

Dear Player,

I am writing to you because the negotiations between the NBPA and NBA owners are at a critical stage. You must take action and protect your rights.

### **Your Voice Must be Heard**

Any deal you and the owners agree upon will have a *major impact on you, your family, and your career.*

- Educate yourself on the specifics of the negotiations and proposals that have been made.
- ***Demand a full vote*** by all players on any proposed deal between the players and owners.
- Contact the NBPA to ask questions and speak out about the issues that will directly impact you and your family.

### **The Current Proposal Hurts Your Earning Potential**

The *NBA demands deep cuts and major “givebacks”* that will cripple your earning potential and the earning potential of every future NBA player.

- The NBPA offered to reduce the players’ share of BRI from 57% to 52%. This will result in a transfer of over **\$200 million per year** or a minimum of \$500,000 per player back to the owners.
  - This results in at least **8% or more of your salary being withheld by the owners each season** through the escrow withholding. This applies to ***all contracts, including contracts signed before the lockout.*** You may never receive this money back.
- The owners demand mandatory reductions in all player salaries in addition to the escrow withholding, including ***“claw backs” from all existing contracts by as much as 10% per year.***
  - With an 8% escrow and a 10% “claw back,” each player will likely ***return 15 - 20% of his salary to the owners*** at the end of each season.
- A reduction of the players’ share of BRI to 52% will result in ***severe restrictions on free agency and your ability to obtain your true market value.***
  - Every NBA team’s ***Salary Cap will be significantly reduced,*** leaving teams with much less Salary Cap room to sign free agents.
  - ***Teams will possess all of the leverage*** because there will be fewer teams competing for your services.
  - Players will ***compete against each other for shorter and smaller contracts*** than the contracts that were available under past systems.
  - A reduced salary cap ***reduces the Maximum Salary.***
  - ***The NBA demands a reduction in the Mid-Level Exception salary and contract length as well as new limitations on Bird rights.*** This will severely restrict usage of these very important exceptions and harm your ability to negotiate a fair contract.

### **Refuse Any Deal that Excludes the Players from the Explosive Growth of the NBA**

The owners demand a long term deal with the players but do not want to share in the tremendous growth and success of the league over the past six seasons.

- Over the past six seasons:
  - The ***NBA enjoyed record attendance, sky-rocketing television ratings, and ever increasing television rights deals;***
  - ***NBA franchise values have continued to escalate and set records*** (compare the sales of the past six years to previous sales); and
  - International ***growth is rapid and constant*** with a growing worldwide television audience and more games played internationally.
- During the 2010-11 season, the NBA experienced its ***highest revenues ever.***
- Demand to see the ***complete financial records of the owners*** over the past six seasons, including their related entities (such as regional sports networks and arenas).

### **Never Respond to Ultimatums or Threats– Stand Strong for Your Principles**

The owners will threaten a doomsday scenario, but you must not yield to their ultimatums or threats.

- The NBA seeks ***unprecedented and unjustified changes*** to the collective bargaining agreement.
- Do not acknowledge “scare tactics” and ***fight to achieve your goals.*** You fought your entire

life to reach the NBA and must not let your right to receive fair compensation be taken from you now.

· Careers are short with *limited time to maximize your earnings and limited opportunities to share in the money you help generate for the league*. If you don't fight to preserve your rights now, you will *pay the price in each pay check* you receive for the rest of your career.

· It is your career, your family, your income, your future. What will you do?

**Participate in the Process and Protect your Individual Right to Bargain**

When the time comes, you must demand that the *NBPA submit any proposed agreement to a vote by all NBA players and provide every player with a reasonable amount of time to review and consider the proposed deal*. We urge you now to become involved and educate yourself.

Knowledge is power!

**Contact the union to educate yourself and fight for what is important:**

- No further reduction of the percentage of BRI received by the players.
- Maintain existing structure of the Bird and Mid-Level Exceptions.
- No reduction in Maximum Salary from existing levels.
- No reduction in Contract Length from existing levels.
- No changes to Unrestricted Free Agency and improve Restricted Free Agency.

Any deal must include these points. ***Remember, it is not about when or how fast a deal is reached, it is about taking the time to secure the best deal.***

We are here to support you. We welcome the opportunity to address any questions or concerns you may have.