



FIBA 3x3 WORLD TOUR 2020

JEDDAH FINAL

DECEMBER 18-19 - CORNICHE



OFFICIAL APPAREL
OFFICIAL BALL



OFFICIAL TIMEKEEPER



OFFICIAL SUPPLIERS



**AMSTERDAM JEDDAH LAUSANNE KATAPULT LIMAN NOVI SAD NY HARLEM
PIRAN RIGA SAKIAI GULBELE UB ULAANBAATAR MMC ENERGY UTENA**



**FIRST INTERNATIONAL SPORTS EVENT IN SAUDI ARABIA
SINCE THE START OF THE COVID-19 PANDEMIC**

DIGITAL IMPACT

— FIBA 3X3 WORLD TOUR —

PEOPLE REACHED:

6.8M

VIEWS:

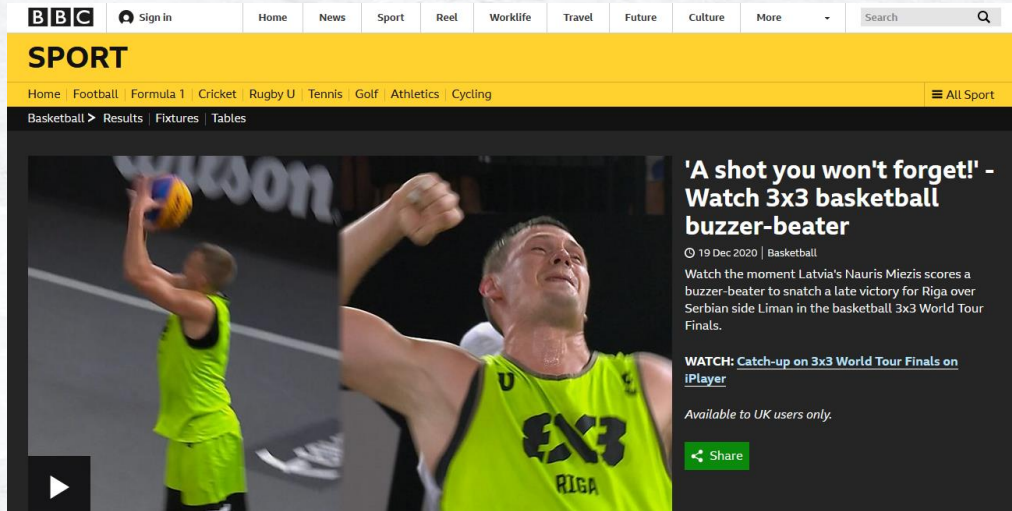
3.1M

INTERACTIONS:

300K



1st TIME ON THE BBC!



Most Watched

- 1 ▶ 'Outstanding' box-to box McTominay stars for Man Utd
- 2 ▶ 'A shot you won't forget!' - Watch 3x3 basketball buzzer-beater
- 3 ▶ Hamilton wins Sports Personality of the Year 2020
- 4 ▶ Rashford receives special Sports Personality award

AND SECOND MOST WATCHED VIDEO OF THE WEEKEND!

MEDIA AND RESONANCE



SPORTKLUB



HRH PRINCE ABDULAZIZ BIN TURKI AL FAISAL, **SAUDI ARABIA'S SPORTS MINISTER** **AND** PRESIDENT OF KSA OLYMPIC COMMITTEE





STRICT ANTI-COVID19 PROTOCOL

- **PLAYERS AND STAFF HAD TO PRESENT 2 NEGATIVE PCR TEST BEFORE ARRIVAL**
- **EVERYONE TESTED AT AIRPORT UPON ARRIVAL, FOLLOWING ALL THE PROTOCOLS BY LOCAL AUTHORITIES - 100% NEGATIVE RATIO**
- **MANDATORY MASKS FOR PLAYERS, REFS, MEDIA AND STAFF**
- **TEMPERATURE CHECKS AT HOTEL AND AT VENUE ENTRANCE**
- **HAND SANITIZER AVAILABLE AT THE VENUE**
- **SOCIAL DISTANCING STRICT MEASURES**
- **SANITIZED BALLS**



DUNKING DEVILS



LOCAL ENTERTAINMENT & 3x3 WHEELCHAIR GAME



FANS WERE NOT ALLOWED AT THE VENUE BUT WERE GIVEN A CHANCE TO SEND VIDEOS TO APPEAR ON THE GIANT SCREENS DURING THE EVENT!



SHOWING THE URBAN CULTURE DNA





**RIGA WIN THEIR FIRST WORLD TOUR TITLE ON
UNBELIEVABLE TISSOT BUZZER BEATER**



NAURIS MIEZIS (RIGA) NAMED MVP OF THE EVENT

PIOTR GRABOWSKI (POL) WINS QUALITY OF LIFE DUNK CONTEST

STEFAN KOJIC (LIMAN) WINS SBF SHOOT OUT-CONTEST





STANDINGS

FIBA 3x3 WORLD TOUR 2020

1. RIGA
2. LIMAN
3. UTENA
4. NOVI SAD
5. JEDDAH
6. NY HARLEM
7. UB
8. AMSTERDAM
9. SAKIAI GULBELE
10. ULAANBAATAR MMC ENERGY
11. PIRAN
12. LAUSANNE KATAPULT



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 **TISSOT**
SWISS WATCHES SINCE 1853

#3x3WT



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TISSOT

SWISS WATCHES SINCE 1853

EVENT ORGANIZERS



PYRAMID
We Disrupt!

EVENT HOSTS



IN 2021, THE WORLD TOUR IS BACK



FOR ITS 10th EDITION