

NBA Team/Arena Investment Proposal
Presented By David A. Singh
CEO Blessed Promotions TM

We are excited to share with you a unique opportunity to be part of **NBA expansion into El Paso, TX** – a project with the potential to create both **BILLION-DOLLAR financial returns** and a lasting legacy!

How It All Starts

This vision begins by bringing the San Antonio Spurs—headlined by global sensation **Victor Wembanyama**—to our region for an unforgettable preseason basketball experience.



Projected Investment & Impact

Securing this event requires a **\$2,000,000 tax-deductible sponsorship fee**, which serves as the official guarantee to host a San Antonio Spurs preseason game. The proposed venue is the **Pan American Center in Las Cruces, NM**, a premier facility with a seating capacity of **12,500**. This offers a significant scale for brand exposure and community engagement.



Sponsorship Levels

Level One: Premier Partner | \$100,000+ Maximize your brand's reach with a comprehensive multi-channel marketing package. This tier includes:

- **Broad Spectrum Advertising:** High-visibility placement across commercial broadcasts, digital and print media (banners, flyers, and electronic assets), and dedicated social media campaigns.
- **In-Game Recognition:** Feature spots during the live game broadcast.
- **Ticket Bundle:** 15 complimentary game tickets (subject to availability).

Level Two: Associate Partner | \$50,000 – \$99,000 Maximize your brand's reach with a comprehensive marketing package. This tier includes:

- **Targeted Promotion:** Your brand will be featured across all print materials (banners and flyers) and our official social media channels.
- **Exclusive Perks:** Includes 10 complimentary game tickets (subject to availability).
- **Zero-Risk Commitment:** This is a letter of intent only. No funds are due until the NBA officially approves the venue.

Level Three: Associate Partner | \$10,000 – \$50,000 Maximize your brand's reach with a marketing package. This tier includes:

- **Targeted Promotion:** Your brand will be featured on our official social media channels.
- **Exclusive Perks:** Includes 5 complimentary game tickets (subject to availability).

You may categorize your contribution in one of two ways for your records:

- **Charitable Donation:** Make your contribution through our 501(c)(3) non-profit organization, **The Glass Slipper**, for a tax-deductible donation.
- **Business Advertisement:** Participate via our event advertising campaign, allowing your contribution to be treated as a business marketing expense.

Our broader vision is to host a series of games in the region, demonstrating to the NBA that the El Paso and Las Cruces area is a premier market capable of sustaining professional basketball.

As a thank you for your support, all contributors are eligible to receive two complimentary tickets (subject to availability). .

Once the NBA officially approves the event, you may select the contribution method that best fits your financial needs:

- **Charitable Path:** Direct your contribution to our 501(c)(3) non-profit, **The Glass Slipper Project**, for a tax-deductible donation.
- **Marketing Path:** Support the event through our advertising campaign managed by **Blessed Promotions**, allowing your contribution to be treated as a professional marketing expense.

Venue Logistics & Requirements

- **NBA Site Inspection:** To move forward, the NBA requires an official site visit and area inspection, which involves a \$6,000 fee.
- **Venue Selection:** While the Don Haskins Center was our initial choice, it was determined that the three-foot wall surrounding the floor does not meet strict NBA Player Safety Standards. Consequently, we have shifted our focus to the Pan American Center.
- **Facility Leasing:** The estimated cost to lease a regulation-grade arena ranges between \$50,000 and \$100,000 per day.

Any monies contributed toward the lease or any other required costs would receive a 100% ROI, which would be paid immediately after the event.

Why Invest in the Guarantee Fee?

- **Unrivaled Networking:** Direct engagement with NBA executives, coaches, and world-class athletes.
- **Live Broadcast Promotion:** National and local brand visibility during the game, with all broadcast fees handled by the Spurs.
- **Full Media Integration:** Prominent logo placement across print, digital, and social media platforms.
- **Premier Access:** 6 complimentary tickets to experience the action live.
- **Future Opportunity:** Direct involvement in the groundwork for future professional sports investments in our area.

Strategic NBA Expansion & Regional Investment

The NBA is actively expanding its global and domestic footprint, with plans to add at least two new franchises to the league. Cities seeking to qualify for expansion must demonstrate a robust roadmap and, most importantly, the financial infrastructure to sustain a professional team. Our initiative to host preseason games is the critical first step in proving that our region possesses the market depth and capital backing required to be a serious contender for future NBA expansion.

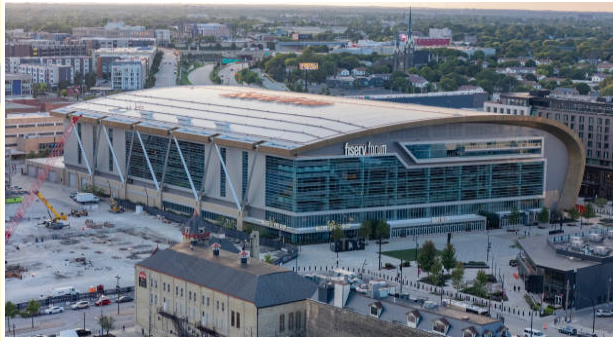
2027-2030

- Submit a bond application to the city/county
- Get estimates and enlist an architecture firm to design the arena
- Get bids and enlist a construction company to build a **20-thousand seat arena**
- Locate land for the arena
- Price for land
- The cost for everything listed above is to be determined.

**THE PLAN IS TO HAVE ALL THE WORK DONE THROUGH
LOCAL BUSINESS!**

New arenas built in the last 10 years:

Fiserv Forum in Milwaukee, Wisconsin built in 2018



Chase Center in San Francisco, California built in 2019



Intuit Dome in Inglewood, California built in 2024



Project Marvel to be built in San Antonio, Texas by the year 2032



Comparative Development Projections

While modern NBA-caliber arenas typically accommodate approximately 19,000 spectators with construction costs ranging from **\$900 million to \$2 billion**, our region offers a significant competitive advantage.

- **Cost Efficiency:** By leveraging local market conditions, we project that a premier arena in El Paso could be developed for approximately **\$500 million**.
- **Land Acquisition:** We have identified a requirement of **30 to 50 acres** for the facility. Depending on the specific site, land acquisition costs are estimated to average between **\$4 million and \$6 million**.

2030-ON

NBA Franchise Acquisition & Operational Outlook

- **Expansion Fees:** Depending on the market, NBA franchise fees are currently projected to range from **\$500 million to \$3 billion**.
- **Ownership Structures:** Flexibility exists for either **sole proprietorship** or a **consortium/ownership group** model.
- **ROI Projections:** Historical data and market trends suggest the potential for profitability within the first **five to ten years**, with opportunities for accelerated returns.
- **Operational Budgeting:** Estimated home-game operating costs range between **\$100,000 and \$400,000**, varying based on specific market logistics.

Operational Infrastructure and Event Logistics

To maintain NBA-caliber standards, the daily and event-specific overhead includes:

- **Comprehensive Staffing:** Scaling for game-day operations requires a full suite of personnel, including security, ticketing, ushers, custodial teams, parking management, and concession staff.
- **Utility Management:** High-density lighting, advanced HVAC systems, and digital scoreboards represent significant energy requirements, with annual costs often reaching several hundred thousand dollars.
- **Facility Maintenance:** Ongoing expenditures for general cleaning, specialized hardwood floor preservation, and the upkeep of premium arena amenities.
- **Modular Event Conversion:** Specialized labor for venue transitions; for example, the professional installation of an NBA-grade hardwood court typically ranges from **\$17,000 to \$76,000** per setup.

Arena Infrastructure & Fiscal Projections

- **Revenue Generation (Rental):** Competitive market rates for premium event rentals typically range from **\$100,000 to \$400,000 per night**.
- **Sustained Capital Reinvestment:** To remain competitive and maintain modern technological standards, franchises frequently undergo significant renovations. For context, Madison Square Garden recently completed a **\$1.1 billion** modernization project to stay at the forefront of the industry.
- **Baseline Construction:** The current industry standard for the development of a new, high-tech arena now exceeds the **\$1 billion** mark.

Fiscal Viability and Revenue Potential

While the overhead for a professional arena is significant, these facilities serve as high-performance profit centers.

- **Industry Benchmarks:** For example, the Golden State Warriors' Chase Center generated **\$257 million** in 2022 through diversified arena operations.
- **Consumer Engagement:** The average family of four currently invests over **\$320 per game** across tickets, concessions, and parking.
- **Per-Game Profitability:** Depending on market strength and team branding, average net profit is projected between **\$1.8 million and \$2 million per home game**.

Site Specifications and Logistical Strategy

- **Footprint Requirements:** Developing a premier arena and supporting infrastructure necessitates a substantial footprint of **30 to 50 acres** to accommodate the venue and high-capacity parking.
- **Strategic Positioning:** Our primary focus is the **Loop 375 corridor**. This location is ideal for high-volume transit, as it provides direct arterial access to facilitate efficient traffic flow while preserving the integrity and tranquility of established residential neighborhoods.

The following models illustrate the spatial requirements for a facility designed with future expansion in mind. This site configuration ensures that the arena remains a premier destination as market demand and regional infrastructure continue to evolve.

14605 Montana Ave, El Paso, TX 79938

Notes Print Share Save

\$9,000,000 | 121 days on market | Updated 0 days ago

14605 Montana - 60 Acres w/ Montana Ave Frontage

[Request Info](#) [View Flyer](#)

[Subscribe to customize the order of these details](#) [Subscribe Now](#)

Details

APN	X57800020500400	Property Type	Land
Sub Type	Commercial, Industrial (+1)	Broker Co-Op	Yes
Acreage	60.000	Zoning	No Zoning
Ownership	100		

42 Acres with 1,290 Feet of Frontage Industrial Land

Marketing description

Discover 41.9 acres of unrestricted land with frontage on Montana Avenue, strategically located in the path of rapid development in El Paso County. With no zoning restrictions, this property offers unlimited potential for commercial, residential, or mixed-use projects. Don't miss your chance to invest in one of the fastest-growing corridors in the region!

[View Map](#) [Street View](#) [6 Photos](#)

Sebastian Alcazar CCIM PRO TX 799652, NM 53505
[View phone number](#) [View email](#)

Juan Uribe PRO NM 20228
[View phone number](#) [View email](#)

Projected Annual Profitability and Lease Structures

- **Seasonal Performance:** Based on a standard 41-game home schedule, the projected net profit for an NBA season is estimated between \$74 million and \$82 million.
- **Lease Obligations:** In addition to standard operating expenses, the annual rental agreement with the municipality or facility authority is projected at approximately \$1.6 million. This equates to roughly \$40,000 per game in facility fees.

Synergy and Revenue Distribution

- **Accelerated Returns:** A proactive partnership between the ownership group and the city to secure both a modern arena and an NBA franchise will significantly compress the timeline to profitability for all invested organizations.
- **Media Rights Revenue:** Beyond operational income, teams benefit from the NBA's substantial national media contracts. The most recent television agreement exceeds **\$1 billion annually**, with funds distributed equally across every franchise in the league, providing a reliable and significant baseline of revenue.

While the initial investment is \$2 million, the projected dividends and franchise appreciation value quickly overshadow the startup costs. This is a strategic down payment on a venture with proven, elite-level profitability.

This venture represents more than a financial investment; it is a unique opportunity to define the future of professional sports in a high-growth market like El Paso. I would welcome the opportunity to discuss the strategic details and address any questions you may have. Please let me know when you might be available for a brief meeting.

Multi-Purpose Programming and Revenue Streams To ensure year-round facility utilization and maximum ROI, the arena is designed to host a diverse portfolio of premier events:

- **Elite Athletics:** Local, regional, and national high school basketball showcases (averaging 2–5 major tournaments annually).
 - **Tier-1 Entertainment:** Large-scale concert tours requiring a minimum capacity of 15,000 seats.
 - **Major Assemblies:** National-level religious, political, and corporate conventions.
 - **Alternative Professional Sports:** Indoor soccer, professional hockey, and NCAA-sanctioned championships.
 - **Community Milestones:** University and regional high school commencement ceremonies.
 - **Commercial Expos:** High-traffic consumer events, such as Home and Garden exhibitions.
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Economic Impact and Regional Transformation Establishing an NBA franchise in El Paso serves as a catalyst for comprehensive regional growth, yielding the following benefits:

- **Primary Economic Driver:** The presence of a professional team acts as a significant engine for local economic activity and market visibility.
- **Urban Revitalization:** A franchise can fundamentally reshape the city's financial landscape, accelerating urban development and high-value infrastructure projects.
- **Strategic Fiscal Synergy:** The relationship between the team and the city creates a multifaceted economic bond, combining direct consumer spending with long-term capital investment.
- **Localized Revenue Growth:** Game nights generate a predictable surge in consumer spending, providing a direct boost to local small businesses and public transit utilization.
- **Sustainable Tax Streams:** The franchise ensures a consistent flow of tax revenue through ticket sales, premium parking, licensed merchandise, and high-volume concessions.

Strategic Philanthropic Partners A portion of the proceeds from this event will be dedicated to supporting the vital work of the following regional organizations:

- **Youth & Education:** Child Crisis Center of El Paso, Communities In Schools of El Paso, and The Cannon Youth Center.
- **Food Security & Essential Housing:** El Paso Food Bank, Habitat for Humanity, and the El Paso Homeless Shelter.
- **Health & Specialized Care:** Hospice Care and the Alzheimer's Association (West Texas Chapter).
- **Regional Outreach:** Mesilla Valley Community of Hope, Catholic Charities of Southern New Mexico, and The Cannon Youth Center.
- **Honor Flight Program:** Transports America's military veterans to Washington, D.C., to visit the memorials dedicated to honoring their service and sacrifices.

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