

FIBA 3x3 MARKETING KIT

3x3





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ORIGIN STORY

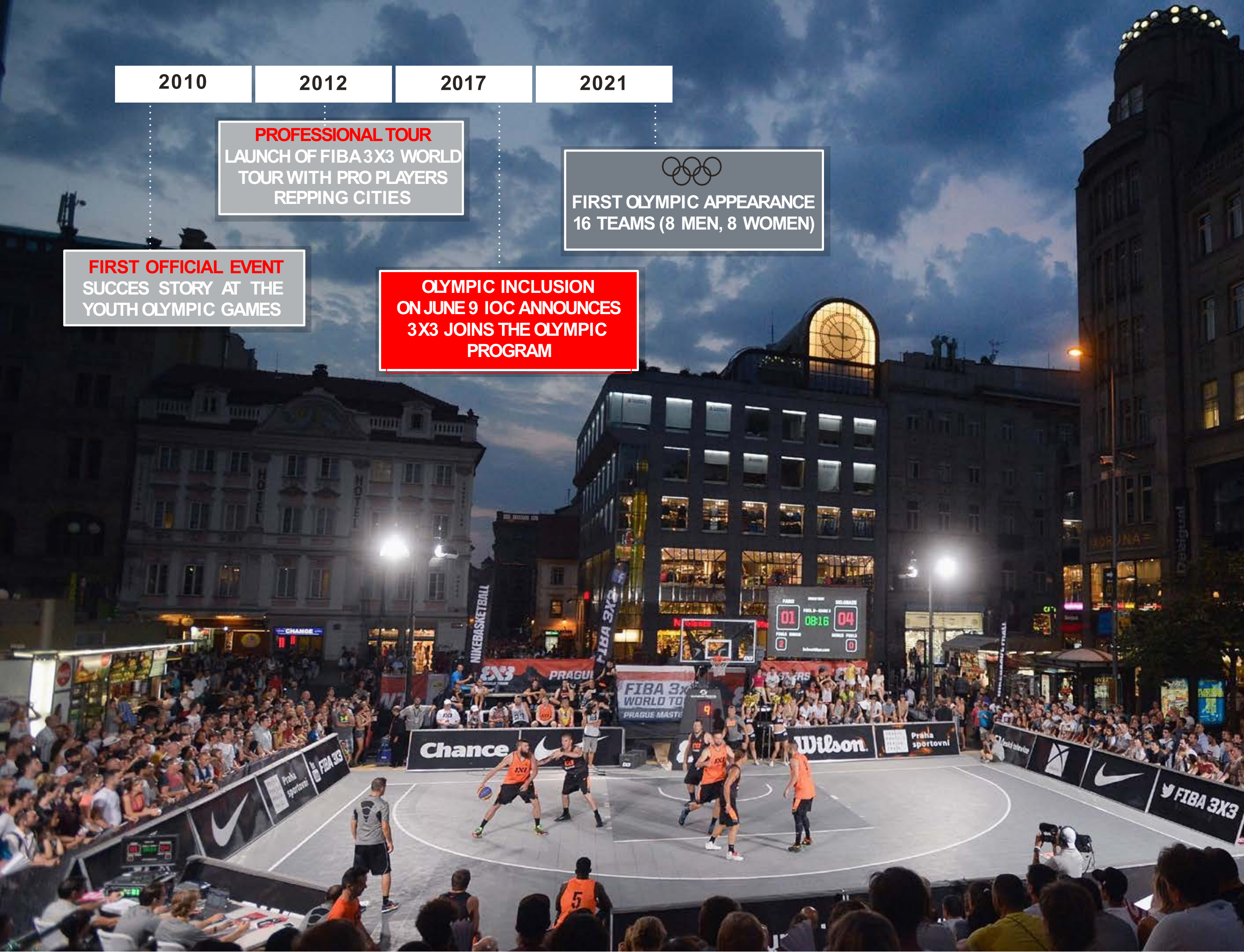
2010 2012 2017 2021

FIRST OFFICIAL EVENT
SUCES STORY AT THE
YOUTH OLYMPIC GAMES

PROFESSIONAL TOUR
LAUNCH OF FIBA 3X3 WORLD
TOUR WITH PRO PLAYERS
REPPING CITIES

OLYMPIC INCLUSION
ON JUNE 9 IOC ANNOUNCES
3X3 JOINS THE OLYMPIC
PROGRAM


FIRST OLYMPIC APPEARANCE
16 TEAMS (8 MEN, 8 WOMEN)



From the streets to the Olympics

In just 10 years, FIBA codified the spectacular rules of the number one urban team sport and gave an inspiration to the millions of players worldwide by crexating an international and professional competition network, and a path all the way from the local playgrounds to the Olympic stage.

[WATCH THE LINK!](#)

IOC

IOC's recipe for Olympic Games rejuvenation

"3x3 is incredibly exciting with this intimate setting, games are short and highly competitive 3x3 basket- ball is just fantastic."- Adam Silver, NBA commisioner



“Citius, altius, fortius”

A 10-MINUTE SPRINT

THE #1 URBAN TEAM SPORT IN THE WORLD

THE GAME

EX3

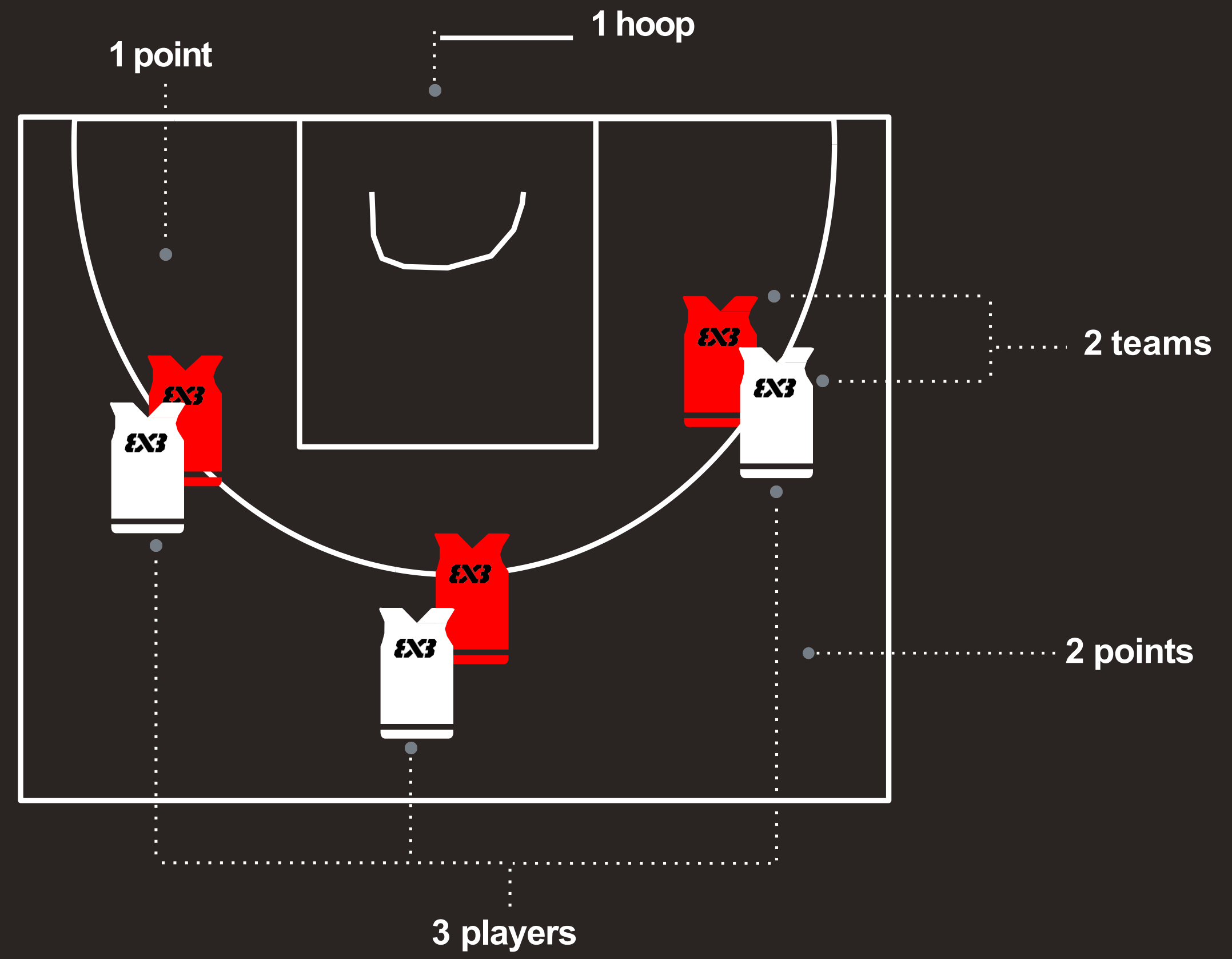
MINUTES **10**

SHOTCLOCK **00:12**

POINTS **21**

EXCITING
1/3 GAMES DECIDED BY 2 POINTS OR LESS

FAST.
NO BREAKS AFTER SCORING. NO HALFTIME.
AVERAGE GAME TIME: 20 MINUTES





THE VISION

The most thrilling urban sport

- Authentic urban culture festivals with non-stop music.
- Played in high-traffic locations to reach new change to maximize.
- Simple rules for the benefit of everybody.
- Can be played in iconic locations anywhere thanks to small footprint.
- [Watch the link!](#)

PRO SEASON

Weekly events (men)

WORLD TOUR



2022 Season Numbers:

601 QUALIFYING EVENTS

72 COUNTRIES

12 EVENTS

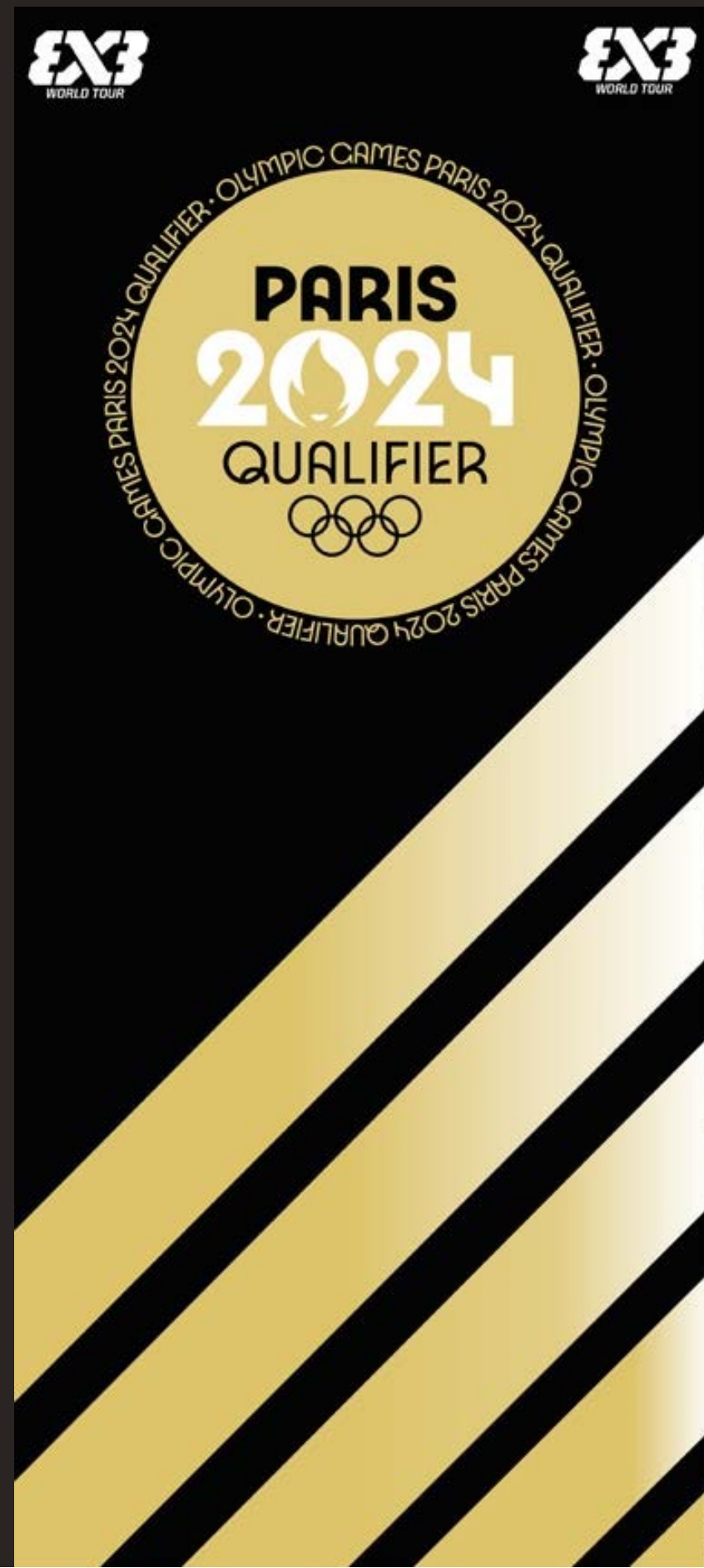
+15 K PLAYERS

+3 M USD PRIZE MONEY

12 Editions

2023: Points ranked for the Olympic Games (Paris 2024)

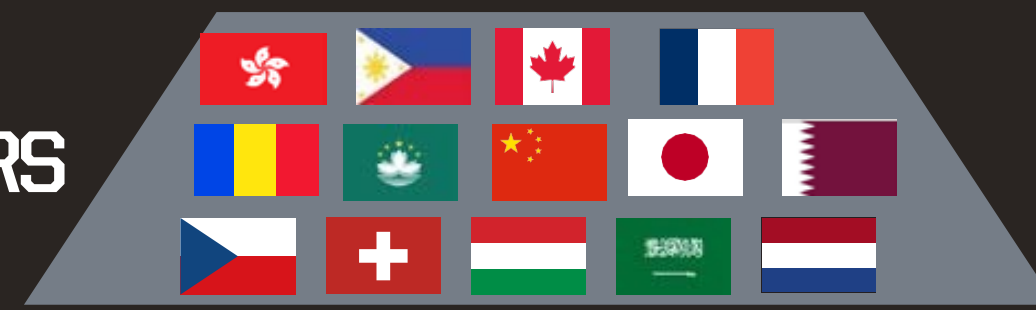
WORLD TOUR



WORLD TOUR FINAL



19 WORLD TOURS MASTERS



30+ CHALLENGERS
(PRO QUALIFIERS)



100+ QUALIFIERS



PRO SEASON

National Federations &
Commercial Teams

WOMEN'S SERIES



2022 Season Numbers:

12 EVENTS

32 TEAMS

1/2 M USD PRIZE MONEY

24 GAME-DAYS FROM MAY-SEPTEMBER

218 GAMES

YEARLY EVENTS

WORLD CUP

- QUALIFIERS (OPEN, U23 & U18)



AFRICA CUP



AMERICUP



ASIA CUP



NATIONAL TEAM EVENTS

EUROPE CUP

- QUALIFIERS (OPEN & U17)

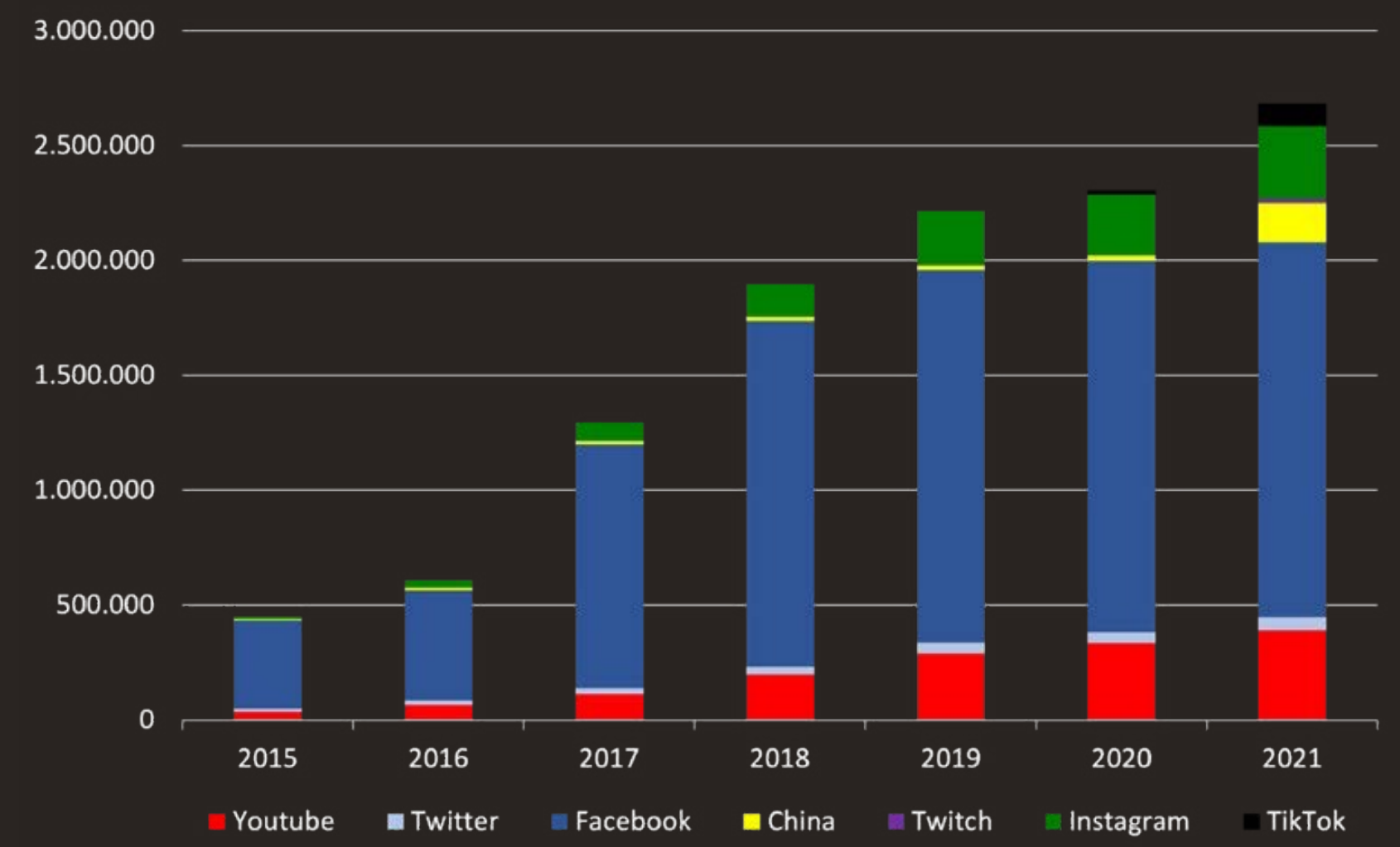




SM ENGAGEMENTS

FOLLOWERS
Growing year to year

SOCIAL MEDIA FOLLOWERS



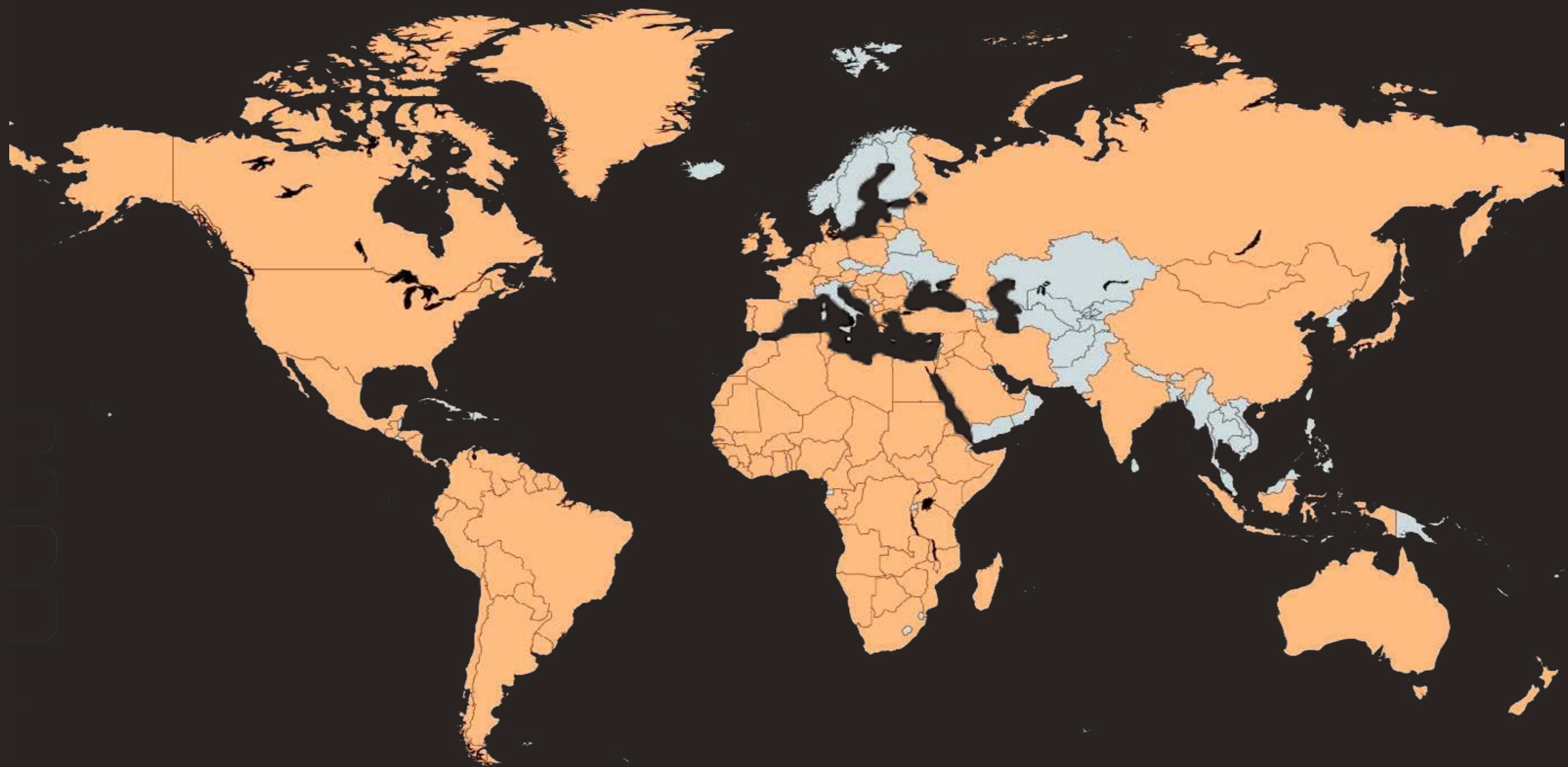
TV **150 M**

GLOBAL TV HOUSEHOLD
REACH

+100

COUNTRIES BROADCASTED
SINCE 2015 SEASON

TV EXPOSURE





MEDIA COVERAGE

Half court, giant Media Interest

- Press conferences at each event with LIVE TV coverage.
- Print/Magazine/Local reports.
- Stories on FIBA.basketball.
- Live online streaming of all events, average 3m per year.
- 26-minute TV magazine at each event.
- FIBA 3x3 content featured on Bleacher Report, ESPN Sports Center, Sports Illustrated, BBC Sport.

Create signature events

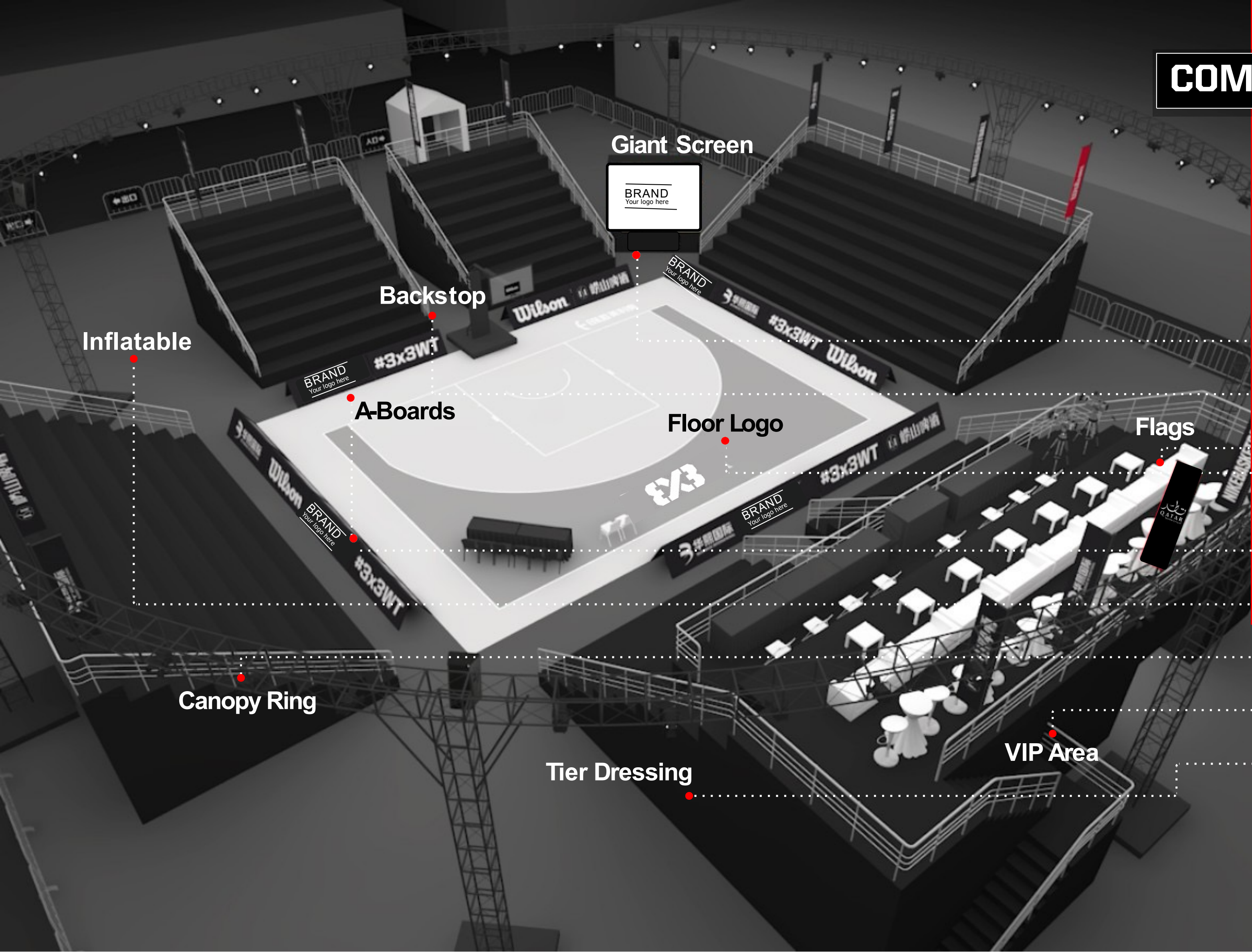
- Link your brand with the excitement of 3x3 basketball.
- The unique experience of 3x3 events is enhanced by digital measures and Social Media campaigns.
- Continuous brand presence during World Tour breaks.
- Events are embedded into a standardized scheme of advertising measures.

89% admitted having so much fun at the event

96% of our spectators would recommend it to a friend

Brand exposure

- Giant Screen: Promotional video
- Backstop
- Flags
- Floor Logo
- A-Boards
- Inflatable
- Canopy Ring
- VIP Area
- Tier Dressing





COMMERCIAL BENEFITS I I I

Brand exposure



- 1 Get your own team on the court.
- 2 Product placement.
- 3 Premium distribution.
- 4 Cheerleaders.
- 5 Booths at fan Village.
- 6 On-court partner appearance.
- 7 TV interview backdrop.



CSR

Social responsibility

- 1 School and hospital visits.
- 2 Chat session with kids.
- 3 3x3 clinics.
- 4 Training camps.
- 5 Wheelchair games.

CORPORATE EVENTS

- Custom made corporate events, including hospitality programs and behind-the-scenes experience.
- Thought about playing 3x3 with your clients in this unique set-up? The 3x3 venue can be used to the needs of each partner.
- Clinics, sports integration, and many other out-of-the-box ideas you can think of.





SHOOTOUT QUALIFICATION

BRAND
Your logo here

RACK 1 ○ ○ × × ○

RACK 2 ○ ○ × × ×

TOTAL: **5** / 20.8 s

TO QUALIFY **5** / 24.5 s

WESTHER
MOLTENI
LAUSANNE (SUI)

DIGITAL ASSETS

Engaging products

- Shootout Contest.
- Dunk Contest with voting from the public.
- 'Make some noise' activation game.

DUNK CONTEST QUALIFICATION

fiba3x3.com/vote

BRAND
Your logo here

JUDGE 1: **9**

JUDGE 2: **10**

JUDGE 3: **10**

PUBLIC: **9.2**

DUNK 1

9.6

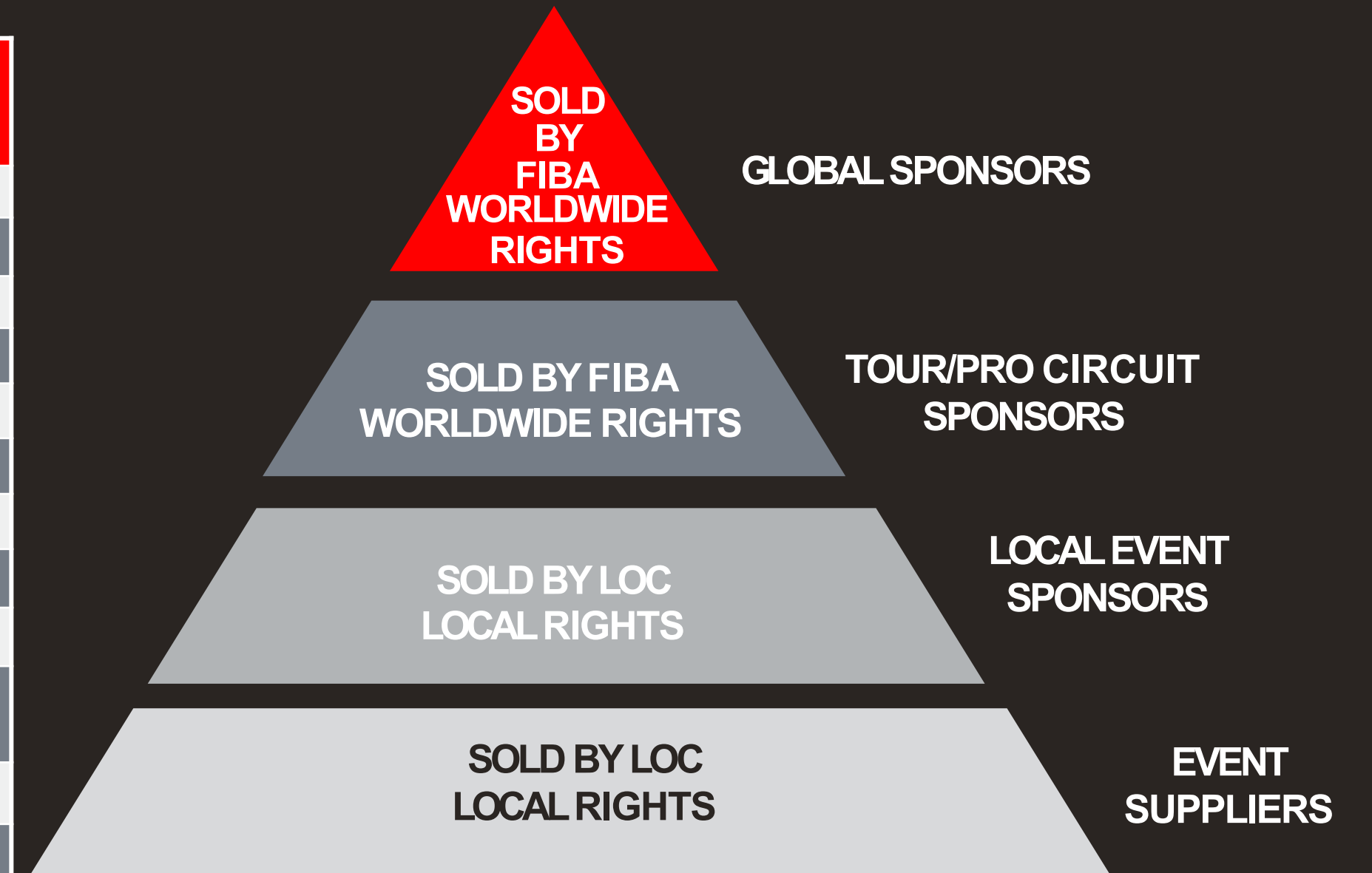
LIPEK
POLAND



PROMOTION OPPORTUNITIES

SPONSORSHIPS

RIGHTS SUMMARY	GLOBAL SPONSOR (NATIONAL TEAM + PRO)	WORLD TOUR SEASON	WOMEN'S SERIES
N° OF EVENTS	60	40	15
COURT A-BOARDS	YES	YES	YES
ACTIVATIONS AT FAN VILLAGE	YES	YES	NO
EVENT LENGTH (DAYS)	2-6	2	2
LIVE BROADCAST	YES	YES	NO
NAMING RIGHTS	YES	YES	YES
EXCLUSIVE PLAYER INTERVIEW	YES	YES	NO
LICENSING RIGHTS	YES	YES	YES
PLAYERS MEET & GREET	YES	YES	NO
PRODUCT CATEGORY EXCLUSIVITY	YES	YES	YES
VIP TICKETS (PER DAY)	5	5	NO
WEBSITE URL PROMOTION	YES	YES	YES
COIN TOSS ACTIVATION	YES	YES	YES



WE HAVE WORKED WITH:



SAMSUNG



T-Mobile

ThinkPad



Coca-Cola

WANT TO KNOW MORE?



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