

OCT  
7TH

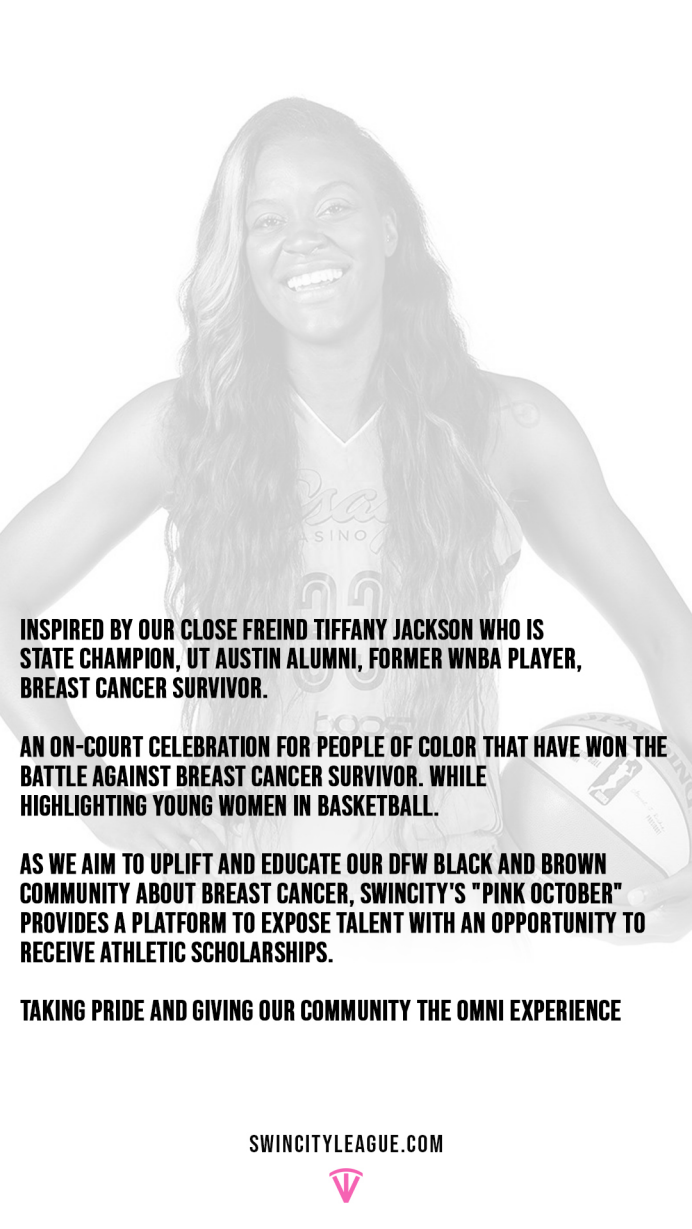
XIII



214.938.7273  
SWINCITYLEAGUE.COM



WE  
THE CITY



**INSPIRED BY OUR CLOSE FREIND TIFFANY JACKSON WHO IS  
STATE CHAMPION, UT AUSTIN ALUMNI, FORMER WNBA PLAYER,  
BREAST CANCER SURVIVOR.**

**AN ON-COURT CELEBRATION FOR PEOPLE OF COLOR THAT HAVE WON THE  
BATTLE AGAINST BREAST CANCER SURVIVOR. WHILE  
HIGHLIGHTING YOUNG WOMEN IN BASKETBALL.**

**AS WE AIM TO UPLIFT AND EDUCATE OUR DFW BLACK AND BROWN  
COMMUNITY ABOUT BREAST CANCER, SWINCITY'S "PINK OCTOBER"  
PROVIDES A PLATFORM TO EXPOSE TALENT WITH AN OPPORTUNITY TO  
RECEIVE ATHLETIC SCHOLARSHIPS.**

**TAKING PRIDE AND GIVING OUR COMMUNITY THE OMNI EXPERIENCE**

[SWINCITYLEAGUE.COM](http://SWINCITYLEAGUE.COM)



## **OUR PLAN**

### **STRENGTHEN THE COMMUNITY.**

#### **SWINCITY PUSHES THE FOLLOWING:**

- **PHYSICAL EDUCATION THROUGH SPORTS**
- **MENTAL HEALTH AWARENESS**
- **EDUCATING YOUTH ON THE SIDES OF SPORTS SUCH AS:**
- **COMMUNITY INVOLVEMENT**
- **COMMUNICATIONS**
- **BROADCASTING**
- **FINANCIAL LITERACY**
- **PUBLIC SPEAKING**
- **INTERNATIONAL BUSINESSES**
- **SPORTS HEALTH EDUCATION**
- **BRINGING IN A PROFESSIONALS TO HELP TEACH AND MENTOR THE YOUTH**
- **RELIEF CAMPS**
- **WORKING CLOSELY WITH RESEARCHERS IN US TO HELP IDENTIFY TRENDS THAT SWINCITY CAN ADDRESS IN THE COMMUNITY.**



# **PINK OCTOBER** **TIMELINE** **THE EVOLUTION**

- **2010 - SKILLS TRAINING FROM 20-100**
- **2013 - EXPOSURE CAMP TOUR 4 CITIES**
- **2020 - PINK OCT SHOOTOUT - 7 TEAMS**
- **2021 - PINK OCT SHOOTOUT - 18 TEAMS**
- **2022 - PINK OCT SHOOTOUT - 24 TEAMS**
- **2023 - PINK OCT SHOOTOUT - 36 TEAMS**



# IN THE STREETS

WE GIVE BACK TO THE COMMUNITY

OUR INDEPENDENT SCHOOL DISTRICT RELATIONSHIPS

OUR RELATIONSHIP WITH PRO ATHLETES

EXPANDING THE YOUTH MINDS IN THE COMMUNITY

INNOVATIVE SPORTS IDEAS

OUR BIG BUDDY PROGRAMS

## EXCLUSIVENESS

1 OF 25 NBA/NCAA SANCTIONED LEAGUES IS THE  
UNITED STATES

OUR OWN MAGAZINE "SWINCITY MAG"

USA BASKETBALL AFFILIATE

ARTICLES IN TOP PLATFORMS

ARTICLES IN:

**ESPN**

ANDSCAPE

**DALLAS  
Observer**

**VoyageDallas**



**BALLERS**  
THE MAGAZINE

LDL  
MAGAZINE

**DW**

WE ARE SANCTIONED BY:



SWINCITYLEAGUE.COM



# PARTNERS



FRESKEY



SPRING CREEK  
SPARTANS



SWINCITYLEAGUE.COM



## SPNOSORS OF SWINCITY LEAGUE



SWINCITYLEAGUE.COM



**DID YOU KNOW OVER HALF A DECADE OF  
HELPING OVER 500 PLAYERS OF THE  
DFW METROPLEX GOING TO PLAY  
COLLEGIATE BASKETBALL.**

**RECEIVED IN ATHLETIC SCHOLARSHIPS.**

**\$70,000,000.00**



**7.4K 40.6K**

# **STATISTICS**

**OVER THE PAST 3 YEARS**

**2020**

ATTENDANCE

**1075**

SPECTATORS

LIVE STREAM

**439**

SOCIAL MEDIA

**19K**

IMPRESSIONS

**2021**

ATTENDANCE

**2242**

SPECTATORS

LIVE STREAM

**720**

SOCIAL MEDIA

**124K**

IMPRESSIONS

**2022**

ATTENDANCE

**5327**

SPECTATORS

LIVE STREAM

**1893**

SOCIAL MEDIA

**500K**

IMPRESSIONS

**SWINCITYLEAGUE.COM**





**BECAUSE ITS  
PINK**

**\$200.00**

**LOGO UNIFORM**

**VENDOR TABLE**

**POST OF ALL THREE SOCIAL MEDIA PLATFORM**

**SWINCITYLEAGUE.COM**



# MORE INFO

**TONY SWINDLE**

**214 938 7273**

**TONY@SWIN.CITY**

[SWINCITYLEAGUE.COM](http://SWINCITYLEAGUE.COM)

