

BALLIN'ABROAD.®

AN ORIGINAL SPORTS DOCUMENTARY



SONNYDAYZ


London
Town
PICTURES

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FIBA

LOG LINE

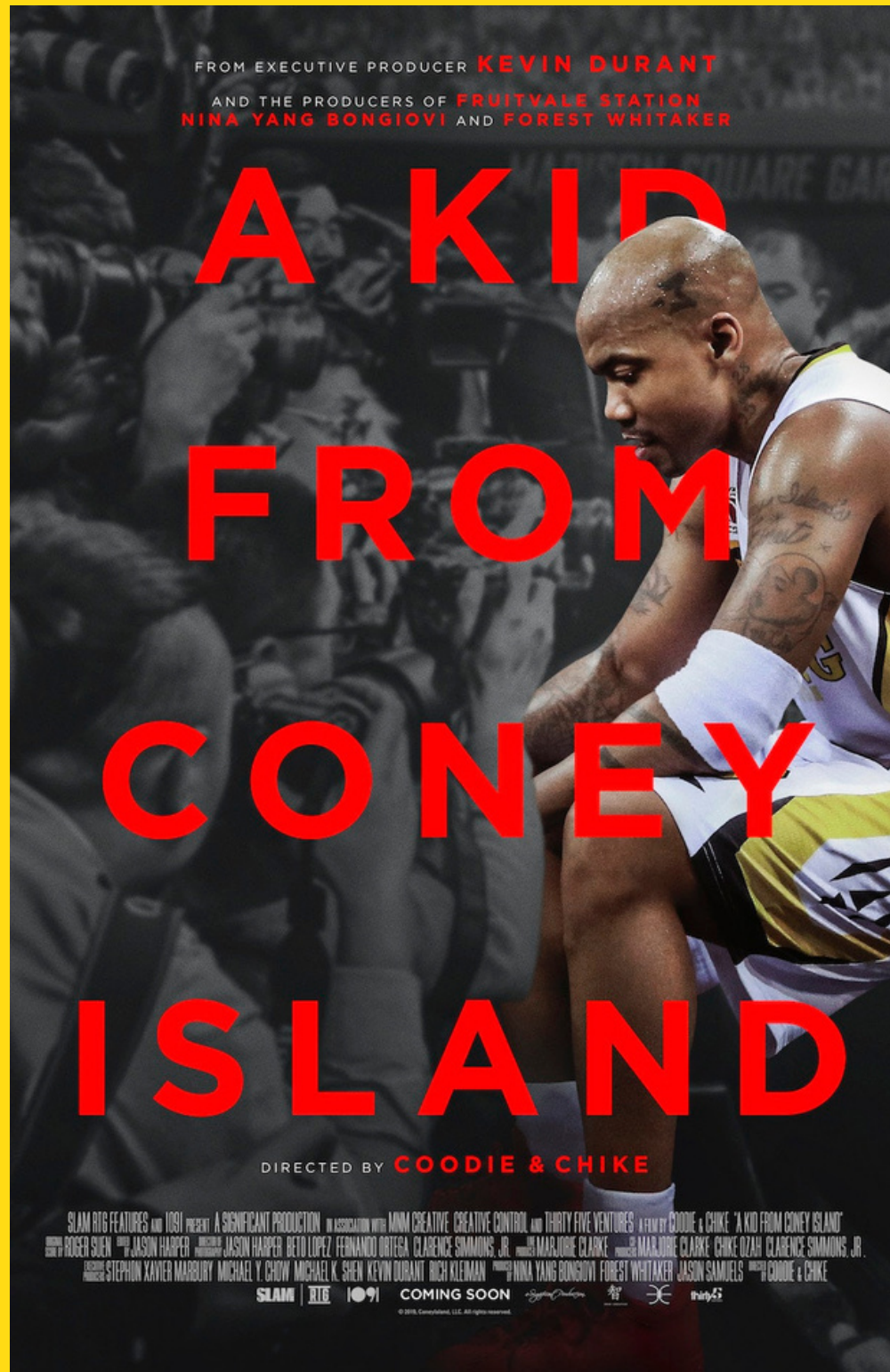
The journey of *five Champion and top-tier American athletes* playing basketball in the Chinese Basketball Association (CBA) and Euro-Leagues.



Film Cross

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MEETS



Genre: Sports Documentary



Overview

Ballin' Abroad is a 1 hour and 21 minutes documentary that features five **Champion athletes from the NBA and WNBA** who play basketball abroad. It chronicles the athletes' childhoods, rises through high school, collegiate sports careers, and experiences as professional athletes abroad. This documentary brings together these athletes and their respective micro-markets of influence worldwide. The potential for significant impact lies in the inclusive uniqueness of this project.



Daruis Adams



Aerial Powers



Marshon Brooks

Sonny Weems



Aaron Jackson



WHY IS THIS PROJECT RELEVANT?

This international sports documentary highlights an **untapped sports market outside the NBA and WNBA** in regions with little U.S. media access or creative control. Ballin' Abroad offers direct access through these Champion athletes.

In addition, both **China and Europe** are home to billion-dollar sports industries and other potential investment opportunities.

Finally, this **original project** enhances the global conversations around **popular sports topics** of diversity, gender equality, activism, and player-controlled media.



SONNYDAYZ MEDIA AND PRODUCTIONS (SDMP)

SonnyDayz Media & Production is a **player-led digital platform** connecting American athletes abroad, brands, and global sports fans through storytelling.

SonnyDayz Media's CEO and Executive Producer is **Sonny Weems**. He is an NBA veteran who has cemented his Championship legacy while ballin' abroad.

- Won Chinese Basketball Championships in 2019, 2020, and 2021
- Nominated to Euro League's All-Decade top players in international basketball from 2010-2019
- Crowned MVP of the Chinese Basketball League in 2020



SONNY WEEMS, EXECUTIVE PRODUCER

- 3x Chinese Basketball Champion
- #13 Guangdong Southern Tigers
- NBA Veteran
- EuroLeague Powerhouses CSKA, Maccabi Tel-Aviv, Andoules Efes
- ESPN Dunk Champion
- Weems World Foundation
- Euro-League All-Decade Team Nominee,
- The University of Arkansas - Fort Smith Hall of Fame Inductee



***TYWANNA SMITH,
CO-EXECUTIVE PRODUCER***

- International Athlete Business & Financial Manager
Award-Winning Sports Consultant
- Best-Selling Author of "Surviving the Lights."
- Former Professional Athlete (Holland, Spain)
- Ole Miss Top 40 Under 40 Alumni, W. Memphis Sports Hall
of Fame Inductee
- Tywana Inmon-Smith Scholarship Fund
- The University of Mississippi (BBA '04, MBA' 05, expected
DLS '22- University of Memphis)



JOHN WAYNE S. III
PRODUCER

- Award Winning Film and Television Producer
- Owner of Londyn Town Pictures
- Former Music Label President
- Director of International A&R
- Award Winning Screenwriter
- Celebrate People of Color Foundation
- Featured in the Boston Herald, Yahoo Finance, and Medium



SONNY WEEMS SOCIAL MEDIA

Three-time Chinese Basketball Champion Sonny Weems has several partnerships with Chinese media, such as Tencent and East Asia Super League to promote content. These mediums have a substantial reach in China. Sonny's highlights with these partnerships include:

- Highest viewed Weibo post: 5 Million+
- SonnyCam Series
- Exclusive interviews and access

 @sonny13
• 327,000 Fans



IMPACT

MONETIZATION

The opportunities to capitalize off the international sports markets are endless.

- 1) We can realize ***streaming revenue*** from millions of existing global sports fans.
- 2) We can monetize athlete brands in a ***revenue-sharing*** format through ***sponsorships and endorsements***.

ORIGINAL CONTENT

Ballin' Abroad brings the next generation of ***creative storytelling*** focuses on ***shorter-form content*** in a documentary format. By weaving together several trending topics - such as international culture, diversity, equality, mental health, and other socio-economic issues - through the lives of active and Champion sports stars, we can interject fresh, ***inspirational content*** into the world.

ACCESS

By having high-level, ***direct access*** to traditionally inaccessible markets, notably China, you can penetrate foreign markets through basketball's most elite athletes (primarily former NBA/WNBA players) and their global fan bases for a multitude of ***foreign investment***, brand ***exposure*** and ***off-line event needs***.

CONTACT

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2019



2020



2021

