

College Basketball Experience

National Collegiate Basketball Hall of Fame



NATIONAL ASSOCIATION OF BASKETBALL COACHES

THE MISSION

The NABC stands poised to create one of the most exciting, immersive, entertainment venues in the world—the College Basketball Experience which will house the National Collegiate Basketball Hall of Fame. The NABC will create a fun, memorable facility that celebrates men's college basketball at all levels, and provides fans and visitors with an entertaining, hands-on, basketball experience that explores the game from an insider's perspective. The project will create a synergy with the Sprint Center Arena, KC Live, and other destinations in the greater Kansas City community.

Sharing this vision, the NCAA and Naismith Memorial Basketball Hall of Fame, have agreed to assist the NABC in the development of this one-of-a-kind venue.

THE AUDIENCE

The College Basketball Experience will attract basketball fans in general, but will also appeal to:

- Urban and suburban teenagers and young adults
- Families
- Tourists who live within 4 hours driving distance from Kansas City
- Conventioneers who travel to Kansas City annually
- Visitors to events at the Sprint Center, particularly basketball tournaments
- Visitors to KC Live
- School groups

The NABC seeks to attract local visitors who will return multiple times per year.

The College Basketball Experience will accommodate approximately 1,200 people at once on an average day. During the Big 12 Tournament, Guardians Classic, and other basketball tournament-related events such as the NCAA Tournaments and 1st and 2nd round games, crowds of 3,000 may be expected.

Annual attendance has been projected at over 400,000 from the various groups listed above in a study prepared by Development Strategies of St. Louis.

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CONTENT

The College Basketball Experience will:

- Engage visitors in the game of basketball. The program should convey the excitement of the game and enhance visitors' appreciation of "what it takes" to be an effective player.
- Offer broad strokes of basketball information-fun facts-avoiding too much detail.
- Weave information about character development and ethics as an intrinsic part of college basketball throughout the program.
- Provide opportunities for fans to celebrate March Madness at the College Basketball Experience.
- Feature elements that reflect current basketball-related events in the Sprint Center, the region, and throughout the country.
- Capture the excitement and building of school spirit through the college basketball band and cheerleader experience.
- Recognize the mens and womens Big 12 conferences and its special significance in Kansas City.
- Present seminal moments in college basketball history and highlight the special role of Kansas City played in the sport.
- Highlight key moments in the media coverage of the college game will be highlighted.
- Provide links to sources for more in-depth information.
- The Hall of Honor will present the Four Pillars of the Game, Advocacy, Service, Leadership and Education.
- Pay tribute to basketball programs that have been instrumental in the development of the game. In addition to highlighting NCAA Division I, the College Basketball Experience will highlight NCAA Division II and III, the NAIA, Junior College, and some High School programs.

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- Feature the Mentors Circle and the Coaches Tree.
- Support institutional partners such as the Naismith Memorial Basketball Hall of Fame and the Women's Basketball Hall of Fame, as well as the NCAA.

DESIGN DIRECTION

The College Basketball Experience will be divided into an Entry Experience, The Fan Experience, The Game, and the Hall of Honor.

Entry Experience

As soon as they enter the College Basketball Experience, visitors will get caught up in the excitement of basketball. This high-energy buzz will be sustained as they move through the activities. Visitors will be immersed in a visually and physically high-tech, high-energy fun experience.

The Fan Experience

The Fan Experience will be the central focus of the College Basketball Experience. It will be a glass-enclosed space, visible from points inside the arena and from the street. Arena visitors will be able to get a glimpse of the Fan Experience activities as a way to entice them into the facility. With 20-foot high ceilings, it will be a high-energy, interactive area encompassing exciting physical activities and computer-based situations, multi-media, and compelling interactive displays. This area will center on "doing" instead of "looking." The activities in The Fan Experience will place a ball in the visitors' hands and provide them with opportunities to role-play as a college basketball player.

Hall of Honor

The Hall of Honor, a quiet, reverential area separate and distinct from other program areas, will offer a counterpoint to the rest of the experience and enable visitors to pay homage to Hall of Honor inductees; the greatest college coaches, players, teams and contributors of all time. Interactive media, iconic elements, and graphics will be integrated to provide for a rich, engaging experience.



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The Game

The Game will comprise activities and information that do not fit within the other program areas, and may serve as a "bridge" or transition between the high-energy Fan Experience and the quiet, respectful tone of the Hall of Honor. In this area fans will participate in activities that do not require loose basketballs. Fans might measure their wingspan or test their vertical leap. They will learn about coaches and players through computer-based interactives or video using coaches' own words. The Game will also highlight key moments in college basketball history using video and other non-static methods. A few artifacts may be included to ground the experience, but The Game will not incorporate an artifact-heavy treatment. The components will provide a foundation for the Hall of Honor, helping fans to further appreciate the accomplishments of the Hall of Famers, and provide context for the interactives in The Fan Experience.



PHYSICAL DESIGN

While physically part of the Sprint Center, the College Basketball Experience will have a unique and separate identity. It will evoke the game of basketball and stimulate visitor enthusiasm from the moment it comes into view.

In addition to its role as a public attraction, the NABC plans to use the facility for a variety of special functions:

- A Center Court will have the capability to host press conferences and basketball clinics with bleacher seats for about 300 fans.
- The College Basketball Experience will include a multi-purpose exhibit space where the NABC can host temporary exhibitions.
- The facility will be designed to accommodate a variety of large or small corporate events, with catering and A/V support.

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ACTIVITY DESIGN

At the National Collegiate Basketball Hall of Fame, visitors will get "inside the game" of basketball like they never have before. Fans will become players and participate in electrifying game-like situations.

Sample Activities:

Locker Room

Get Your Game Face On

The fun begins when you find yourself in a locker room before the big game. It is here that you are "transformed" into a player. Crowd sounds and voices of coaches pump you up for play. As you move from the locker room down a passageway to the court, media evokes a real pre-game situation such as an announcer's voice calling out your name as you enter the arena.

Center Court

Step into the Spotlight

On a full-size basketball court, you participate in a shoot-around, basketball clinics, or a pick-up game. You can challenge your friend to a half-court shooting contest, or learn how to make every foul shot in a free clinic.

Slam Dunk Challenge

Get Up and Throw Down

You experience the excitement of dunking the ball, no matter what your jumping ability. First you choose to dunk into a 5', 7', or 10' basket. A camera photographs you as you slam the ball down during a Final Four game. This realistic snapshot will turn your friends and family into believers when you email it to their cell phones.

Dribbling Skills

Try Your Crossover

Down the Lane

You dribble the ball through an elaborate, moving and moveable obstacle course that simulates what it's like to drive down the court through experienced players. The obstacles are positioned to recreate a full court press and you are timed to see if you can score before the shot clock runs out.



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Passing Chance

Dish the rock

In a game setting, you make precision passes as you race against the clock. You throw chest passes, bounce passes, and alley-oops to hit the open man and record assists.

Broadcast Karaoke

Get into the Booth and

Make the Call

You step away from being a player become a broadcaster. You sit in an arena press box and record the play-by-play for classic college basketball moments. You are encouraged to improvise your own exciting calls, or a nearby teleprompter provides you with a script if you wish to mimic the pros. Afterward, you watch the highlight video with your voice-over on your cell phone and send it to your friends.

The Scoreboard

Check out scores and highlights

You come here for up-to-the-minute basketball scores and highlights. You and your friends watch season games on large monitors amidst a crowd of high-energy fans and see current standings broadcast on a giant display. During March Madness, you witness the larger-than-life, digital, Final Four bracket filled in, in real time.

Hang Time

Take Your Game Above the Rim

You experience the thrill of soaring in the air toward the basket to slam dunk. As you run off an inclined ramp, you leap toward a basket with a ball in hand. A camera photographs you in midair against a background of a crowded arena. The snapshot, which looks as though your hang time can compete with the best, is a great memento to show off to your family, friends, and your basketball team!

Additional Activities include:

- Mentors Circle
- Coaching Tree
- Balance is Everything



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- Troubleshoot Your Shot
- Free Throw Challenge
- Shooting Alley
- Trampoline Basketball
- "Pose with the Team" - Photo Op
- Game Show
- Basketball Drop Test
- Hot Spot Challenge
- Shoot Around
- Bitty Basketball