



BIG3

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CBS

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ICE CUBE



BIG3 - PARTNERSHIP OPPORTUNITIES

ON-AIR INTEGRATIONS & CONTENT EXTENSIONS



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

IN-ARENA ACTIVATIONS & IN-GAME ELEMENTS



Interact with Avid Fans In-Arena and Become an Organic Part of BIG3's Gameplay on the Court

COMMUNITY IMPACT & BIG3 STREET TOUR



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



ON-AIR INTEGRATIONS

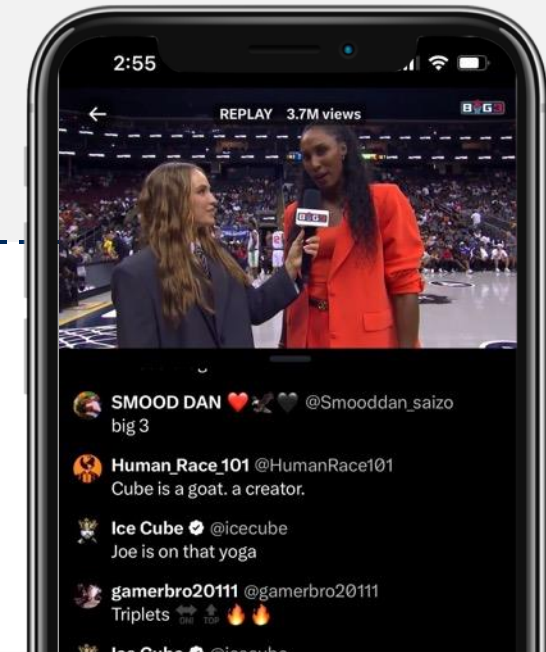
Deliver Brand Messaging in BIG3 Broadcasts

CBS Broadcast Placements:

- :15s, :30s, or :60s commercial spots in CBS broadcasts
- Graphic overlays with verbal mentions, i.e., Starting Lineups, Standings, Highlights, Halftime Sponsorship, etc.
- Billboards with :05s voiceover

X (Twitter) Placements:

- Pre-roll video inventory across BIG3 content on X
- Graphic overlays with verbal mentions
- Sponsorship of behind-the-scenes shoulder content featuring BIG3 players, coaches, and courtside commentators, Rachel DeMita and Brian Scalabrine





CONTENT EXTENSIONS

Tap Into BIG3's Massive Social Footprint

Dedicated Social Posts:

- Tagged social mentions and logo inclusion on dedicated social posts (i.e., Highlights, Player of the Game, Game Recaps, etc.)
- Opportunity for social collaboration posts with BIG3, Ice Cube, and BIG3 players and coaches

Custom Content Opportunities:

- BIG3 can produce shoulder content for partners, featuring BIG3 players & coaches, as well as product integration
 - Ability to extend content opportunities to music talent at BIG3 games
 - Distributed across BIG3 social footprint, including Ice Cube handles





CONTENT EXTENSIONS

Drive Incremental Reach with Creator Streams

Overview:

- BIG3 and your brand can leverage co-streams with popular streamers and creators, to meet and engage 'Gen-Zennials' (A18-34) where they live.
- Creator Streams utilize the power of live sports and the credibility of content creators to enable streamers to co-commentate on games across their socials in a live environment.

Partnership Opportunities:

- To enhance brand visibility during creator streams, BIG3 will implement a strategic mix of visual elements and messaging, producing interactive branded content for an engaged audience:
 - Product Integration
 - Stream Entitlement Designation
 - Creator Brand Callouts
 - Brand Visibility & Graphic Overlays
 - Video Ad Insertion & Custom Segments





IN-ARENA ACTIVATIONS

Significant Brand Presence in Each BIG3 Arena

On-Site Branding & Signage:

- Inclusion in LED signage rotation (courtside LED panels, LED ribbon, scoreboard / jumbotron)
- On-court logo and basket stanchion logo placement

Experiential Marketing:

- Ability to activate on-site via promotional giveaways, display footprints, fan contests, product integration, etc.
- Product sampling opportunities

VIP Hospitality:

- Courtside and premium tickets to select BIG3 games with meet & greets





IN-GAME ELEMENTS

Organic Brand Integrations Within FIREBALL3

4-Point Circle:

- Integrate your brand in BIG3's 4-point circles, an innovation created by the BIG3 and one of the signature elements of Fireball3.

Point Game:

- Your brand to be mentioned in every game on CBS and X when a team has a chance to hit 50 points to win, aligning with all game-winning shots.

Bring the Fire:

- Your brand to own the *Bring the Fire Challenge* in all BIG3 games, when a coach challenges a shooting foul, and the two players go 1-on-1 from the top of the key to determine the result of the foul.

CLICK [HERE](#) TO SEE *BRING THE FIRE* EXPLAINED BY CUBE





COMMUNITY IMPACT INITIATIVES

Bring Communities Together with BIG3

Nancy Lieberman Charities:

- Throughout its 20—year history, Nancy Lieberman Charities has renovated over 128 basketball courts in undeserved communities across the U.S.
- BIG3 and your brand can work together in key markets to build courts in low-income neighborhoods.

YOUNG3:

- YOUNG3 provides young boys and girls with the training, education, and mentorship they need to succeed both on and off the basketball court.
- Takes place the Friday before BIG3 weekends in the cities we visit – kids are then invited out to experience the games with their families, interacting with coaches and players in NBA arenas.





BIG3 STREET TOUR

Taking 3-on-3 Hoops Back to the Streets

Overview:

- 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.
- In 2024, BIG3 will partner with SRGN Studios to bring 4x tournaments to Sneaker Con events, with the winning teams earning a spot in a Champs Bracket that'll take place before the BIG3 Championship in 2025.

Partnership Opportunities:

- Logo inclusion on BIG3 Street jerseys + on-court/sideline branding
- Inclusion in marketing materials, earned media, and social promotion
- Ability to activate on-site with display footprint and product sampling

[BIG3 STREET LA](#)

[BIG3 STREET SEATTLE](#)

[BIG3 STREET NY](#)





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