



# 2027 WOMEN'S PRO BASKETBALL INVITATIONAL TOURNAMENT

# MEDIA KIT

April 2027 - Norfolk, Virginia



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**SKY4** Lockwood  
WSKY TV DIGITAL SOLUTIONS NORFOLK



# WPBIT Overview & Sponsorships



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# WPBIT – Tournament Overview

- **Premier Annual Event** hosted at ODU's Chartway Arena in Norfolk, VA in April 2027
- **Showcase** elite female talent, foster professional growth, and provide a national stage for athletes on the cusp of greatness
- **Professional Pathway** giving top-tier athletes a dedicated arena to compete, be scouted, and serve as a pipeline to the WNBA, overseas leagues, and national teams.
- **Inspiring Youth** by elevating strong female role models for the next generation.
- **Economic & Community Boost** through tourism, media visibility, and investment in local businesses, schools and sports programs in Hampton Roads, VA and beyond.
- **Championing Equity in Sports** with an event equal in professionalism and prestige to men's competitions
- **Strategic Partners & Visionaries** including women's basketball legends, sports executives, and collegiate partners that have long championed the value and potential of women in sports.



# WPBIT - Tournament Leadership

A Tournament Advisory board has been selected, including:

- Naismith Memorial Basketball Hall of Famer, **Nancy Lieberman**
- Legendary **Coach Charlie Hatcher**, Executive Director, Sports Inside and Out
- Dr. **Richard Lapchick**, Hall of Fame Sports Contributor
- WNBA Legend **Cynthia Cooper**
- WBL Pro & Hall of Fame Legend, **Susan Summons**
- NBA legend, **Wali "Wonder" Jones**
- **Major Jones**, Board of Directors, National Basketball Retired Players Association
- **Rick Darnell**, Los Angeles Chapter President, National Basketball Retired Players Association
- Two-time Emmy Award-winning sports producer, **Curt Simmons**
- Executive Producer, SIO, **Maxzella Fourqurean**
- General Manager of WSKY TV & Lockwood Digital Norfolk, **Kathy Yevak**
- Host of *The Voice of 757* airing Saturdays on SKY4 TV & Las Vegas Entertainers Hall of Famer, **Aaron Phillips**
- **DeLisha Milton-Jones**, Head Coach of ODU women's basketball, Hall of Fame Inductee, two-time Olympic gold medalist
- **Matt Hatfield** - co-host with Coach Young on CoVA sports TV



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# WPBIT - Tournament Endorsements

- **National Basketball Retired Players Association\***
  - LA Chapter Letter
  - Houston Chapter Letter
- **Nancy Lieberman**, Naismith Memorial Basketball Hall of Famer
- **Major Jones**, National Board of Directors, NBRPA
- **Rick Darnell**, Los Angeles Chapter President, National Basketball Retired Players Association

*\*Includes NBA, WNBA, Harlem Globetrotter Legends, European League, ATBL and others.*



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# WPBIT - Tournament Location

- Chartway Arena at Old Dominion University, Norfolk, Virginia
- On-site branding at Chartway Arena including arena signage, staff wearing Sponsor products, digital display, banner display, and more as determined by Chartway Arena staff.



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# WPBIT – Tournament Broadcast & Media Reach

- **National Television Distribution (TBD)**
- **Local/Regional Broadcast Television Partner, WSKY TV** (broadcast independent reaching over 780,000 TV households)
- **Local/Regional Broadcast Radio Partners**
- **Streaming Live** on various platforms
- **CaribVision Distribution** via cable networks in 18 Caribbean territories, the Canadian Provinces, Ontario & Quebec, and the New York Tri-State area.





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# WPBIT – Tournament The Teams

- **Six (6) Teams selected from:**
  - Conferences: Atlantic 10, CAA, MEAC, CIAA, Sun Belt
  - **ACC Teams** (UVA, UNC, Duke)
  - **BIG 10 Teams** (University of Maryland, Purdue)
  - University of South Carolina
- **Elite Selection:** 48 senior athletes invited by conference and coaching representatives based on academic and athletic excellence.
- **Eight (8) players per team**
- **Coaches:** chosen by WNBA Retired Players Associations





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# WPBIT Tournament - Event Dates

**Event Dates:** April 6-10, 2027

**Tue 4/6:** Travel & Check-In

**Wed 4/7:** **Met-Style Red Carpet Fashion Gala**  
*For Players, Coaches, VIPs, and Sponsors*

**Th/F 4/8-9:** Tournament Games

**Sat 4/10:** Championship Game





# WPBIT Met-Style Red Carpet Event

Wednesday, April 7, 2027



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Couture in the Paint\* will produce a **Fashion-driven red-carpet event featuring all invitational players in fashion and lights**. The event will be held Wednesday, 4/7/27, at the Chartway Arena and will be streamed live. Attendees include Players, Coaches, VIPs, Sponsors, and more.

## Event & Sponsor Assets:

- VIP Tickets to the Event
- Opportunity for Company Representative to speak at event
- Tickets to Three Day WPBIT Tournament
- Step & Repeat Photo Area at Gala
- Open area provided for apparel display
- Identification on all promotional materials and programs associated with the event.





# Tournament Format\*



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|                 |   |
|-----------------|---|
| <b>Thu</b> 4/8  | Tournament Games (Three Games/Day)  |
| <b>Fri</b> 4/9  | Tournament Games (Three Games/Day)  |
| <b>Sat</b> 4/10 | Championship Games & Trophy Presentations <ul style="list-style-type: none"><li>• Championship Game</li><li>• Consolation Game</li><li>• Skills Competition</li></ul> |

\***Gameplay:** All games follow **WNBA** rules and regulations





# Sponsorship Opportunities




**EXCLUSIVE  
TITLE  
SPONSOR**  
(2)



**PRESENTING  
SPONSOR**  
(2)



**OFFICIAL  
PARTNER**  
(6)



**CATEGORY  
SPONSOR**  
(10)



**SUPPORTING  
SPONSOR**  
(12)



**GALA  
SPONSOR**  
(4)



**SKILLS  
CHALLENGE  
SPONSOR**



**COUNTDOWN  
TO WPBIT  
SPONSOR**  
(1)



# Comprehensive Brand Integration

(Spring 2026 – Post-Season 2027)

Sponsor identification and exposure available across all event assets including, but not limited to:

- Press Conference, April 2026, Chartway Arena
- Official Tournament Website
- Social Media Platforms (Facebook, Instagram, YouTube)
- Broadcast Television & Radio Coverage
- Nancy Lieberman Program Documentary
- Streaming Video
- Digital & Mobile Marketing Campaigns
- Met-style Red Carpet Gala for players, coaches, and sponsors
- In-Game Features (billboards, interviews, sponsored segments)
- On-Site Branding Throughout the Tournament
- Exclusive Merchandising Opportunities
- Break-Away Corner & Event Presence
- Direct Access to Teams, Coaches & Players
- First Right of Refusal for player partnership/endorsement discussions

## Sponsorship Benefits





# Nancy “Lady Magic” Lieberman Documentary

## Airing in Primetime in 2026



A new documentary on Nancy Lieberman, produced by Sports Inside & Out & 360 MMG, will be available for *category-exclusive* sponsorships. This documentary will air during high visibility window in primetime on WSKY TV in 2026. The documentary will also highlight Old Dominion University where Nancy was one of the most dominant players in women’s college basketball history. Appearances are also planned for ODU’s Athletic Director, Dr. Camden Wood Selig and ODU’s Women’s Basketball Head Coach, DeLisha Milton-Jones. **Available for sponsorship.**

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### Nancy Lieberman documentary highlights:

- Nicknamed “Lady Magic”
- Joined the **USA Basketball Team** at age 17
- Competed in the **1975 Pan American Games**
- Led ODU (1976–1980) to **two AIAW National Championships** and **one WNIT title**
- No. 1 pick in the **1980 WBL Draft** (Dallas Diamonds)
- Became the **second female assistant coach in NBA history** with the Sacramento Kings (2015)





# Addendum



- Couture in the Paint
- Nancy Lieberman Endorsement Letter
- Major Jones Endorsement Letter
- Rick Darnell Endorsement Letter
- Tournament Leadership
- Contact Info





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# Couture in the Paint - Info

- **Couture in the Paint** (CIP) is a lifestyle and sports-event brand dedicated to elevating culture within women's sports by spotlighting the unique identities, personal style, and off-court presence of athletes. The brand merges **high fashion with high-performance sports**, emphasizing the powerful connection between style, self-expression, and athletic excellence.
- CIP produces fashion-driven red-carpet experiences for major sporting events, develops a fashion line tailored to women's sports culture, and provides a pipeline of internships and experiential learning opportunities for students and athletes interested in sports, fashion, media, and event production.
- CIP was created to celebrate the powerful intersection of sports, fashion, and culture. Just like the moments we see when athletes express themselves walking into arenas, we believe style is another way athletes tell their story beyond the game. Our mission is to elevate those expressions and highlight the individuality, confidence, and cultural influence of women in sports. Through experiences like the fashion-driven red carpet, CIP brings together sport and style to celebrate the identities of athletes both on and off the court.
- **Couture in the Paint** is positioned to become a transformational brand within the women's sports ecosystem—one that celebrates culture, empowers athletes, and opens doors for the next generation. By merging fashion, sports, entertainment, and education, the organization creates a sustainable and influential platform that benefits athletes, partners, youth, and communities.





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# Nancy Lieberman Endorsement

## Basketball Hall of Famer and Two-Time Olympian Coached the WNBA Detroit Shock



**Nancy Lieberman, Basketball Hall of Famer**

February 3, 2026

Dear Potential Sponsor,

As someone who has dedicated my life to the game of basketball and to advancing opportunities for women in sports, I want to thank you for your consideration to support an extraordinary new event—the **Women's Professional Basketball Invitational Tournament (WPBIT)**.

The WPBIT, coming to Chartway Arena in Norfolk, Virginia in the spring of 2027, will spotlight 64 elite female college basketball players competing for the opportunity to advance to the professional level. This tournament is designed not only as a competitive showcase, but as a meaningful platform that elevates women's sports, creates visibility for emerging talent, and builds a sustainable pathway to the next level.

What makes WPBIT truly special is its reach and purpose. The tournament will be televised on broadcast television and streamed internationally, delivering national and global exposure while telling powerful stories of leadership, perseverance, and excellence. At its core, WPBIT stands for equity in sport, empowerment of women, and alignment with brands and organizations that believe in elite performance and lasting impact.

*I am deeply grateful for your consideration of supporting this landmark event.* Partnerships with forward-thinking organizations like yours make it possible to expand opportunity, inspire future generations, and set a new standard for how women's basketball is celebrated and supported.

*I would welcome the opportunity for you to meet with the WPBIT team to talk about their vision in greater detail and review the sponsorship opportunities available.* I believe there is a meaningful alignment between your organization's values and the mission of this tournament, and I look forward to exploring how we might work together.

Thank you for your time, your leadership, and your commitment to making a difference in women's sports.

Blessings,

Nancy Lieberman  
Basketball Hall of Famer

*For follow-up or to schedule a meeting, please contact:*  
Coach Charles Hatcher, President, Sports Inside & Out, 301-377-4443, [SportsInsideandOut@gmail.com](mailto:SportsInsideandOut@gmail.com)  
Curt Simmons, President, 360 MMG, 202-787-9466, [curt@360mmg.com](mailto:curt@360mmg.com)  
Kathy Yevak, GM, WSKY TV & Lockwood Digital Solutions, 757-812-3822, [kyevak@sky4tv.com](mailto:kyevak@sky4tv.com)





# Major Jones Endorsement

National Board of Directors  
National Basketball Retired Players Association



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I, ***Major Jones***, am proud to extend my support to Sports Inside and Out, the Legends, and the members who are playing an integral role in promoting the First Annual Professional Women's Basketball Invitational Tournament.

The tournament will showcase the talent of women you may not have seen or heard of in a competitive setting. This is an exciting time for women basketball; I am thrilled to part of it.

This event will be held at Old Dominion University's Chartway Arena, April 6-10, 2027.

***Major Jones***  
National Board of Directors, NBRPA





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# Rick Darnell Endorsement

President, National Basketball Retired Players Association  
Los Angeles Chapter



NBRPA LOS ANGELES CHAPTER  
NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION



Rick Darnell  
President  
NBRPA  
Los Angeles Chapter  
714/493-4513

October 10, 2025

Re: Sponsorship  
LA Legends NBRPA Charitable Organization  
FEIN: 31-1739576

Good afternoon,

I, Rick Darnell, am proud to extend my support to Sports Inside and Out, the Legends, and the members who are playing an integral role in promoting the First Annual Professional Women's Basketball Invitational Tournament.

This event will be held at Old Dominion University's Chartway Arena, April 22-24, 2027.

Best Regards

LA LEGENDS NBPA CHARITABLE ORGANIZATION  
970 NORTH TUSTIN AVE, SUITE 100, ANAHEIM CA 92807  
WWW.LEGENDSOFBASKETBALL.COM





# Tournament Leadership

## CHARLES “COACH” HATCHER, EXECUTIVE DIRECTOR

**CHARLES HATCHER** - His career began in Norfolk, Virginia where he garnered a number of high school honors, the 1st African American to be voted the “Most Outstanding Basketball Player”, the 1st African American to be named to the All-City, All-District, and All-State teams. Charles was also named 2<sup>nd</sup> team Pepsi Cola All-American in 1965. He enlisted in the U.S. Navy, where he played basketball and was named All-Navy and All-Interservice. That led to being invited to the Olympic Trials and playing in Europe. He attended Elizabeth State University. He became a free agent draftee in the American Basketball Association (ABA). He coached with the Pro Athletes in Action Tours, the NBA Summer Tour. In 2003, He started the radio show “Sports Inside and Out” The show features sports legends and celebrities.

## TOURNAMENT ADVISORY BOARD

**NANCY LIEBERMAN**- Lieberman in her early basketball career earned the nickname "Lady Magic, ". Two -Time National Champion, Old Dominion University 1979/1980. 2X player of the year in Women’s College Basketball. Lieberman also a 2X Basketball Hall of Famer, 2X Olympian (Silver medalist), Big3 Head Coach - 2018 Champion and 2X Coach of the Year and she is the Founder and President of Nancy Lieberman Charities.

**SUSAN SUMMONS** - A legendary 7-time Hall of Fame coach, educator, and trailblazer. A former Women’s Professional Basketball League (WBL) player with the New Jersey Gems and New England Gulls. Summons made history as the first Black female coach in NJCAA history to receive both the National History Maker Award and the NJCAA Legacy Award.

**RICHARD LAPCHICK** - He has been a longtime voice for social justice, helping to raise awareness of issues like systemic racism, homophobia, and violence in America. His lifelong dedication to social justice has earned him numerous accolades: The ESPY’s Muhammad Ali Humanitarian of the Year Award , The Stuart Scott ENSPIRE Award, Induction into the Sports Hall of Fame, The Rainbow/PUSH Coalition’s Lifetime Achievement Award.

**WALI JONES** - Wali "Wonder" a former NBA point guard played for the Baltimore Bullets, Milwaukee Bucks, Utah Stars, and the Philadelphia 76ers, where he won an NBA championship in 1967...the NBA Hall of Fame Team. After retiring from basketball, he became a prominent figure in West Philadelphia, dedicating his efforts to mentoring young people. .

**CHARLIE NEAL**- Known as the voice of Black College Sports... He is the recipient of the Chris Shenkel award from the National Football Foundation, becoming the first African American to receive that award. He has also been inducted into the MEAC, CIAA, and Black College Football Halls of Fame. He currently serves as Chairman of the selection committee for the Black College Football Hall of Fame.

**RICK DARNELL** – NBRPA Los Angeles Chapter President, he is a San Jose State University graduate, Darnell played center in the American Basketball Association (ABA) with the Virginia Squires. He also attended San Jose State University. Rick has taken tremendous strides in helping polish and grow the Los Angeles branch.





# Tournament Leadership

## TOURNAMENT ADVISORY BOARD

**CURT SIMMONS** - Over 35 years' experience in television production and management. He recently led the HBCU GO's Network (a property of Allen Media Group) as Executive Vice President of Production, Programming and Content Development. He has produced and or directed over 400 events (sports, entertainment specials and public affairs programming). He is the recipient of several awards: 2 CEBA Awards, 2 Emmy's, an Emmy Nomination, an ACE Award Nomination, a NAACP Image Award.

**KATHY YEVAK**- General Manager for WSKY TV (SKY4 TV) and Lockwood Digital Norfolk with more than 40 years of experience in broadcast television and digital media. Kathy is a graduate of James Madison University where she earned a Bachelor of Arts in Communications/English. She is an alumna of the Virginia Association of Broadcasters' "Best of the Best" Leadership Program and currently serves on the VAB Board of Directors as Committee Chair for College & University Partnerships.

**AARON PHILLIPS** - Sports broadcaster is the host of "The Voice of 757" and "Aaron's Hour: Coast to Coast," available on platforms like Facebook and YouTube. "The show features interviews with guests from various fields, including business, community leaders, and public figures. Phillips is also the author of "LET MY VOICE SPEAK TO YOU," and an inductee into the Las Vegas Entertainers Hall of Fame.

**CYNTHIA COOPER-DYKE** - a legendary American basketball player and coach, best known as the premier star of the WNBA's inaugural era. She led the Houston Comets to four consecutive WNBA championships (1997–2000), winning league MVP twice and Finals MVP four times. A 2010 Basketball Hall of Fame inductee, she also won two NCAA titles at USC and an Olympic gold medal.

**DELISHA MILTON-JONES** – a decorated basketball figure, 2022 Women's Basketball Hall of Fame inductee, two-time Olympic gold medalist (2000, 2008), and two-time WNBA champion (2001, 2002). Following a stellar 17-year WNBA career and coaching roles, she was named head coach at [Old Dominion University](#) in 2020.

**MAJOR JONES** – NBRPA Board Member, Major Jones played six seasons in the NBA and 3 seasons in the CBA, where he was named 1976 Rookie of the Year. Born in McGehee, Arkansas, he attended and played college basketball at Albany State University. He was drafted by the American Basketball Association (ABA) in 1974 by the San Diego Conquistadors, and in 1976 by the NBA's Portland Trail Blazers as the 20<sup>th</sup> overall pick

**MATT HATFIELD** – is well-known in the Virginia sports scene through his work with Cox, [VirginiaPreps.com](#), and ESPN Radio 94.1. He now co-hosts 757 Saturday Sports Talk weekly with Coach Young on CoVA sports TV, which can be heard and seen on YouTube, Apple, Spotify, Facebook, Instagram, and other platforms.





# Contact Info

## Contact Info:

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