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edited by Valerie Block

Businesses score points before NJ Nets games

SPONSORS OF PROFESSIONAL sports teams typically pony up big bucks to reach consumers. But a new program dreamed up by the New Jersey Nets, The Nets Chamber of Commerce, paves the way for some 400 sponsors, vendors and companies owned by season ticket holders to meet each other.

"Yes, it's about supporting the Nets," says Nets Chief Executive **Brett Yormark** (below). "But it's also about growing their own businesses."

Participants, including companies like Aflac and ADT Security Services, receive invitations to game-night networking events at the Izod Center, facilitation of 10 introductory meetings with other members and access to a password-protected business-to-business Web site hosted on NJNets.com.

Already, Mr. Yormark says, HighPoint Solutions and Barclays—which bought the naming rights to Nets owner **Bruce Ratner's** proposed Brooklyn arena at Atlantic Yards—have made a business deal. The Nets are seeing benefits, too. HighPoint has upped its sponsorship to become the official information networking equipment provider at the new arena.

