

Mechanics of the Campaign

The Naismith Memorial Committee plans to establish a network of GOLDEN BALL games throughout the Western Hemisphere in every locality where the sport is played. These games will be conducted in colleges, high schools, Y.M.C.A.'s, preparatory schools, A.A.U. clubs, etc. In each instance of a Golden Ball game, the local authorities in charge of the game will be asked to donate as their contribution to the Naismith Memorial Committee the proceeds of the contest.* It is the hope of the committee that one of the best home games of every basketball team be designated as that team's GOLDEN BALL GAME.

Quite naturally these Golden Ball games will tie in with the national as well as local publicity, thus enhancing the interest in the sport by focusing attention on the particular games. This resulting increased interest and attendance will help the respective teams throughout the season and further the interests of the Golden Jubilee.

Each team that conducts a Golden Ball Game:

- (a) Will receive a handsomely engraved scroll worthy of being framed and hung with athletic trophies indicating participation in the Naismith Memorial.
- (b) Will have the newspaper account and box score of the game placed in the archives of the museum.
- (c) Will have the picture of its team in the Temple of Basketball in a section devoted solely to Golden Ball Game Sponsors.

As attractive features, the committee will make available official copyrighted souvenir programs and handsome memorial buttons for all Golden Ball Games.

* Note: It is recognized that many conferences and institutions will have varied regulations concerning "benefit" events. To meet these regulations, the Committee has available a number of suggestions that will make it possible for any team to meet the conditions. These will be forwarded upon request.