

# NEW YORK POST

## Brooklyn Nets land key sponsor deal

By [Josh Kosman](#)

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Photo: Getty Images

With the highest payroll in the NBA, the Brooklyn Nets could use a few more sponsorship deals like this one.

The high-powered Nets are set to announce a new five-year, multimillion deal with SecureWatch 24 to become the team's first "presenting sponsor."

The corporate sponsorship allows SW24 to piggyback on all Nets-controlled marketing, including ads, billboards and in-arena signage.

Most visible will be the security company's logo on courtside and baseline signage during home games at Barclays Center.

"Where you see us, you'll see them," Nets CEO Brett Yormark told The Post.

The Nets declined to comment on the financial terms but similar NBA presentation contracts run around \$1 million a year.

Nets owner and Russian billionaire Mikhail Prokhorov has invested millions — drawing comparisons with late Yankees owner George Steinbrenner — in his five-year quest to win the title.

After signing pricey stars like Kevin Garnett and Paul Pierce in the off-season, the Nets have rocketed their payroll past \$100 million with a record luxury tax bill of around \$82 million.

The Nets are rolling out an aggressive new marketing campaign, with the tagline “Are You Ready?” to tout their high-priced roster. Those ads will feature the SW24 logo when they debut on Monday.

SW24, founded by a former Brooklyn police officer, stepped in after a Nets marketing deal with rival security giant firm ADT ended.

Desmond Smyth, president of SecureWatch 24, knows the Nets’ turf well from his years at the 77th Precinct, a short walk from Barclays Center.

“SW24 was looking for a game-changer,” Yormark said.

# News

## SW24 Becomes Presenting Sponsor of the Brooklyn Nets

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**Brooklyn, NY** – The Brooklyn Nets have signed a momentous multi-year deal with SW24, a New York City-based leader in technology-based security services, to become the team’s presenting sponsor. The signature partnership marks the first-ever presenting sponsorship for the Brooklyn Nets.

Starting today, SW24’s logo can be seen in conjunction with the Brooklyn Nets logo on all team controlled branding. This alliance also designates SW24 as the Presenting Sponsor of BrooklynNets.com and the Exclusive Security Partner of the Brooklyn Nets. Through this multi-faceted marketing alliance, SW24 will receive exposure on television-visible courtside and baseline signage at Nets home games, exposure in Brooklyn Nets publications and during radio broadcasts, and a major advertising presence via the unparalleled “Street-to-Seat” brand signage at Barclays Center. SW24 will also receive branding at select Barclays Center security checkpoints. The Brooklyn Nets will receive exposure on SW24 through a variety of consumer communication vehicles.

SW24 is one of the fastest-growing security companies in the United States and maintains the nation’s largest privately installed network of video surveillance. President Desmond Smyth founded the company after 20 years of service with the New York Police Department from which he retired as a detective. His first posting was with the 77th Precinct in Brooklyn where he began his NYPD career. “We are entering into our 10th year as one of the leading security services providers in the country and our roots are here,” Smyth said. “New York City is in our blood, so this new relationship with one of the best teams in basketball is going to help form a solid foundation for SW24’s service to Brooklyn and our entire city. We love what the Brooklyn Nets stand for as a sports team and as a positive force in our community. Our DNA is the same.”

“We are proud to have formed a major sponsorship alliance with SW24, a leader in its field,” said Brett Yormark, CEO of the Brooklyn Nets and Barclays Center. “SW24 has a tremendous commitment to safety and service, which are our top priorities at the Brooklyn Nets. Everywhere the Nets brand goes, so will SW24. This significant alliance continues our commitment to partner with first-class companies and to bring the best to Brooklyn.”

SW24’s team of professionals includes decorated veterans of the New York City Police Department and first responders. As part of its commitment to recognizing those who keep our nation and our city secure, SW24 will honor a member of the U.S Armed Forces or a New York-area first responder during a dedicated timeout at every Brooklyn Nets regular season home game.

At the conclusion of each Nets victory, the team will name one player SW24 Lockdown Defender of the Game. The player that wins that distinction the most times will be named the SW24 Lockdown Defender of the Year.

The alliance was assembled by Andrew Schwartz, Vice President of Brooklyn Nets Partnership Sales, who identified SW24 as a prospect, and who re-established a relationship with Jay Stuck, SW24 EVP of Sales and Chief Marketing Officer, in a collective effort to build SW24’s brand in New York City.