

To: Starbucks Corporation

From: Dr. Renard Maxwell / SNI Sports Management Corporation

Date: May 20, 2016

Subject: Proposal to Proffer Executive Naming Rights for Sports Arena, future home of the Seattle SuperSonics Basketball Organization

Seattle SuperSonic Basketball Organization, a subsidiary of SNI Sports Management is preparing to bring the culture and sport of professional basketball back to the state of Washington with the construction of a state-of-the-art multi-use arena surrounded by 60 acres of mixed-use development right in the heart of Seattle. Professional basketball has been absent from the state of Washington since 2008 and we plan to rekindle a love once lost alongside the monumental efforts of the Starbucks Corporation brands. This proposal provides a brief explanation of how Starbucks Corporation involvement is important to the city of Seattle's economy and the expansion to the sport of professional basketball.

There are multiple areas of interest that will be taken advantage of with exclusive naming rights. Upon completion of the sport arena and the surrounding mixed-use development which includes an entertainment district, we plan to incorporate an innovative Starbucks coffeehouse that will be the focus of the district. Another area of interest includes constructing two Starbucks Corporation suites inside the physical structure of the arena; one of which will be exclusively for Starbucks Corporation members and engagements, the other will serve as the entertainment unit for general admission guest.

Starbucks inadvertently says Seattle, so what better way to represent the city by branding the reinvented culture of basketball in Seattle than with the homegrown Starbucks trademark. SNI Sports Management has secured 80 acres of land in the heart of Seattle. 60 of the 80 acres will occupy mixed-use development that includes a 6 floor parking garage, 27 floor, 400 room 4 star hotel; 1 Starbucks with 4 kiosk throughout the property, 14 restaurants and 3 sports bars; 10 floor luxury condominiums with private parking garage; family entertainment and water park. The

other 20 acres will be secured by the Arena and a partially covered parking lot.

We at SNI Sports Management have over 100 years combined experience in the Sports Industry fields of marketing, advertising, media, business administration and multiple facets of management at the executive level. We sports management professionals with the credentials and achievements at the highest level of accolades in the industry.

SNI is proposing a long-term exclusive naming rights tenure for 20 consecutive years totaling \$600 million. Details are as follows:

Year 1-10: \$20M/year = \$200M

Year 10-15: \$20M/year + \$10M/year = \$250M

Year 15-20: \$30M/year = \$150M

The following information gives a brief overview on how the naming rights will benefit Starbucks Corporation. As we know, marketing is one of the key factors to the continual success of any business. There are a total of 10 billion potential impressions that include social media, television and radio, details are as follows:

- 42 million international fans
- 19 million viewers to the network that air professional basketball
- 3 million radio listeners
- Arena will host 18,500 fans for 41 regular season games
- Potentially host 18,500 fans for an additional 16 post season games
- 18,500 fans for 10 days to host College Basketball Elite 32 tournament
- Potentially host 18,500 fans for 17 woman's professional basketball
- 281 days to host various events
- Post game interviews backdrop will hoist a massive Starbucks trademark
- Season ticket holders will receive exclusive Starbucks member cards