

HARLEM WOODBINE PRESENTS

# NBA BAL Franchise

# BAL South Africa

A once-in-a-generation franchise investment opportunity in the  
world's fastest-growing demographic market

## THE TEAM

# Experienced Operators. Global Vision.

Forbes-featured. History-making BAL investor. 16 years officiating at the highest level of women's basketball — now building the next chapter from the boardroom.

### Dr. Tim Vidale

#### CO-FOUNDER & MANAGING PARTNER

- Washington Business Journal Top 40 Under 40 — recognized for sports business leadership
- 4-year owner of the Cape Town Tigers, BAL — reached semifinals in back-to-back seasons
- Expertise in capital structuring, franchise operations, and LP management
- Co-leads all investment opportunities at Harlem Woodbine

### Natasha Camy

#### CO-FOUNDER & MANAGING PARTNER

- Featured in Forbes for shaping the future of basketball; named Philadelphia Magazine's 2024 Luminary Leader
- One of the only African American women to invest in a BAL team — co-owner of the Cape Town Tigers since 2024
- 16-year NCAA Division I Women's Basketball referee; officiated the most-watched women's basketball game in history (LSU vs. Iowa Elite Eight, 2024) and the 2025 Big 12 Conference Final
- Part of the first all-Black women's officiating crew in Missouri Valley Conference history
- Founder of Referee Ready Academy — a national referee development program offering camps across the U.S.
- BAL4HER program ambassador; Philadelphia Convention & Visitors Bureau Diversity Advisory Board member

### Harlem Woodbine

#### PRIVATE INVESTMENT FIRM

- Active BAL operators — Cape Town Tigers franchise owners for 4 seasons, reaching semifinals
- Portfolio spans sports analytics, basketball development, and franchise investment
- BAL Johannesburg franchise is the firm's strategic expansion — building on proven BAL experience
- Investor network spans North America, Middle East, and Africa

THE OPPORTUNITY

# Sports, Culture & Emerging Markets Converge



## NBA-Backed League

The BAL is a joint venture between the NBA and FIBA — the only professional basketball league the NBA operates outside North America. Our team has established relationships within the BAL ecosystem and is positioned to execute from day one.



## Africa's Untapped Fanbase

60% of Africa's 1.4 billion population is under 25 — the fastest-growing sports demographic on the planet. We have the market intelligence, local partnerships, and operational playbook to convert this fanbase into long-term revenue.



## Ground-Floor Franchise Entry

The BAL is transitioning to permanent city-based franchises now. Harlem Woodbine has the team, the strategy, and the capital structure in place to secure a Johannesburg franchise before valuations reflect the full upside.

JOHANNESBURG

# Exponential Growth Market

Johannesburg is the economic capital of Africa's most commercially mature sports market — with world-class infrastructure, a proven track record hosting global events, and a passionate basketball fanbase that's growing exponentially year over year.

BAL fans on the continent are projected to grow from **10 million in 2024** to **25 million by 2030** — representing a 13% CAGR. The league itself has more than doubled total revenue in just five seasons, expanded from one to four host markets, and proven that African basketball can attract world-class sponsors and broadcast partners.

**0.9B**  
AFRICA POPULATION

**37%**  
UNDER AGE 25

**15M**  
BAL FANS BY 2030

**8%**  
SPORTS MARKET CAGR

# Multiple Revenue Streams



## Ticketing

A 15,000-seat arena with premium courtside, club, and standard tiers positions the franchise to capture significant gate revenue. As attendance trends across the league suggest, early-stage markets can see rapid ticketing acceleration once fanbases take hold.



## League Revenue & Media

Backed by NBA media infrastructure and a continental footprint of broadcast relationships, league distributions are expected to scale meaningfully. Multi-year partnerships already in place signal strong momentum and growing demand for African basketball content.



## Sponsorships

Projected to become the franchise's dominant revenue stream, mirroring league-wide trends where sponsorship accounts for the vast majority of total revenue. A growing roster of global and Pan-African brands entering the ecosystem suggests significant upside.



## Merchandise

Still nascent at the franchise level, merchandise represents one of the highest-growth opportunities as brand identity develops. League-wide trends point to compounding returns as fan culture matures and retail channels expand.



## Community & Events

Year-round cultural programming, basketball clinics, and lifestyle entertainment are expected to build community equity and generate recurring ancillary revenue beyond game days.



# Sponsorship Pipeline

Based on our comparative analysis of franchise-level sponsorship models across emerging sports markets, sponsorship is projected to be the franchise's highest-growth revenue stream. Our research into deal structures, category pricing, and regional brand appetite informs the pipeline targets below — each benchmarked against observed market rates and adjusted for the unique positioning of a Johannesburg-based franchise.

## Title Sponsor

**Target Categories:** Pan-African telecom (MTN, Vodacom, Airtel), Global sportswear (Nike, Adidas) — benchmarked against South Africa's top-tier franchise title deals and adjusted for NBA brand premium

Projected close window: Year 2–3

## Category Sponsors

**Target Categories:** Financial services (Standard Bank, Absa, FNB), Consumer goods, Beverage brands — modeled on category sponsorship structures observed across SA's premier sports properties

Projected close window: Year 2–4

## Regional Partners

**Target Categories:** South African retail, Hospitality, Auto brands with Africa expansion plans — informed by regional sports partnership data and Johannesburg market sizing

Projected close window: Year 1–3

## NBA Brand Halo

**Target Categories:** Our analysis indicates that brands already active in the NBA ecosystem could provide accelerated partnership pathways, amplifying franchise sponsorship value beyond standalone SA benchmarks

Projected impact: Ongoing

**Research-Backed Projections:** These figures are derived from our proprietary analysis of comparable franchise sponsorship portfolios, regional advertising spend data, and brand investment patterns in African sports properties. The franchise's association with the NBA ecosystem is expected to serve as a credibility accelerator, potentially compressing typical sales cycles and elevating deal values above standalone benchmarks.

PHASE 2 VISION

# Beyond Basketball — The District.

The franchise anchors a broader real estate play — creating a sports-entertainment district that drives property values and generates diversified returns.

**THIS RAISE** → Franchise acquisition & operations | **PHASE 2** (future raise, not included in \$100M): District development, arena, hotel, commercial real estate



## Arena & Entertainment District

Purpose-built 15,000-seat arena anchoring a mixed-use entertainment precinct with retail, dining, and nightlife venues.

*Estimated Phase 2 investment: \$150M–\$250M*



## Hotel & Hospitality

Adjacent hotel development capturing game-day visitors, tournament traffic, and year-round demand in Johannesburg — South Africa's largest city and commercial hub.

*Revenue opportunity: \$8M–\$15M/yr at maturity*



## Commercial Real Estate

Office, retail, and residential development around the arena precinct — benefiting from the catalytic effect of a permanent sports franchise.

*Catalytic value uplift: 15–30% on surrounding land*



## Training & Academy Facilities

World-class training complex doubling as community sports center, driving real estate value in surrounding areas.

*Opens Year 3 alongside Phase 1 operations*

## INVESTMENT OVERVIEW

# A Win-Win Proposition



### NBA Institutional Backing

Credibility, media infrastructure, and global network access that no independent league can replicate.



### Early Mover Advantage

First-round franchise investors capture the steepest portion of the value creation curve before later rounds price in success.



### Long-Term Appreciation

Sports franchise values consistently outpace traditional equities. Early holders see maximum upside leverage.



### Diversified Returns

Revenue from ticketing, media, sponsorships, merchandise, real estate, and hospitality — not a single-stream bet.

## CAPITAL STRUCTURE

**\$100M**  
Total Raise Target

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Individual Minimum	<b>\$1M</b>
Syndicate Minimum	<b>\$5M</b>
Target Investors	<b>Accredited</b>

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Capital deployed across franchise acquisition, market operations, talent development, and brand activation.

## USE OF FUNDS

# How the **\$100M** Is Deployed

Capital is strategically phased to secure franchise rights, build operational infrastructure, activate the brand, and develop world-class talent.

**50%**

### Franchise Acquisition

**~\$50M**

BAL franchise fee, legal structuring, entity formation, and NBA/FIBA regulatory compliance

**25%**

### Operations & Infrastructure

**~\$25M**

Arena partnerships or venue buildout, staffing, technology systems, and first 3 years of operations

**15%**

### Talent & Team Development

**~\$15M**

Player scouting, coaching staff, training facilities, and South African youth academy pipeline

**10%**

### Brand & Market Activation

**~\$10M**

Launch marketing, sponsorship development, community engagement, and merchandise program

**Reserve / Contingency (~\$10M):** Retained for currency risk, regulatory delays, and opportunistic market investments in Johannesburg.

GET STARTED

# Join Us as a **Founding Partner**

This is an invitation to be among the inaugural equity partners in a transformative sports franchise opportunity — backed by global institutions, positioned in the world's fastest-growing market.

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