



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 Founders - Ice Cube & Jeff Kwatinetz:

- 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.



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'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.



S7 TENTATIVE SCHEDULE

SEASON 7 DATES:

- Sat, June 15 - Oakland, CA
- Sun, June 22 - Tampa, FL
- Sat, June 29 - TBD
- Sun, July 7 - TBD
- Sun, July 14 - Anaheim, CA
- Sat, July 20 - Portland, OR
- Sun, July 28 - Newark, NJ
- Sun, August 4 - San Antonio, TX
- Sunday, August 11 - TBD (Playoffs)
- Sunday, August 18 - Boston, MA (Championship & All-Star Game)



***SUBJECT TO CHANGE**



BIG3 - HOW TO PARTNER

IN-VENUE SIGNAGE & ACTIVATIONS



Activate Your Brand On-Site In Front of Thousands of Diverse Basketball Fans and Families

COMMUNITY IMPACT INITIATIVES



Join BIG3's Core Mission to Bring Communities Together Through a Shared Love of Basketball

MEDIA & CONTENT INTEGRATIONS



Deliver Brand Creative/Messaging via High-Impact Placements Across Broadcast & Social Touchpoints



IN-VENUE SIGNAGE & ACTIVATIONS

On-Site Branding:

- In-Arena / Event Courtside Rotational LED Signage
- In-Arena / Event Jumbotron / Center Hung Scoreboard Signage
- On-Court Signage (i.e., Logo Inclusion on the Court, Basket, etc.)
- Public Address (PA) Announcements

Experiential Marketing:

- Ability to Activate On-Site via Promotional Giveaways, Display Footprints in the Concourse Area or Outside the Arena, etc.
- Outfit BIG3 Locker Rooms with Product Placement

VIP Hospitality:

- Premium Tickets to Select BIG3 Games
- Meet & Greets with Ice Cube and BIG3 Coaches/Players

DRIVE BRAND EXPOSURE IN-ARENA THAT EXTENDS TO BIG3'S CBS BROADCASTS



LED RIBBON

SCOREBOARD

ON-COURT BRANDING

BASKET SIGNAGE

COURTSIDE LED





COMMUNITY IMPACT INITIATIVES

Nancy Lieberman Foundation:

- Throughout its 20-year history, the Nancy Lieberman Foundation founded has renovated over 120 basketball courts in undeserved communities across the country.

Young3:

- Committed to providing young boys & girls with the training, education, and mentorship they need to succeed both on and off the basketball court.

BIG3 Street Tour:

- BIG3 will host several pop-up activations across the country leading up to Season 7, bringing its Fireball3 gameplay to unique venues such as Rucker Park in New York and SRGN Studios in Los Angeles.



MAKE AN IMPACT ON THE LOCAL COMMUNITIES THAT BIG3 VISITS EACH SEASON



MEDIA & CONTENT INTEGRATIONS

Broadcast Placements:

- :30s Commercial Spots in CBS Broadcasts
- Graphic Overlays with Verbal Mentions (i.e., Plays of the Game Brought to you by XYZ Brand)
- Billboards with :05s Voiceover

Social & Digital Activation:

- Tagged Social Mentions and Logo Inclusion on Dedicated Social Posts (i.e., Game Highlights, Player of the Game, etc.)
- Promotion of Sponsored Content Across Social Platforms

Custom Content:

- Ability for BIG3 to Produce Original Content Such as Custom Video Series, PSAs, Athlete Stories & Interviews, etc.



DELIVER BRAND MESSAGING ACROSS BIG3 TELECASTS & ITS SOCIAL PLATFORMS



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



