



# **NIKE NATIVE AMERICAN BUSINESS**



# WHAT DRIVES ME?





# THE PLAN



## NIKE NATIVE AMERICAN COMMUNITY & BUSINESS PLAN

To bring inspiration & innovation to the US Native American community of athletes\*  
 \* "if you have a body you are an athlete"

### Who?

- 4.3 Million Consumers
- \$63 Billion Buying Power
- 81% Growth in Buying Power over last 10 yrs
- Median Age = 27; US Median = 33

### Where?

- 50% of Native Population lives in the West
- Top 5 States: CA, OK, AZ, NM, WA
- OK, NC, TX, NY, FL, SD & MI round out top 12

### Why?

- Brand Loyal
- Trend Followers
- Federally Financed Programs
- Strong Emotional Ties
- Heritage is Important
- Sport is Important
- Make brand easier to access

### BRAND PRINCIPAL:

INSPIRE PEOPLE  
 TO CONNECT WITH  
 SPORTS & FITNESS  
 TO HELP THEM  
 REACH THEIR FULL  
 POTENTIAL

1

### Target Consumer:

- Native American "Athletes"
- Tribal Diabetes Programs - 248
- Institutional/Recreation Programs - 188

### Sports Influence:

- Grass Roots Basketball - HUGE
- Running: Billy Mills = HERITAGE
- Golf - Notah Begay III - The FUTURE
- Boys & Girls Clubs: By 2005 - 200 on Native Lands

## UNITY

- Nike Sales/ Diabetes Prevention Program
- Nike Team Sales/ 188 federally funded school access Nike.net
- Nike Running/ Wings of America Elite Running Team



### Native Americans & Diabetes



### DIABETES / FITNESS PROGRAM

- Diabetes has reached epidemic proportions among Native Americans.
- Prevalence of type 2 diabetes among Native Americans in the United States is 12.2% for those over 19 years of age.
- 80% increase in Type 2 Diabetes in Children & Young Adults
- One tribe in Arizona, has the highest rate of diabetes in the world. 50% of the adults between the ages of 30 and 64 have diabetes.
- Complications from diabetes are major causes of death and health problems in most Native American populations.
- Each year 54,000 people lose their foot or leg to diabetes.
- Amputation rates among Native Americans are 3-4 times higher than the general population.



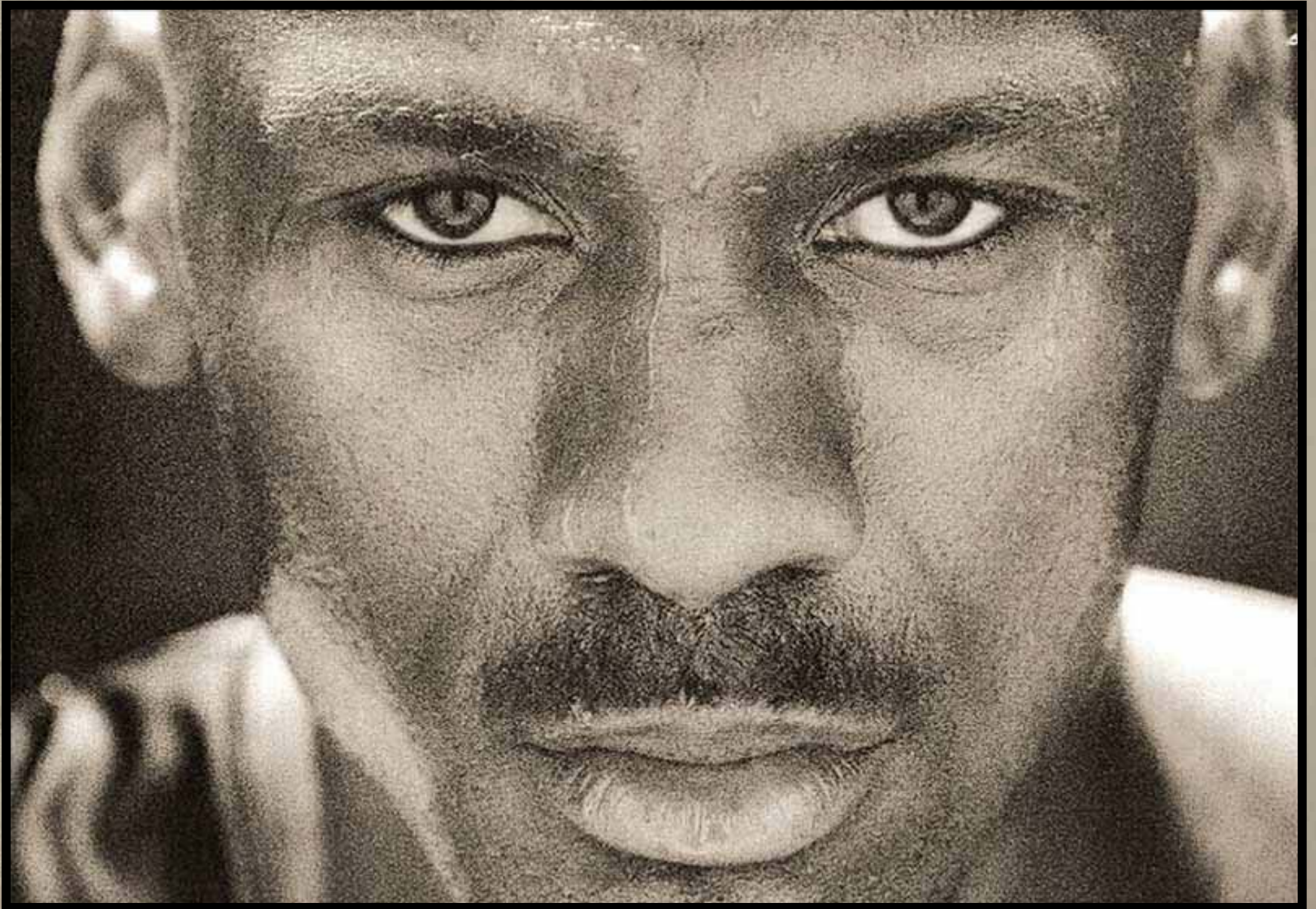
### INSTITUTIONAL/RECREATIONAL

- 168 Federally Funded Schools
- 63 High Schools
- 105 schools K- 8
- 8 Off-Reservation Boarding Schools





# DETERMINATION





# MISSION



To bring inspiration & innovation to the Native American community\* by creating access to the Nike brand

*\* “if you have body you’re an athlete”*



**FY'07-10**



# LAYING THE GROUNDWORK

## VISION

Build a sustainable and profitable business that gives the community access to the brand.

## MISSION

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INSTITUTIONAL

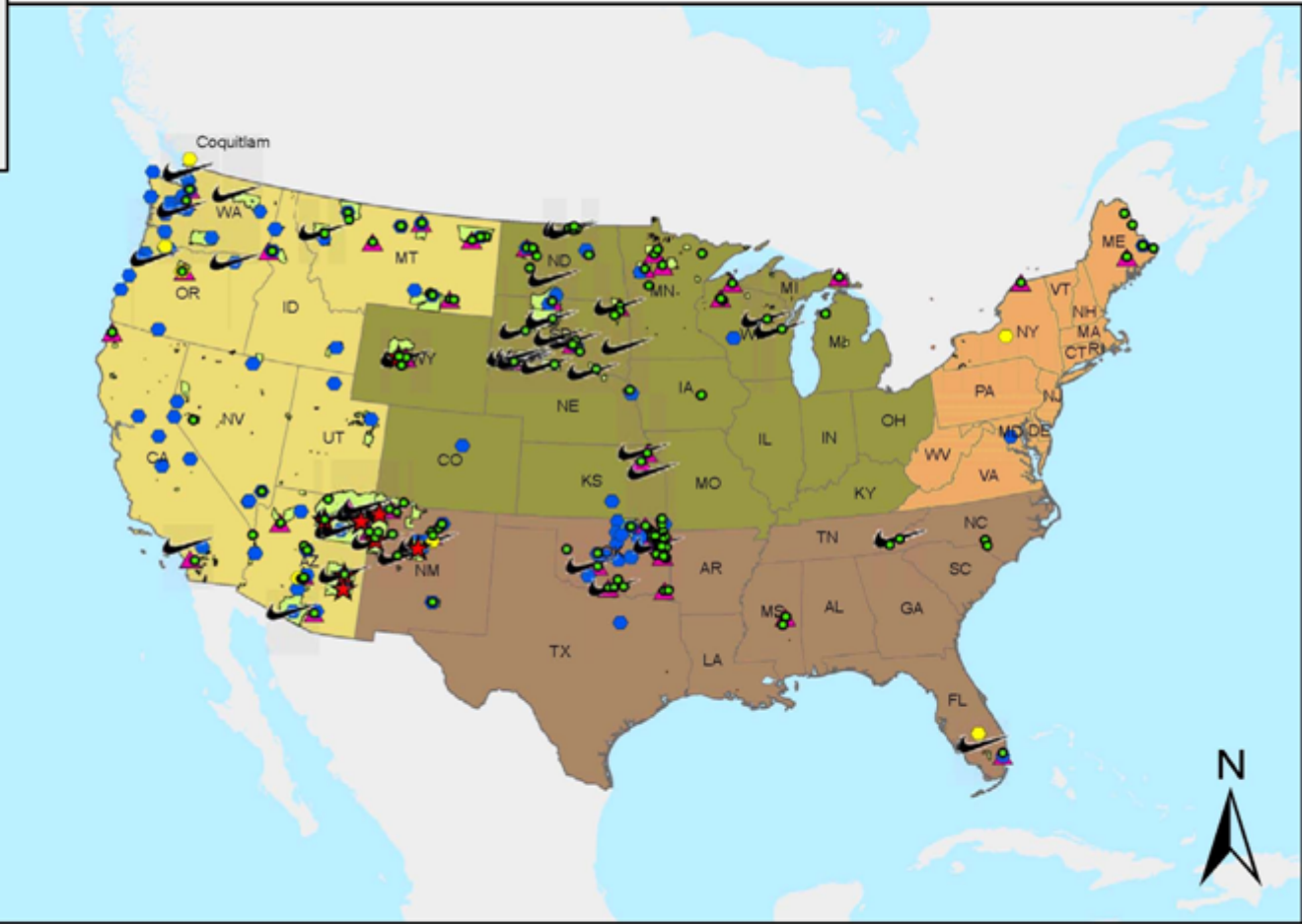
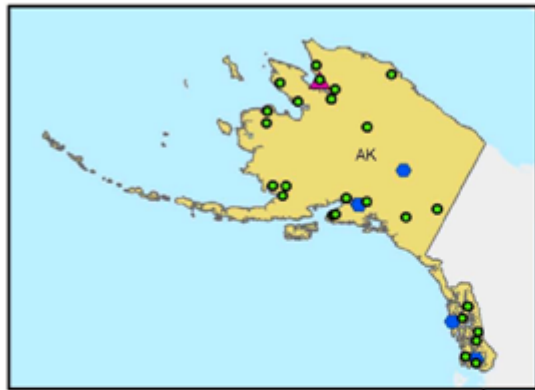
INCENTIVE

CARE

FY'08 PRIORITIES

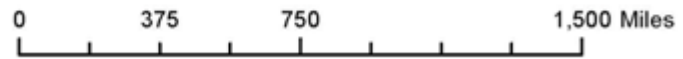
DO THE RIGHT THING

# Nike Native American Business Presence by GBU



## Native American Locations

-  Nike Business Account
-  Incentive Program
-  N.A. Community Partner/Event
-  NikeGO Native Lands Grantee
-  Bowerman Track Donation
-  Native Vision Camp Site
-  NA Boys & Girls Clubs
-  US Reservations
-  Iroquois Canadian Lands







# TYING BUSINESS & COMMUNITY INTO ONE VENTURE...

- Do the Right Thing
- Build Key Partnerships
- Access Point to the Community
- Leverage our Growth Potential





# NATIVE AMERICAN BUSINESS



## KEY GBU EVENT

### REZ RALLY

**WHAT: FLORIDA SEMINOLE TRIBE RUN/WALK**

**WHO: 1,500+ Seminole Tribal members from six reservations across Florida**

#### **SPONSORSHIP HIGHLIGHTS:**

- GBU community involvement – 16 Nike Volunteers
- Brand loyalty
- Family and community event
- Strong PR for 2+ months throughout state of Florida
- Product donation and event support is 9K



# NATIVE AMERICAN BUSINESS

## KEY GBU EVENT



### **NABI – NATIVE AMERICAN BASKETBALL INVITATIONAL**

**WHAT: Native American Grass Roots Basketball Tournament**

**WHO: 800+ Native American High School Student Athletes**

#### **SPONSORSHIP HIGHLIGHTS:**

- Access point for Teen Consumer & Product
- Showcase new products & set up focus groups
- NCAA Certification for 2007 Tournament
- Career & College Fair for participants – Diversity Recruitment
- H2 Hummer for Mobile Marketing in the #6 largest market in U.S.





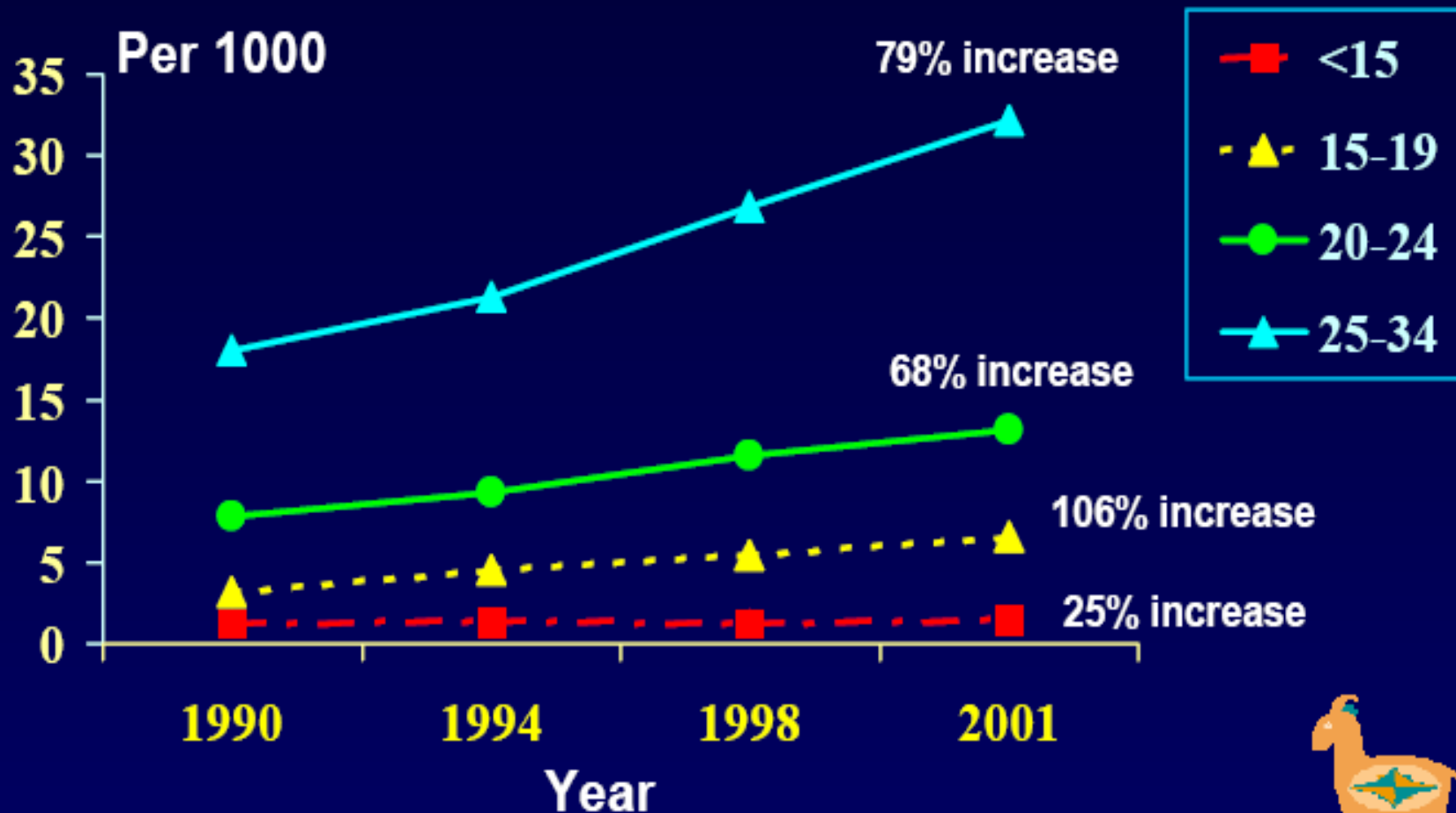
# A HISTORIC MOMENT...



# The Opportunity to Serve

## PREVALENCE OF DIABETES AMONG NATIVE AMERICANS

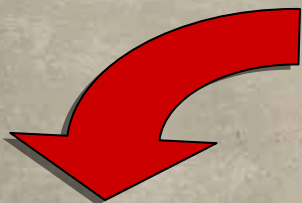
1990-2001



Source: IHS Diabetes Program Statistics







**b**

**American Indian and Alaska Native communities suffer a disproportionately high rate of type 2 diabetes when compared with other populations in the U. S. and throughout the world.**



**18 million Americans with Diabetes**  
**16% of Native Populations = 400,000**



**IN EVERY DELIBERATION  
WE MUST CONSIDER THE IMPACT  
OF OUR DECISION  
ON THE NEXT SEVEN  
GENERATIONS.**

*- The Great Law of the Iroquois Confederacy*





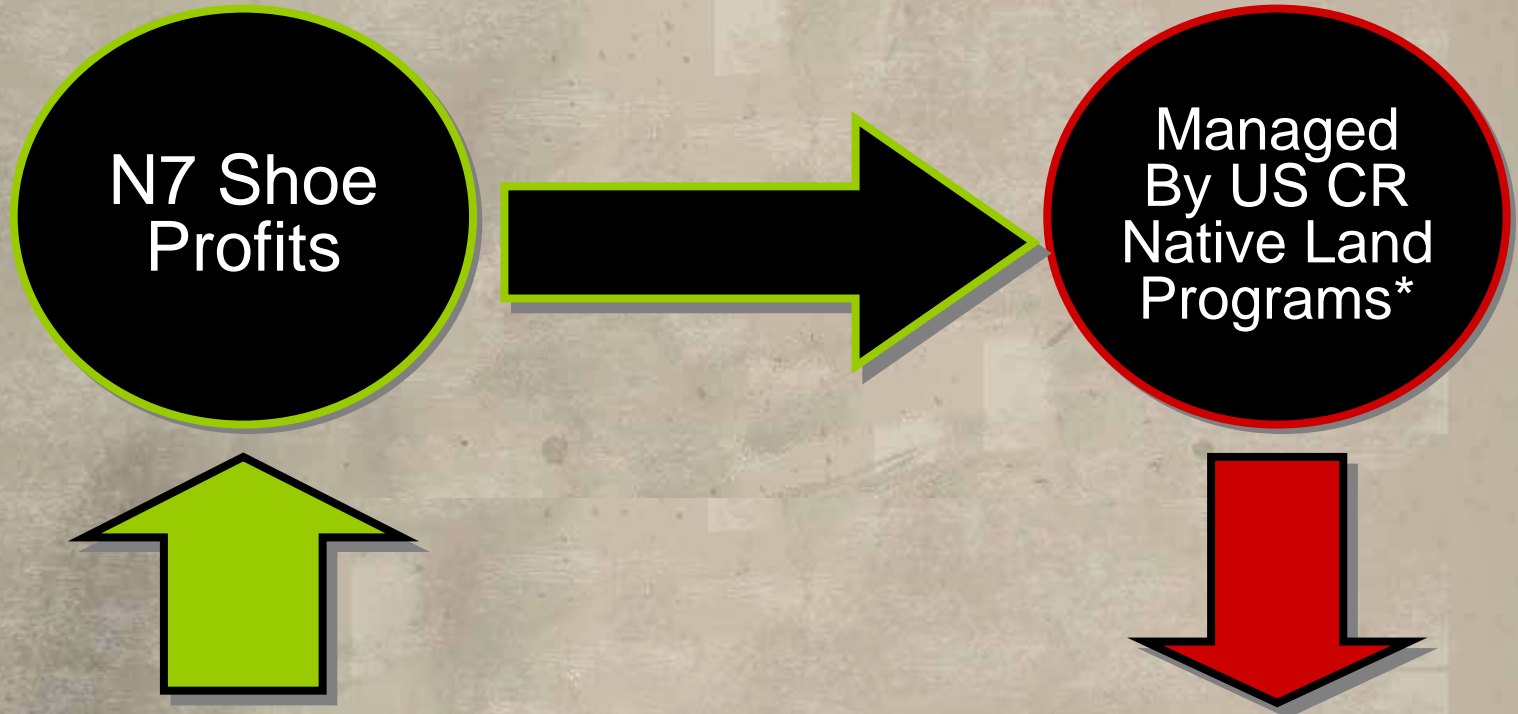


## AIR NATIVE N7 *an innovative footwear concept*

N7-In every deliberation we must consider the impact of our decision on the next seven generations.  
- From the Great Law of the Iroquois Confederacy



# NATIVE AMERICAN WELLNESS SHOE: GIVING BACK



- NATIVE LAND PROGRAMS:**
- “Let me Play” on Native Lands
  - Court and Field Construction
  - Native Vision Camp
  - Iroquois Community Plan
  - Just Move It
  - MOU Events
  - Wings of America



**To bring inspiration & innovation  
to every athlete\* in the world**

*\* “if you have a body, you are an athlete”*



# NATIVE AMERICAN BUSINESS



**LAX at NIKE**



**NOTAH BEGAY III**



**REZ RALLY**



**WELLNESS PROGRAMS**



**WINGS OF AMERICA**



**FITNESS WALKS**