



BCI Courtside Live Media Information

Event Dates:

October 14, 2015; February 9, 2016; March 29, 2016; June (TBD)

Event Time:

9:00 – 10:00 pm ET

Location:

BCI Courtside Live will be hosted by BCI at www.spreecast.com. A link to the event is shared at www.bciedge.org/courtsidelive and via email updates.

Media Access and Updates:

BCI Courtside Live is a free, public event. You are welcome to watch the event live and/or view the event later via archive at www.bciedge.org/courtsidelive. We encourage all interested parties to sign up for BCI's eBlast newsletter for current updates (including player and moderator information).

Interviews:

If you have questions or wish to speak with us (voice or chat), please send your request to Kit Balasopoulov (kit@ballascreative.com).

Pitch Points:

We recognize that BCI Courtside Live, and Basketball Club International's vision, speaks to a wide demographic. While there is often overlap between audience member interests, there are two primary areas of BCI program fanship: Fans of Pro Basketball and Fans of Character and Active Faith. BCI Courtside Live will intentionally address the priorities of these groups.

- Unique, live access to professional players
- Fans may watch or participate in an unscripted Q&A
- Open to the public (no ticket required!)
- Viewing parties may be acknowledged on screen
- Players will "get real" about practical and spiritual aspects of life in the pros
- Access to pro athletes who are also followers of Jesus
- Influence is widespread and mainstream
- Viewing parties may include youth groups and congregations
- BCI programs provide opportunities for players to "step up" for fans, kids, and peers