MAKE YOUR MOVE

Li-Ning × Golden State Warriors
26-27 Season Partnership Activation Plan

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Campaign Strategy

EXPERIENCE



PLAY



BELONG



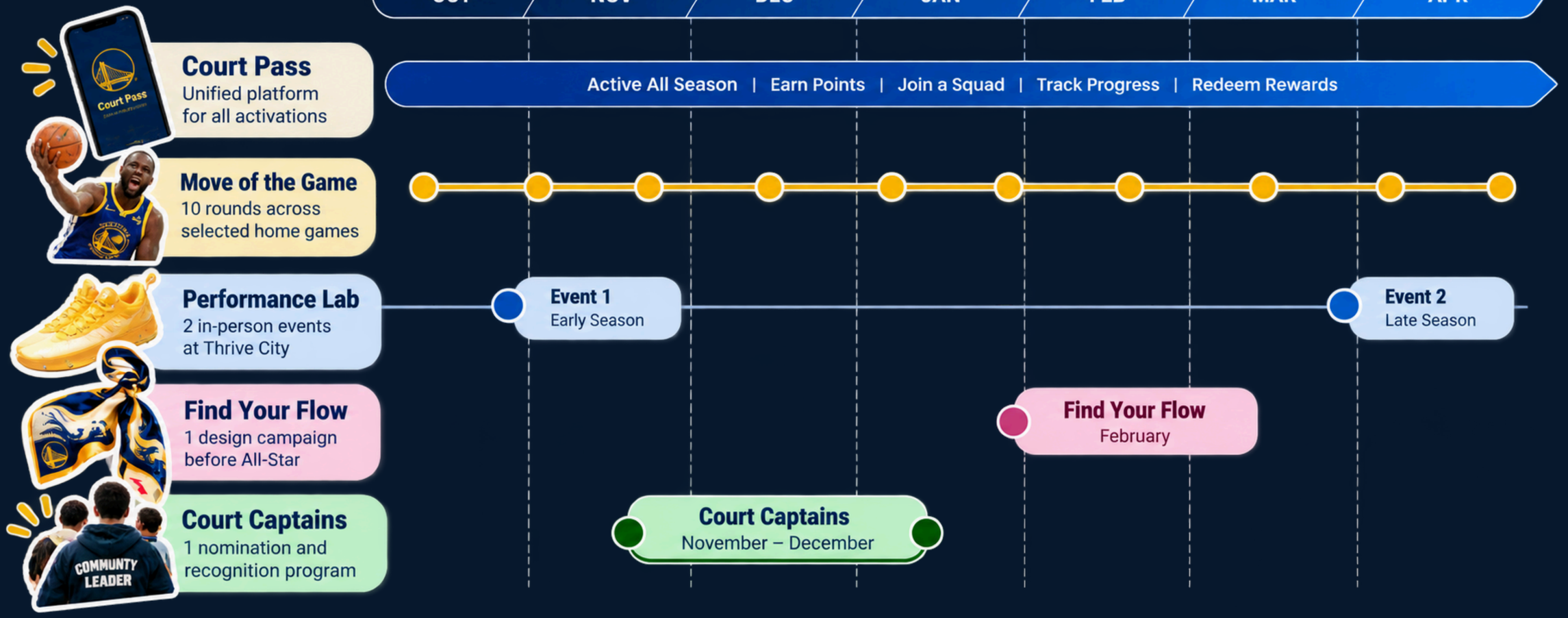
WHY LI-NING, WHY NOW?

LI-NING



Timeline

Four Activations. One Platform. One Connected Season.



Performance Lab

Performance Lab: hands-on Way of Wade 12 “Curry Moment” experience + potential future Curry shoe preview (unconfirmed).



STEP 1

SCAN

Fans check in with Court Pass to register each visit. Repeat visits earn more points, encouraging a return for the second Lab night.

STEP 2

TEST

Fans try reaction-time, vertical-jump, dribbling and shooting challenges, then receive a shareable digital performance card. They can touch, hold and photograph the Way of Wade 12 “Curry Moment” in Liberty and Obsidian.

STEP 3

SHOP

Scan a QR code for the release waitlist and approved Golden State Shop collection; Fanatics fulfills purchases. Every participant receives one recycled-material shoe keychain; returning earns the other colorway to complete the pair.



Move of the Game

The fan storytelling engine: fans submit the move that defines them—on the court or at home



SHOW IT. OWN IT. PASS IT ON.

01 SUBMIT

Fans submit the move that defines them—crossovers, trick shots, celebrations or family game-day traditions. No purchase required

02 VOTE

Submissions flow through Court Pass, earning participation credit. Community voting identifies the finalists

03 GET FEATURED

Selected stories appear on Warriors social channels and during home games, with possible Li-Ning products or approved experiences

IMPACT / MEASURE

Submissions, qualified videos, votes, social views, shares, Court Pass registrations and repeat participation

Find Your Flow

Beyond basketball performance, discover Li-Ning's cultural and lifestyle identity through fan creativity.

THE INSPIRATION

“Shang Shan Ruo Shui” — The Wisdom of Water

Chinese philosophy meets the Warriors' Splash identity.

Adaptability · Resilience · Self-Expression

THE CAMPAIGN JOURNEY

WARM-UP → **ACTIVE** → **RECAP**

Inspire
Social stories & player content

Create & Vote
3-day entries + 4-day voting

Celebrate
Winner reveal & giveaway

No design skills needed — just a pen, paper, and your idea.

THE OUTCOME

10,000 Fan-Designed Limited-Edition Scarves

From personal expression to a wearable Warriors × Li-Ning collectible.



Bay Area Court Captains

The community-impact platform within Make Your Move: recognizing “those who keep the court open.”



“Those who keep the court open”

01 NOMINATE

Fans and community members nominate coaches, teachers, recreation leaders, parents and volunteers all season long

02 RECOGNIZE & SUPPORT

Selected Captains receive Warriors tickets, an arena storytelling moment, and Li-Ning equipment or program support for the young people they serve

03 MEASURE IMPACT

Nominations, geographic reach, equipment distributed, programs supported, young athletes reached, follow-up feedback

YEAR 2 BRIDGE

Programs connected to successful Captains become destinations for the Next Generation Tour

Court Pass

One Platform. Four Activations. One Fan Journey.

PURPOSE

Turn one-time participation into ongoing fan engagement

MECHANISM

Participate → Earn Points → Engage & Compete → Collect

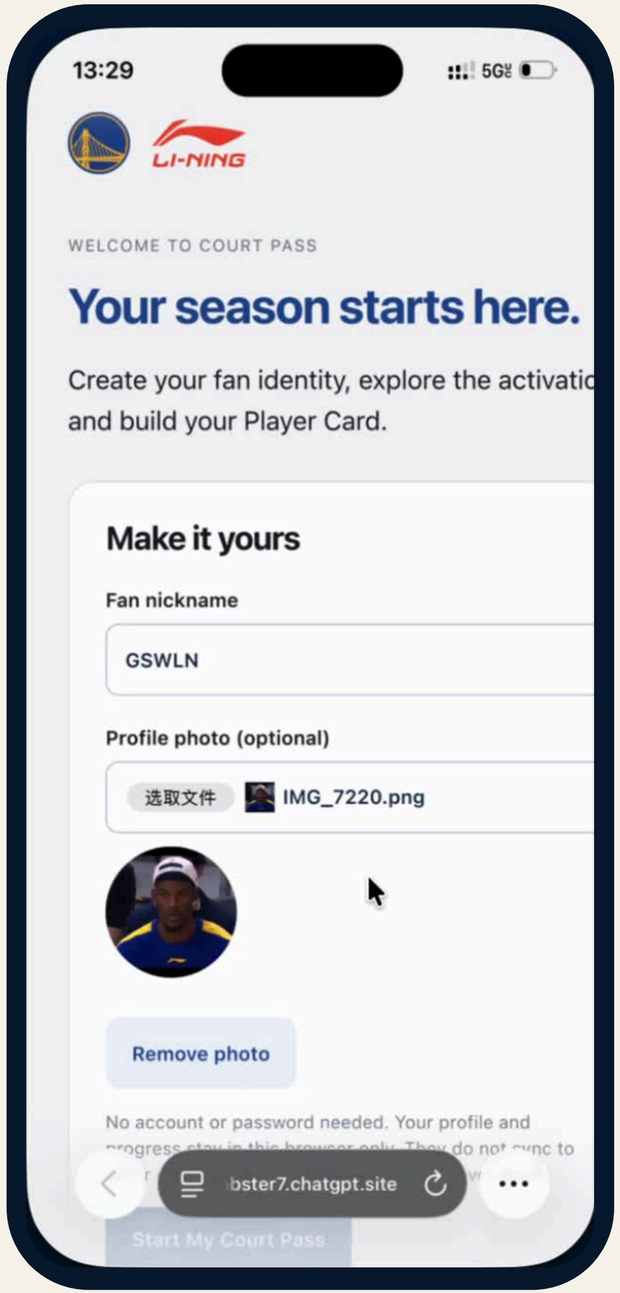
ENGAGEMENT DRIVERS

Rewards · Social Competition · Digital Collectibles

PARTNERSHIP VALUE

Repeat Engagement · Brand Interaction · Participation Tracking

SCAN TO TRY COURT PASS
Explore our interactive demo



Partnership Terms & Investment

Proposed Year 1 estimates · Subject to mutual agreement and approvals

PARTNERSHIP STRUCTURE

Official Presenting Partner of Warriors Make Your Move

1 + 2 Mutual Renewal

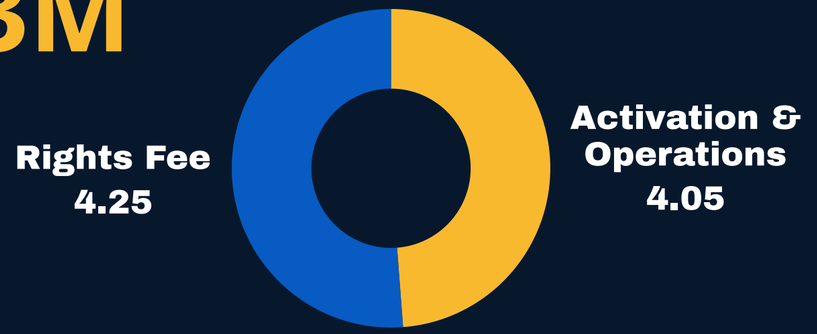
1 Initial Season + 2 One-Year Options

RIGHTS PACKAGE

- Warriors Branding & IP
- Game-Day & Venue Access
- Official Media & Community Support
- One Proposed Player Appearance

YEAR 1 TOTAL INVESTMENT

$8.3M



ACTIVATION & OPERATING BUDGET

Four Activations	$1.75M
Court Pass	$550K
Content & Promotion	$800K
Shared Operations	$950K

Joint Planning & Execution: Warriors × Li-Ning

Measuring Success

One Season to Prove Value. Two Opportunities to Grow.

Expected Outcome	Measurement Method	Year 1 Success Criteria
Brand Positioning	Social Listening & Sentiment	IIncreased visibility & positive sentiment
Fan Engagement	Court Pass Analytics	Repeat participation & opt-ins
Commercial Potential	Referral & Sales Tracking	Traffic growth & purchase interest
Community Impact	Support Records & Feedback	Support delivered & positive feedback

WHAT DRIVES THE RENEWAL DECISION?

Proven Impact
Brand and business results that create real value

Mutual Value
Benefits for both Warriors and Li-Ning

Growth Potential
Clear opportunities to scale successful initiatives

Joint Decision: Renew · Refine · Reassess

Based on Year 1 results and mutually agreed benchmarks.

Year Two/Three Activations

Build on first-year success with deeper community reach, fan participation and a potential global extension.

YEAR 2

Li-Ning Next Generation Tour

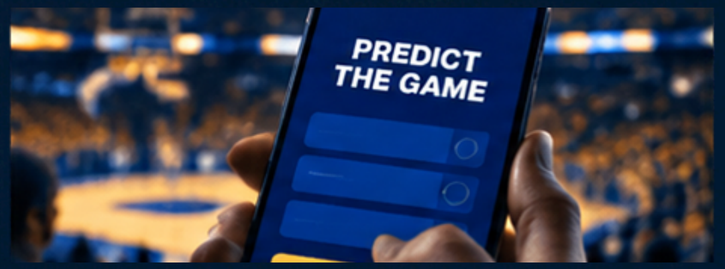
- The tour could visit programs connected to successful Court Captains instead of selecting locations before community work
- Stops would combine basketball instruction, footwear donations and community workshops
- Court Captains would become the relationship-building foundation for a broader community tour



YEAR 2

Li-Ning Clutch Call

- A free Warriors-app prediction game could invite fans to answer three matchup questions before tip-off
- Participants could earn Court Pass points for taking part, adding a reason to return
- Introduce it only after Court Pass shows meaningful adoption; it requires app development, data administration and moderation



YEAR 3

Potential International Expansion

- A proven partnership could explore an international expansion by Year 3
- One possibility is youth basketball programming in China with Li-Ning
- The program could involve an approved Warriors alumni or available Warriors alumni and contracted Li-Ning athlete





MAKE THE NEXT MOVE

26-27 SEASON PARTNERSHIP ACTIATION PLAN + MORE