

Salt Lake County All-Star Community Engagement Ideas/Initiatives

**These are still preliminary ideas and confirmation of locations and event details are forthcoming*

► **Outside or Inside Artistic Installations with SLCo Branding (January-All Star weekend)** **see three attached renderings of these installations: Throwback to NBA All Star Game in SLC in 1993; Neon Interactive Hoops; Art Perspective*

Two to three of these installations would be erected with recognition of SLCo

- Locations could include:
 - Clark Planetarium at the Gateway
 - Children's Museum at the Gateway
 - Abravanel Hall
- Exhibits may be free standing or require support (indoor and outdoor)
- Access to exhibits must be free (no entrance fee required)
- Part of NBA Rewards program (earn points by scanning QR code at exhibits)
- Part of NBA Rewards Program (January - All-Star weekend)

► **All-Star Reading Program (January – February)**

Engage our libraries to kick-off a children's All-Star reading challenge.

- Library staff will choose an appropriate book
- Rewards and prizes for participants provided by Utah Jazz (stickers, merchandise, tickets to ancillary events*)
- Marketing/Promotional Materials (posters, fliers, graphics)
- Looking to confirm that various NBA team mascots could come to an event at the end of the challenge

► **Exclusive All-Star Hospitality Experience**

- SL County Council and leadership invited to one exclusive hospitality experience during All-Star weekend (not tied to official ticketed NBA All-Star events)
- Approximately 25 - 30 guests
- Location and timing TBD

► **Jr. NBA Activation**

The Jr. NBA activation is hosted by the NBA at the Salt Palace. They bring in and hire coaches and run all the programming. On Friday, they invite and will bus students (middle school/Junior High) to the Salt Palace. On Saturday/Sunday, they do similar programming but allow the public to register to participate. We are planning to engage with SL County for the schools on Friday. We can provide several spots to the county for the Saturday/Sunday programming.

► **All-Star Alumni Appearance at a SLCo Recreation Center**

Still confirming details of this event which could take place at one of our recreation centers during the All-Star week, most likely Wednesday, or Thursday. It could include a town hall/panel discussion/meet & greet with an NBA alumni

- Rewards and prizes for participants provided by Utah Jazz (stickers, merchandise, tickets*)
- Marketing/Promotional Materials (posters, fliers, graphics)
- All-Star Alumni appearance (panel discussion, photos)
- Target: Grades 9 – 12

► **Additional print materials, graphics and stickers available at multiple county facilities**

- Locations and quantities TBD

**Ticket inventory for prizes will draw from NBA ancillary and fan events (subject to availability). They could include Crossover/Jam Session; Celebrity Game; HBCU Game; G-League Game; Practice & Media Day*