





LEADING THE MOVEMENT AS A "FORCE FOR GOOD"

ONLY LEAGUE



WITH A BLACK
OWNER AND BLACK
COMMISSIONER

ONLY LEAGUE



WITH WOMEN
COACHING MEN
(AND WINNING)

ONLY LEAGUE



WHERE PLAYERS
ARE ALSO PARTNERS
(NOT JUST EMPLOYEES)

BIG3



By Black.

POWERED BY 

CERTIFIED BLACK-OWNED

ONLY PRO SPORTS LEAGUE

BIG3 - THE LEAGUE



The premier professional 3-on-3 basketball league, **built around culture & social change**, featuring some of the world's most iconic and legendary players and coaches.

Our Owners - Ice Cube & LL Cool J:

- Legendary figures in the world of music, entertainment, and sports.
- Ice Cube has been honored with the ICE CUBE Impact Award by the Naismith Basketball Hall-of-Fame for his incredible impact on the basketball community.

Our DNA - Diversity of Leadership:

- Only professional sports league to be certified by ByBlack (U.S. Black Chamber of Commerce) as a Black-owned and operated business.



Our Broadcast Partner - CBS:

- CBS Sports will return as the BIG3's primary broadcast partner as we head into Season 7 this summer back in NBA Arenas around the country.

By Black.



12 TEAMS



600+
COMBINED
NBA SEASONS



80+
ALL-STAR GAME
APPEARANCES



7
BASKETBALL
HALL-OF-FAMERS



15+
NBA
CHAMPIONSHIPS

ICONIC COACHES

JULIUS "DR. J" ERVING
GEORGE "ICEMAN" GERVIN
LISA LESLIE
NANCY LIEBERMAN
GILBERT ARENAS
STEPHEN JACKSON
RICK BARRY
GARY PAYTON

ICONIC PLAYERS

JOE "ISO JOE" JOHNSON
RYAN "HEZI GOD" CARTER
"FRANK NITTY" SESSION
JASON RICHARDSON
RASHARD LEWIS
MICHAEL BEASLEY
LEANDRO BARBOSA
JODIE MEEKS

BIG 3 - THE PEDIGREE

BIG3's combination of **hoops, entertainment, and community involvement** creates an environment like no other in sports.

BIG3 - THE EXPERIENCE

FIREBALL3:

- With its unique and established 3v3 format, BIG3 delivers fast-paced, high-energy games that are both competitive and entertaining, attracting athletes from around the globe.

Festival Atmosphere:

- From DJs and dancers to live concerts with some of the biggest names in hip-hop during halftime, BIG3 strives to create a festival feel in and outside the arena.

Community-First:

- BIG3 taps into local underserved communities in the cities they visit through initiatives like Young3 and the Nancy Lieberman Foundation.



CBS VIEWERS

51%

OF CBS VIEWERS ARE NON-WHITE
(BLACK OR HISPANIC)

55/45%

MALE/FEMALE
SPLIT

35%

P25-54
COMPOSITION

BIG3 HAS LARGER VIEWERSHIP THAN
WNBA, NHL, MLS, NBA SUMMER LEAGUE,
NWSL & PLL DURING THE SUMMER

515K

AVG LIVE
VIEWERS
PER WEEK

BIG3 - THE AUDIENCE

10K

AVG ON-SITE
ATTENDEES
PER WEEK

IN-ARENA

90%

OF ATTENDEES AT BIG3 GAMES ARE
NON-WHITE (BLACK OR HISPANIC)

MAJORITY

OF ATTENDEES AT BIG3 GAMES ARE
URBAN, INNER-CITY FAMILIES

BIG3 SAW RECORD-BREAKING
ATTENDANCE IN 2023 AFTER RETURNING
TO ITS MODEL OF TOURING NBA ARENAS



BIG3 - THE RULES



GAMES ARE PLAYED ON A FIREBALL3 HALF-COURT



BASKETS ARE 2's AND 3's + THREE 4-POINT CIRCLES



14-SECOND SHOT CLOCK, FIRST TO 50 POINTS WINS



HAND-CHECKING & TRASH TALK ALLOWED



BRING THE FIRE - ALLOWS PLAYERS TO CHALLENGE A FOUL BY GOING 1-ON-1



BIG3 - THE IMPACT

- As a result of his extraordinary contributions to the world of basketball through the BIG3, the Naismith Basketball Hall-of-Fame created the Ice Cube Impact Award in his name, which will honor those who use basketball as a platform to make a real impact on communities.
- Honored on MLK Day, the award highlights Cube's unparalleled passion for the game and his unwavering commitment to inclusivity, equal opportunity, racial & social justice, and community development through basketball.

**ICE CUBE
IMPACT AWARD**



**CLICK [HERE](#) TO
SEE THE RELEASE**



JOIN THE MOVEMENT





BIG3 STREET TOUR - NEW IN 2024

**YEAR-ROUND POP-UP
BASKETBALL TOURNEYS
ACROSS THE COUNTRY
WITH BIG3 RULES**

**STREET FASHION AND
SNEAKER CULTURE
COLLIDE WITH
3-ON-3 HOOPS**

**FEATURING ICE CUBE,
BIG3 STARS, AND THE
BEST ATHLETES EACH
CITY HAS TO OFFER**

BIG3 STREET TOUR

BIG3 Street aims to galvanize urban basketball culture, while redefining the intersection of sports, fashion and entertainment, through immersive street pop-ups and 3-on-3 tournaments.

3-on-3 Hoops:

- Tournaments are played under BIG3's innovative Fireball3 rules.
- Teams consist of local athletes, influencers and celebrities, complemented by BIG3 stars, ensuring a dynamic and competitive spectacle that embodies the spirit of street 3-on-3 basketball.

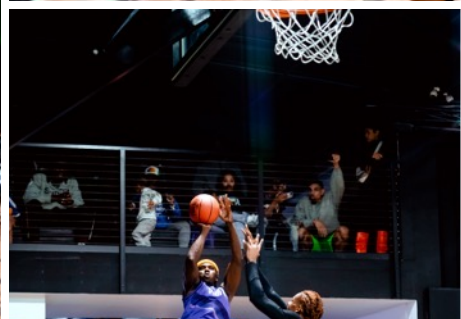
Street Fashion & Sneaker Culture:

- BIG3 will partner with local designers and entrepreneurs in each city the street tour visits (i.e., Oakland, Atlanta, New York, Toronto), collaborating on exclusive limited-edition merch drops and appealing to both basketball & fashion enthusiasts.

3-4

POP-UPS COMING
SOON IN 2024

CLICK [HERE](#) TO SEE INITIAL LAUNCH PRESS RELEASE



BIG3 partnered with Monster Energy, the iconic SRGN Studios in Los Angeles, sneaker aficionado the 'Shoe Surgeon', and rising designer Doni Nahmias to kick off the BIG3 Street Tour on Dec 19.

BIG3 STREET LA

Celebrating Los Angeles:

- Aside from limited edition merch and a once-in-a-lifetime tourney, guests were treated to food, drinks, and activations throughout the night for an unforgettable experience celebrating the burgeoning hoops scene in LA and the city's influence on fashion.

Media Coverage and Social Reach:

- From Ice Cube to Justin Bieber and LL Cool J to influencers like 'Whit3 Iverson' and 'Hezi God', BIG3 Street LA garnered over 12M social impressions in estimated reach and was covered by several sports & entertainment outlets like COMPLEX and TMZ.

CLICK [HERE](#) TO WATCH BIG3 STREET LA RECAP

12M+
TOTAL ESTIMATED
REACH





ADDITIONAL INFO

ESM
23

Triplets
MILLER

JOHNSON
3

MOON
15

soft



SEASON 7 - TENTATIVE SCHEDULE

Subject to Change

| DATE / TIME | LOCATION / ARENA |
|-------------------------|---|
| Sat, June 15 (3:30P-6P) | Oakland, CA / Oakland Arena |
| Sat, June 22 (1P-3P) | Tampa, FL / Amalie Arena |
| Sat, June 29 (1P-3P) | TBD / TBD |
| Sun, July 7 (1P-3P) | TBD / TBD |
| Sun, July 14 (3P-6P) | Anaheim, CA / Honda Center |
| Sat, July 20 (4P-6P) | Portland, OR / Moda Center |
| Sun July 28 (1P-3P) | Newark, NJ / Prudential Center |
| Sun, August 4 (3P-6P) | San Antonio, TX / Frost Bank Center |
| Sun, August 11 (1P-3P) | TBD / TBD (Playoffs) |
| Sun, August 18 (3P-6P) | Boston, MA / TD Garden (Championship & All-Star Game) |





DEMOGRAPHIC PROFILE

2023 BIG3 vs. CBS Sat-Sun 12-7pm Window

+3.1 PTS

FEMALE VIEWERSHIP
(VS. REST OF CBS WEEKEND PROGRAMMING)

+15.8 PTS

P25-54 VIEWERSHIP
(VS. REST OF CBS WEEKEND PROGRAMMING)

+29.3 PTS

NON-WHITE VIEWERSHIP
(VS. REST OF CBS WEEKEND PROGRAMMING)

| DEMO PROFILE (CBS Telecasts) | BIG3 ON CBS (2022 Season) | NON-BIG3 ON CBS ⁽¹⁾ (Sat-Sun/12-7pm) | BIG3 vs. NON-BIG3 (+/- % Points) |
|---------------------------------|------------------------------|--|-------------------------------------|
| Gender | | | |
| Female | 44.5% | 41.3% | +3.1 Pts |
| Male | 55.5% | 58.6% | (3.1 Pts) |
| Age | | | |
| P18-34 | 7.6% | 3.6% | +4.0 Pts |
| P18-49 | 26.0% | 13.4% | +12.6 Pts |
| P25-54 | 34.8% | 18.9% | +15.8 Pts |
| Median Age | 59 Years | 66 Years | (7 Years) |
| Race & Ethnicity | | | |
| White | 49.5% | 78.8% | (29.3 Pts) |
| Non-White | 50.5% | 21.2% | +29.3 Pts |

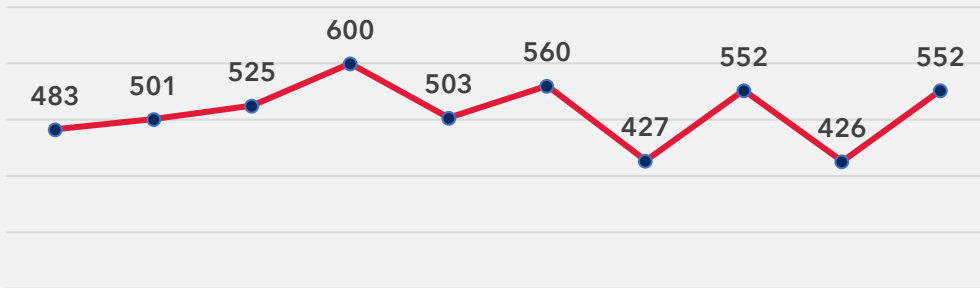


2023 - SEASON 6 VIEWERSHIP ON CBS

Nielsen Ratings

BIG3 RATINGS ON CBS

(Viewers in 000s A2+)



515K

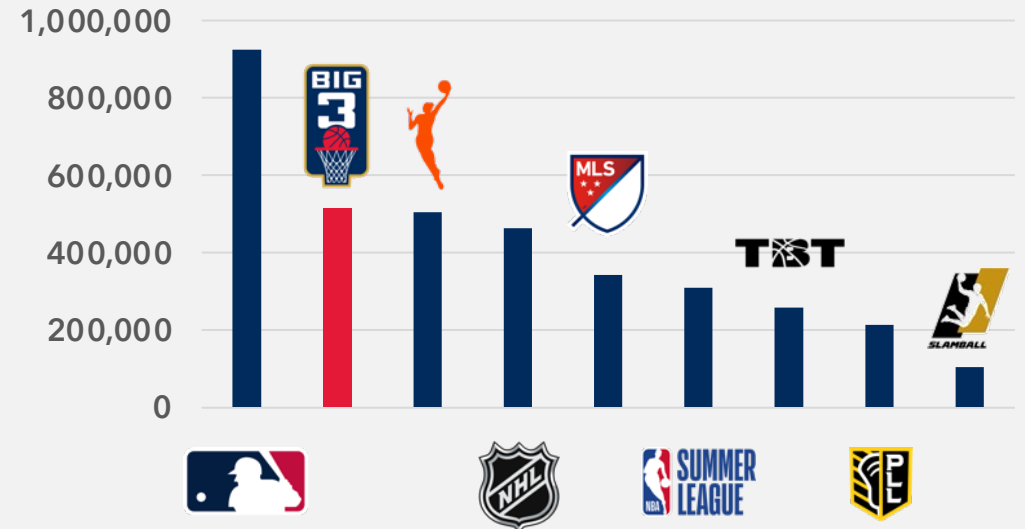
AVERAGE LIVE VIEWERS EACH WEEK (2023)

MORE

THAN WNBA, NHL, MLS, NBA SUMMER LEAGUE, AND PLL

SUMMER RATINGS COMPARISON

(Sports From Mid-June to Mid-August)



Sources: MLB - Viewership Across FOX, ESPN, FS1, and TBS From March 30 - June 27, 2023 (Yahoo Sports); WNBA - Viewership Across ABC, ESPN and CBS During 2023 Season (WNBA); NHL - Viewership Across ESPN, ABC, and TNT During 2022-23 Season (SportsPro Media); MLS - Viewership Across ABC, ESPN, and ESPN2 During 2022 Season; NBA Summer League - Viewership Across ESPN, ESPN2, and ESPNU During 2023 Events (Sports Business Journal), TBT - Viewership on ESPN During 2023 Championship (Sports Media Watch); PLL - Viewership Across ABC, ESPN, and ESPN2 During 2023 Season (PLL)



2023 - RECORD-BREAKING ATTENDANCE

Largest Attendance After Returning to NBA Arenas

10,091
AVERAGE FANS PER WEEK
(2023)

