

THE CITY LEAGUE PRESENTS

THE SUMMER OF

# HOOP DREAMS







# HOOP DREAMS

A film by  
STEVE JAMES, FREDERICK MARX  
and PETER GILBERT

## OCTOBER 16, 1994

On this day the iconic documentary film ***Hoop Dreams*** was released to the world. The story chronicles the journey of two young boys growing up in the inner city of Chicago as they chase their basketball dreams, using the game as a weapon to triumph over their circumstances and better their lives.

30 years after the film's release, and inspired by the gripping story of Arthur Agee & William Gates, we are chasing our own hoop dream in Indianapolis. As a nod to the legendary film, the summer of 2024 will be known as ***The Summer of Hoop Dreams*** in the Circle City, at The City League!







# ABOUT US

**The City League is a 501(c) 3 non-profit that uses basketball as a tool to facilitate connection and build community in Indianapolis.** We do this by telling stories about the players and teams that make hoops special in our part of the world, by teaching the game to the next generation, and by organizing high level basketball competitions that create a platform for people, businesses, and local organizations to connect with Indianapolis residents.

Our flagship event, The City League, is an 8 - week celebration of basketball, creativity, community, and culture. Hosted by the Boner Fitness & Learning Center, on the Near Eastside, TCL brings Indianapolis together in the summertime to watch the best adult men and women hoops players in Central Indiana compete on the hardwood. Each night basketball is being played, community activities are also organized for those in attendance to enjoy!

THE  
City  
LEAGUE





**OUR POWER IS IN OUR  
SPECIAL STORIES AND  
UNAPOLOGETIC PASSION;  
TCL PUTS THAT ON  
DISPLAY IN MORE WAYS  
THAN ONE.**

- **Anthony Murdock**, *Owner*, Murdock LLC & Team Partner





# SUMMER



# SCHEDULE

**SATURDAY, JUNE 8**

**INDY VS CHICAGO SERIES**

GARFIELD PARK, CHICAGO

**THURSDAY, JUNE 20**

**THE CITY LEAGUE MEDIA DAY**

**WEDNESDAY, JUNE 26\***

**OPENING NIGHT  
AT THE CITY LEAGUE**

**SAT & SUN, AUGUST 3-4**

**TOURNAMENT WEEKEND**

**SATURDAY** MEN'S TOURNAMENT

**SUNDAY** WOMEN'S TOURNAMENT

**THURSDAY, AUGUST 8**

**CHAMPIONSHIP NIGHT**

THE BONER FITNESS & LEARNING CENTER

**THURSDAY, AUGUST 15**

**THE CITY LEAGUE HONORS AWARDS BANQUET**

**AUGUST 2 – AUGUST 18**

**INDIANA STATE FAIR**

\*GAMES ARE PLAYED ON WEDNESDAY AND THURSDAY NIGHTS FROM JUNE 26 – AUGUST 1



# IN 2023

73 current/former Division I & professional basketball players,

17 Indiana All-Stars,

3 McDonald's All-Americans,

3 NBA players,

2 Indiana Miss Basketballs,

a WNBA Champion,

and an NBA All-Star

## COMPETED AT THE CITY LEAGUE.





# PARTNER WITH THE CITY LEAGUE

## Deliverables

- Custom designed jersey presented during The City League Media Day
- Brand on a set of jerseys worn by the best adult hoops players in Indiana
  - Brand on banner hung in the gym the duration of The City League
    - Opportunity to table each night basketball is being played
- Presence on The City League website and social media platforms
- Personal recognition at The City League Honors Awards banquet

## Media

In the last year TCL has been featured on ISC Sports Network, 93.5 /107.5 the fan, in the Indy Star, Indianapolis Recorder, Indiana Basketball Hall of Fame's Indiana Basketball History Magazine, on the world famous Hoop Bus, and will be in PATTERN Magazine's Basketball Issue this spring.

**3,339** followers on IG

**2,656** followers on Facebook

## Attendance in 2023

**273**/night on Wednesdays

**583**/day on Tournament Days

**378**/night on Thursdays

**565** on Championship Night







**THE CITY LEAGUE BRAND,  
THEIR REPUTATION FOR  
QUALITY AND THEIR  
COMMUNITY IMPACT IS A  
GREAT CASE STUDY FOR THE  
CULTURAL MATURATION  
HAPPENING IN INDIANAPOLIS.**

**- Brian Phillips, Founder, The Basement**



# CARESOURCE COMMUNITY CONVERSATION SERIES

Our mission at The City League is to use basketball as a tool to connect people and build community. For the third year in a row CareSource will be an essential partner in making that goal a reality. Take a look at some of our off-court activities from years past and stay tuned for the fun we are working on for 2024!



HELD ART ON SNEAKER COMPETITIONS  
WITH PATTERN MAGAZINE



ORGANIZED JOB FAIRS WITH CareSource



PARTNERED WITH THE JOHN BONER  
CENTER ON BACK TO SCHOOL NIGHT



TCL PLAYERS LED CLINICS AT THE '23  
INDIANA STATE FAIR



RAISED MONEY TO BUY 43 KIDS NEW BIKE, LOCK,  
AND HELMET SETS THROUGH INDIANA SPORTS CORP



HOSTED MULTIPLE DISCUSSIONS  
WITH IPS LEADERSHIP





**THE CITY LEAGUE IS SPECIAL TO ME. I LOOK FORWARD TO PLAYING IN TCL EVERY SUMMER! IT'S FUN AND COMPETITIVE. I REALLY LOVE HOW THEY BRING THE COMMUNITY TOGETHER AND OFFER RESOURCES TO PEOPLE.**

**- Eron Harris, *Former Michigan State guard***



# WORD ON THE STREET

**Carman Malone** is with **Carman L. Malone.**  
8h · 🌐

I sponsor a lot of events, but The City League is definitely one of my favorites!!! [Austin Taylor](#) has done a great job with this league and it continues to grow and adding the women, [Maddie McConnell](#) and [Adriana Williams](#) was an awesome addition. To see the number of sponsors and supporters backing/supporting this league shows it's super successful and one of the best, most competitive leagues in the city AND they also give back to youth and the community! Keep up the GREAT work! [#proudsponsor](#) [#proudsupporter](#) [#giveback](#) [#greatvibes](#) 🙌🙌



**Princess StephMav** 🙌🏽  
@SMavunga\_23

I really love to compete . Like LOVE IT ! Just a different type of me . Completely different zone .

**marquisteague12** 1h

City league was fun yesterday we went at it



**Ron Rutland Jr., Crossover Gear**  
@crossovergear

GREYHOUNDS!! @UIndyMBB @UIndyAthletics @Mr\_MakeltLukEZ Darius Adams, Bill Hampton. He played in the Crispus Attucks State Championship Team with Oscar Robertson in 1955. @CattucksB @Attucks\_Sports . Thanks @cityleagueindy for the invitation!



# WORD ON THE STREET

**Eddie Gill** · 2nd  
Lead Advisor Wise Financial - Northwestern Mutual  
1h · 🌐

Thank you [#CityLeagueIndy](#)! Great conversation with community leaders sharing their experiences and business acumen with others. Honored to be included in the discussion.... We can do far more together than we can apart! [#Business](#) [#VC](#) [#Invest](#) [#Planning](#) [#Education](#) [#Community](#) [#Indianapolis](#) [Carletta Clark Kelli N. Jones Brian Phillips Omar Dillard Austin Taylor](#)



**smyerinthecity** 22h

@cityleagueindy is such an incredible organization bringing so much to our community. It was a blast to have @indsportscorp be a part of their season celebration on Tuesday. ❤️



**Tweet**

**Dan Dakich** @dandakich

31 Bikes Helmets and Locks given away by the great folks @cityleagueindy TONIGHT!!!! Dakich Cycles For The City and @IndSportsCorp THANK YOU!! @CoachLLRD and I can't wait to be there tonight

**City League** @cityleagueindy · 3h

Talking about tonight's Championship Matchups with @dandakich in a couple hours! [twitter.com/1075thefan/sta...](#)

**Anthony Hampton** 2h · 🌐

Got to hang out with [James A Lomax](#) and [Keesh Brewer](#) watching some great games at the [The City League Tournament Weekend](#) seeing a lot great people. Great atmosphere [Austin Taylor](#) 🙌

**Keesh Brewer** [Anthony Hampton](#) it was I even saw a shoe art work competition and met some cool vendors as well people better quit saying ain't nothing to do in the city if I didn't have to leave I'd still be there 🙌🙌

1h Like Reply







**THE CITY LEAGUE IS THE  
NEW DUST BOWL. IT IS  
SOMETHING THAT BELONGS  
TO US. I LOVE THAT TCL  
GIVES BACK TO THE  
COMMUNITY THROUGH  
BASKETBALL.**

**- Porchia Green, Former Ball State guard & TCL Board Member**







CareSource®



HEALTHY  
INDIANA PLAN

HOOSIER

## 2024 LEAGUE LEADING PARTNER!

We want to thank our friends at **CareSource** for their enormous support of The City League!





**Connect with us as we chase our hoop dreams this  
summer at The City League!**



**@cityleagueindy**



**www.thecityleague.org**

