FIBA 3x3
MARKETING KIT
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 creating an international and professional competition network, and a path all the way from the local playgrounds to the Olympic stage.
“Citius, altius, fortius”

"3x3 is incredibly exciting with this intimate setting, games are short and highly competitive 3x3 basketball is just fantastic." - Adam Silver, NBA Commissioner
A 10-MINUTE SPRINT
THE #1 URBAN TEAM SPORT IN THE WORLD

MINUTES POINTS
10 21

SHOTCLOCK
00:12

EXCITING
1/3 GAMES DECIDED BY 2 POINTS OR LESS

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

THE GAME

1 point
1 hoop
2 teams
2 points
3 players
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)

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)
PRO SEASON
National Federations & Commercial Teams

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)**

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#### EUROPE CUP
- **Qualifiers (Open & U17)**

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### NATIONAL TEAM EVENTS

#### AFRICA CUP

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#### AMERICUP

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#### ASIA CUP

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#### EUROPE CUP
SM ENGAGEMENTS

FOLLOWERS
Growing year to year

SOCIAL MEDIA FOLLOWERS

- YouTube
- Twitter
- Facebook
- China
- Twitch
- Instagram
- TikTok
TV 150 M

GLOBAL TV HOUSEHOLD REACH

+100

COUNTRIES BROADCASTED SINCE 2015 SEASON
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.
COMMERCIAL BENEFITS

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
COMMERCIAL BENEFITS II

Brand exposure

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

COMMERCIAL BENEFITS
Social responsibility

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

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

RIGHTS SUMMARY | GLOBAL SPONSOR (NATIONAL TEAM + PRO) | WORLD TOUR SEASON | WOMEN'S SERIES
---|---|---|---
Nº 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 | YES | YES | YES
EXCLUSIVITY | | | |
VIP TICKETS (PER DAY) | 5 | 5 | NO
WEBSITE URL PROMOTION | YES | YES | YES
COIN TOSS ACTIVATION | YES | YES | YES

WE HAVE WORKED WITH:

![Partnership Logos]
WANT TO KNOW MORE?

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