VALLEY. OUR VALUES.

Impacting diverse communities through:



Education



Art & Technology



Health & Mental Wellness



PSC REBRAND



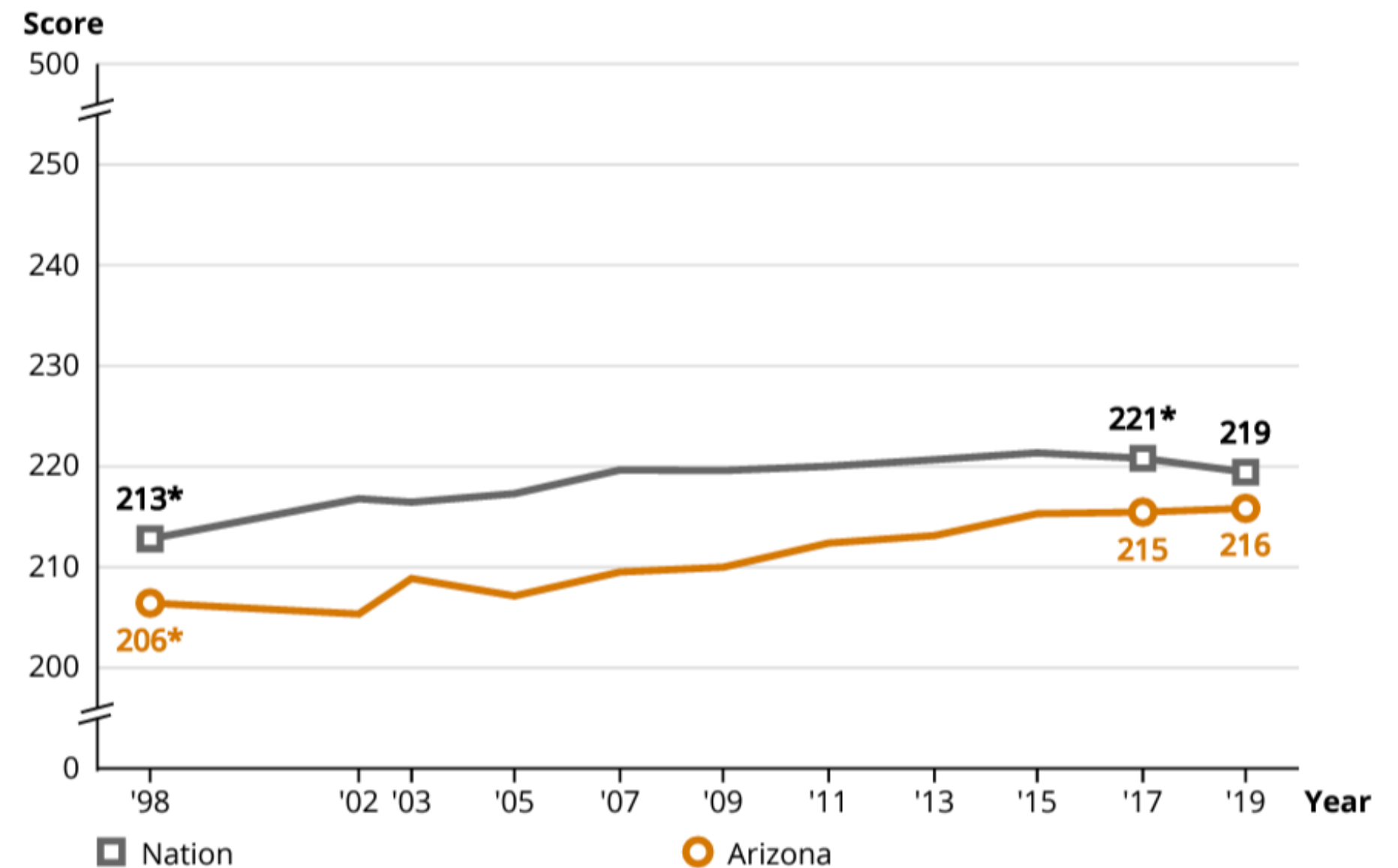
Education



Research and Studies

In 2019, the average score of fourth-grade students in Arizona was 216. This was lower than the average score of 219 for students in the nation. (NAEP)

Average Scores for State/Jurisdiction and Nation



3%



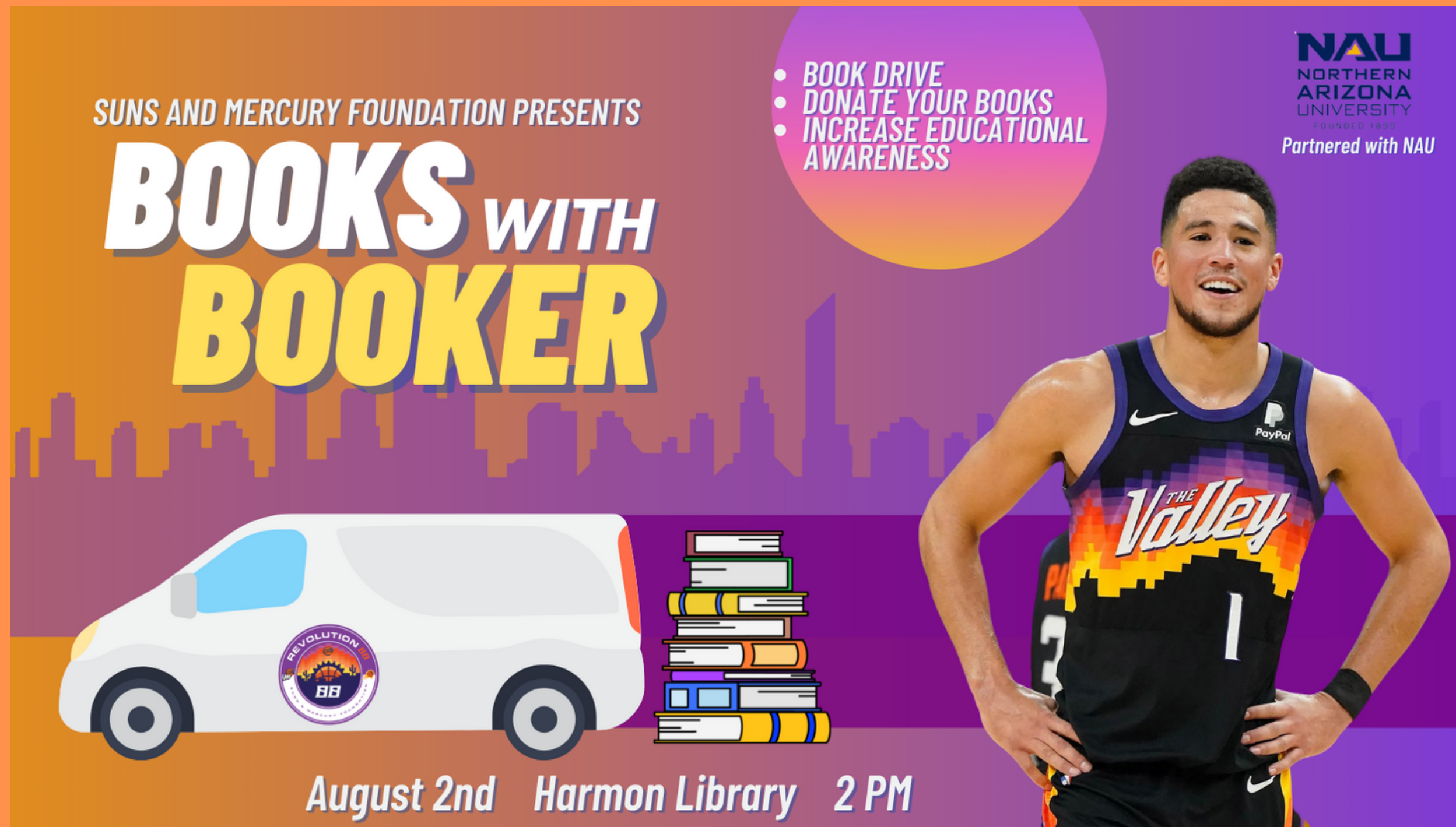
- **Percentage of 3rd grade children with limited English proficiency that pass the AZmerit**

47TH

- **Where Arizona ranks in funding and spending towards education**



Books with Booker



- Incentives
- Why Booker?
- Partnerships (NAU)
- QR Code



Backpacks with Brittney

- Back to school event collecting:
 - Book bags
 - Paper/notebooks
 - School supplies
- In game: Buy a bag, give a bag
- Fund schools/organizations



Art & Technology

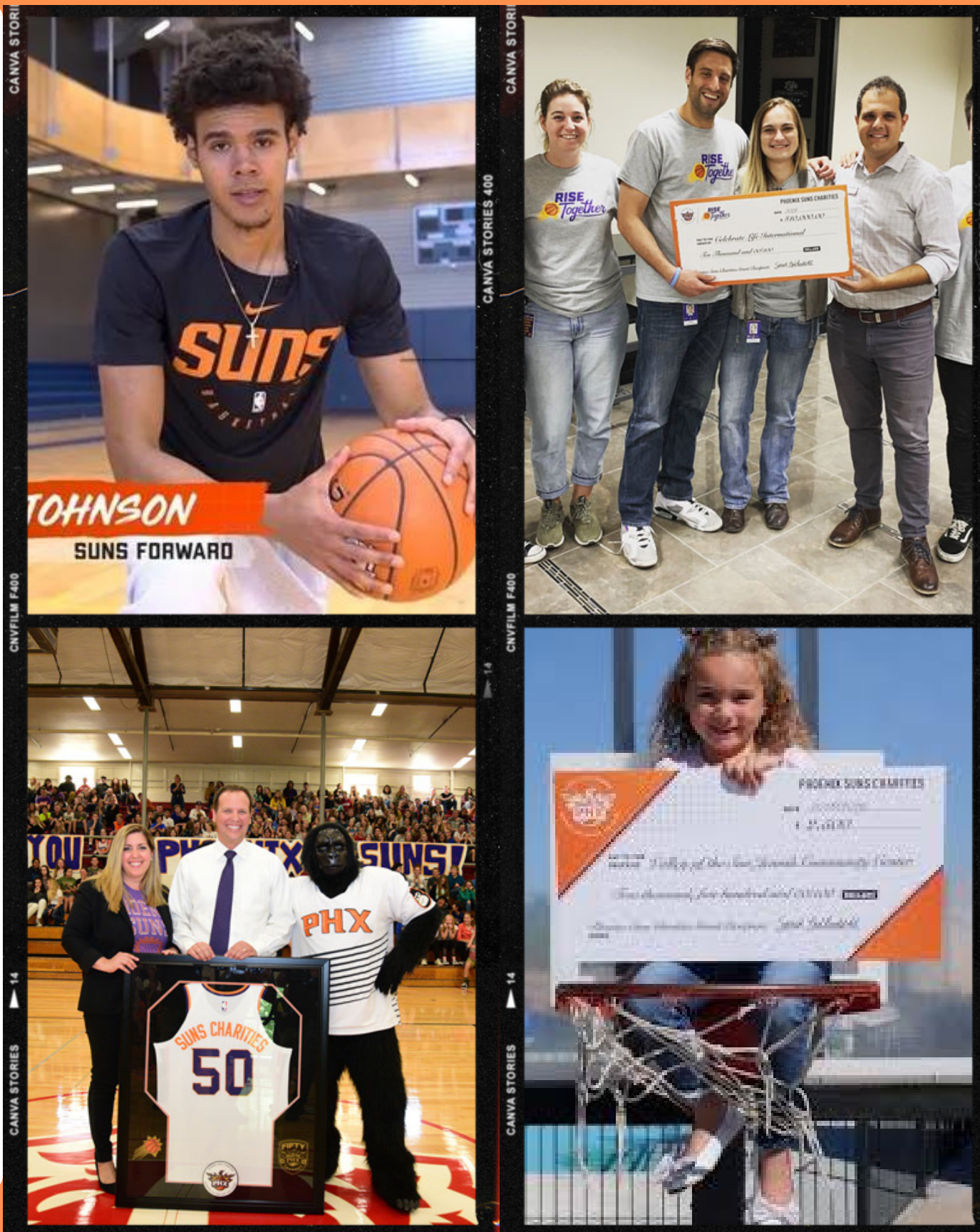
Community Corner Before



Interactive Wall

- Collaborate with non-profit organizations to create artwork
- Bring the stories to life with visuals
- Vending machine distributes customized merchandise after donating





**Community
Corner
After**

NFTs

- Non - Fungible Token: owning a digital asset
- Amplify the kids' creativity
- Sell them at auction at community corner
- Create a partnership with crypto company (FTX, Flow.com, etc.)
- Communication through discord
- Community contest where players choose which one they like more, which could be known as CP's 3 NFTs



Health & Mental Wellness

MENTAL HEATH



- Many athletes suffer dealing with expectations
- 1 in 3 athletes has anxiety
- 1 in 3 athlete has depression
- Suicide is the 4th leading cause of death among athletes
- **Action: Alleviate pressure/ prioritize health/ promote mental health is not failure**

WELLNESS



- Many school-aged girls and young women cannot afford female hygiene products
- Hot temperatures in the valley can lead to dehydration
- **Action: Create access for women to recieve free hygiene products/ supply water for severe hot days in community**

MERCURY MEANS WELL

- Wellness van drives around the Phoenix-Metro Area distributing:
- **Female hygiene products**
- **Water**
- **Blankets**
- **Collections of shoes for BG Shoe Drive**
- Create shirt with slogan "***Mercury Means Well***" to sell in Team Shop



a wellness stop for you

MERCURY MEANS WELL



Location: Van will be in
route around Footprint
Center in the
Downtown Phoenix
Community

- Female Hygiene Products
- Water
- Blankets
- Collection for shoes for BG



PETSMART PRESENTS: ALL PAWS IN

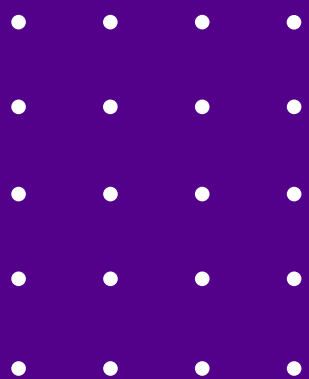
- All Paws In is a community based program that partners with Petsmart to help alleviate the stress and high pressure that comes with being an athlete
- Puppies offer emotional support and companionship



ALL PAWS WILL GET INVOLVED:

- Incorporate Suns players, Suns employees and their dogs
- Create dog neck bandana merchandise with slogan, "**Paws in 4**" to sell in team shop in relation to Petsmart activation

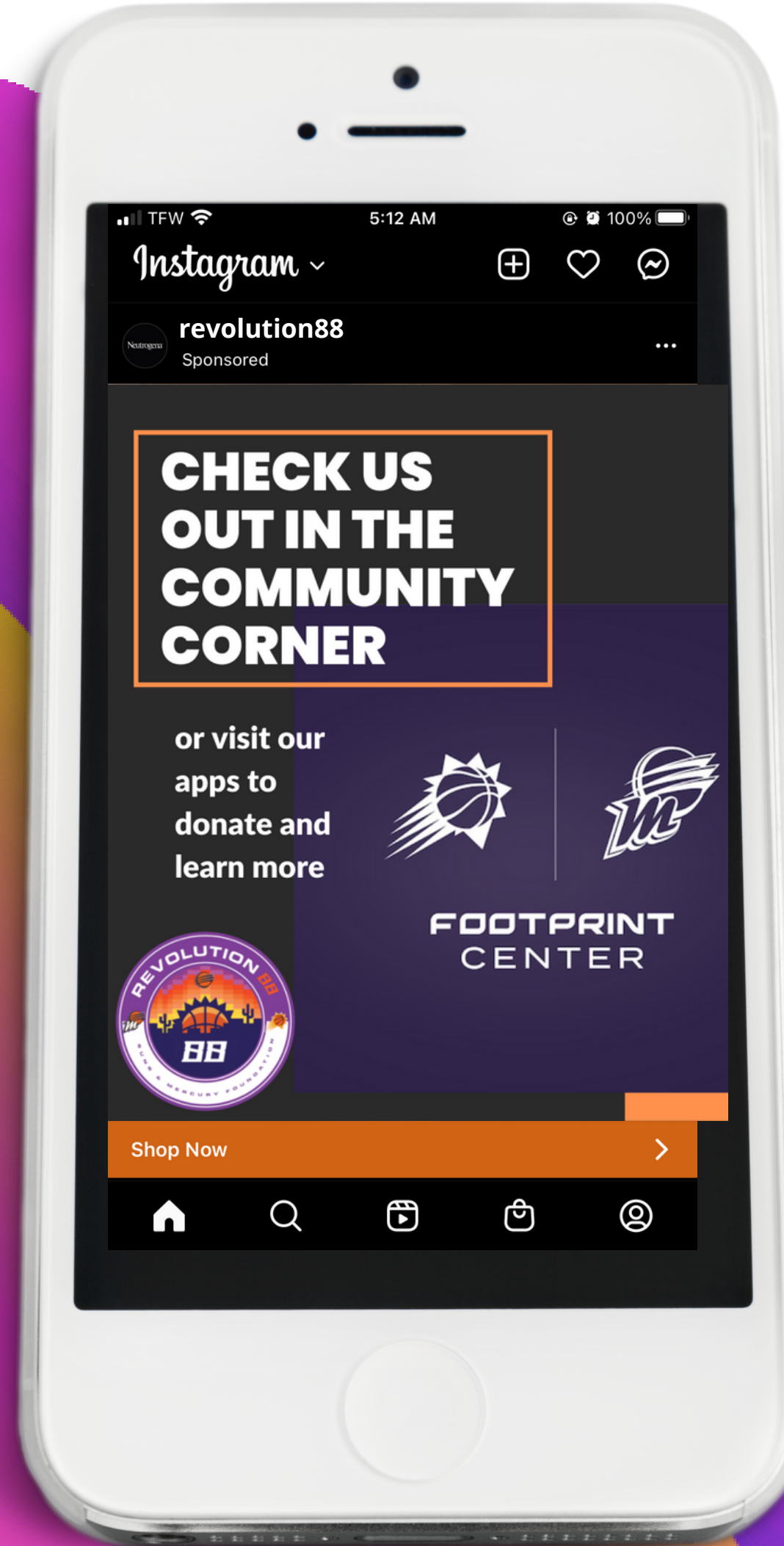




JOIN THE REVOLUTION



LET'S GET SOCIAL



- Geofence
- #Revolution88
 - Submissions displayed on game day
 - Pavilion screens
 - Jumbotron



MAKE IT MEASURABLE

What does success look like?

Valley Value	KPI
Education	<ul style="list-style-type: none">• 100% internal participation (employees+players) in book/supply collection• Donate to 1,000 kids each back-to-school season
Art & Technology	<ul style="list-style-type: none">• ~32,000 impressions at community corner/month between Suns+Mercury games• 10% of attendance scans QR code• Raise \$15,000 with each NFT “art drop” to donate
Health & Mental Wellness	<ul style="list-style-type: none">• Distribute 30 wellness bags/month• Alleviate the stress of 50 young athletes/year



THANK YOU!

