



BIG 3

TM

LEGENDS OF THE HARDWOOD
LEAVE IT ALL ON THE FLOOR IN A
“WINNER TAKE MOST” 10 CITY, 3-
ON-3 SUMMER BATTLE THE LIKES
OF WHICH HOOPS FANS HAVE
NEVER IMAGINED



MONDAY NIGHT BASKETBALL OF FOX

- Fox is the BIG3 Exclusive Domestic TV Broadcast Partner for 2017 and 2018
- 10 nights of programming (June 26 – August 26) - first 9 broadcasts will be Monday Night 8PM - 10PM EST with several hours per week of shoulder programming
- 4 games / entertainment broadcast on **primetime Monday nights** provides over 2 hours of key content - like Monday Night Football in the Fall, BIG3 will usher in Monday Night Basketball in the Summer
- FS1 to carry regular season games and championship to air **live on FOX** on August 26th - games will also be simulcast on FOX Deportes and FX Go
- Fox to promote all games on both their national and regional sports networks
- Major press coverage of the TV announcement included national article in USA Today declaring BIG3's legitimacy and the importance of this groundbreaking deal



SPORTS FANS ARE RAVENOUS

FOR SUMMER PROGRAMMING

Total sports viewership **increased by 17** in 2016

Sports viewership is significantly less in summer months than it is during the fall, winter and spring - as a result of baseball being the only sport in the market - no college or professional football or men's basketball (FOX is the exception to this trend and their highest ratings are in the summer)

Summer presents a golden opportunity to **launch a major sports league** targeting an engaged and loyal audience that is hungry for action

This **demand for programming** creates a fantastic opportunity for media sponsors



APROVEN TV PRODUCT

Special event basketball featuring NBA stars draws large TV audiences



Cleveland vs. Golden State 2016 NBA Finals Game 7 : 31 million viewers

OK City vs. Golden State 2016 WCF Finals Game 7: 16 million viewers



Duke vs. Wisconsin NCAA 2015 Final : 28 million viewers

Villanova vs. UNC NCAA 2016 Final: 22 million viewers



NBA 2016 All-Star Game in Toronto : 8 million viewers



A PRE-BUILT, ENGAGED FOLLOWING



In just the few weeks since the launch of BIG3, there have been over 1,000 media placements across all platforms. This includes television, print, online and radio.

Media outlets featuring BIG3 and the brand include: ESPN, Sports Illustrated, ABC, NBC, CBS, Wall Street Journal, NY Times, TMZ, Dime Magazine, Yahoo, Vibe, Associated Press, USA Today, San Francisco Chronicle, Complex, Fader, Billboard, Fox Sports, LA Times, to name just a few.

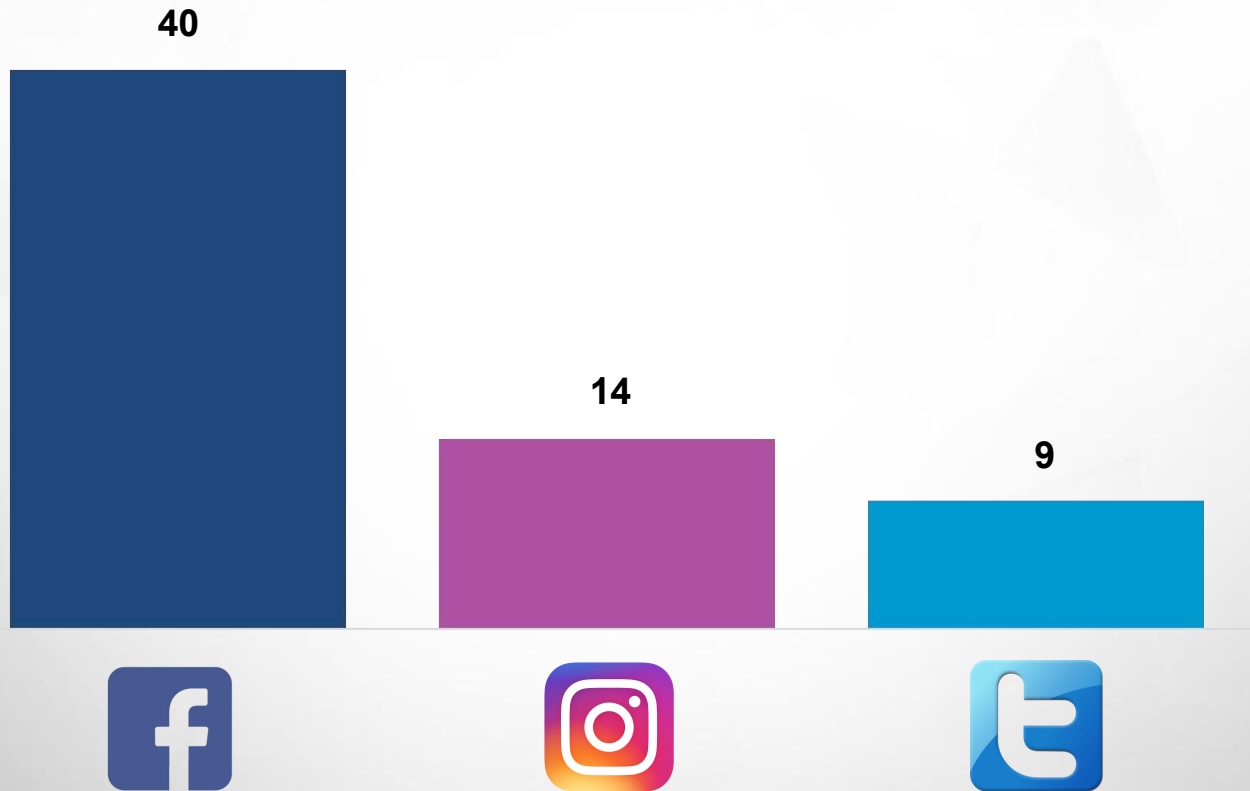
Thus far we have secured over **4 billion impressions** organically without any paid advertising program.

We expect this to continue on an upward trajectory as we begin the draft combine and head into the season as we continue our roll out campaign.

The opportunity for brands to be placed organically throughout this continued coverage will exist and can be tailored to the brand.

>63 MILLION SOCIAL FOLLOWING

Social Followers in Millions*



* includes direct social followers of players, BIG3 founders, BIG3 media and Fox Sports and excludes retweets and reposts by wide-reaching media outlets such as Bleacher Report, MSN, Yahoo and others which would only increase the scale exponentially

CREATING MARKETING POWER

BIG3 Team Logos



What the World Thinks

BIG3 shows its legitimacy right away.

"This league hasn't even announced its full schedule or given us much of a preview of what its games will look like, yet it already has a national TV deal. That's the power of marketing, between the [awesome logos](#), [the player commitments](#) and [the social media presence](#)."

- Adi Joseph USA
TODAY



BRAND FRIENDLY MEDIUM

BIG3 represents a safe choice for brands to reach a broad audience through a medium you already know well with ambassadors the audience trusts

Lead NBA Sponsors



Brands BIG3 Stars Endorse



CONVERSE®



DESIRABLE DEMOGRAPHICS

Early engagement on social media and buzz indicates that BIG3's addressable audience is young, diverse, modern, mobile and global

- **YOUNG:** 45% of NBA fans that are under the age of 35 - FOX committed because their research showed that BIG3 appeals most to the 18-35 demographic because the younger audience is attracted to the fast pace of play, quicker games and greater physicality the league will engender through its rules

- **DIVERSE:** 62% of NBA fans are in the 18-54 age demographic. It is the only professional sport in the US where people of a Caucasian ancestry are outnumbered for total viewership.
- **MODERN:** 43% of those who follow the NBA regularly spend between 1-9 hours online every week and more NBA fans engage in fantasy sports than NFL fans - BIG3 has generated billions of impressions in just its first few months of existence.
- **MOBILE:** NBA fans are more likely to access and download video clips, programs, and movies through mobile devices than the general population - BIG3 has a massive social media presence which mostly takes place via mobile devices
- **GLOBAL:** Basketball is a major professional sport in China, South America and Europe - sponsors should also get bonus exposure as a result of international broadcasts; many of these discussions are already underway



THE BIG3 ADVANTAGE

BIG3 weekly tournaments can be seamlessly edited into addictive programming showcasing game action, player and team profiles, world-class recording artists and behind the scenes fly-on-the-wall coverage

BIG3 features BETTER ACTION – **fast, fierce, physical and cocky** basketball starring NBA stars competing for real stakes

Trash-talking without cursing is allowed and the players will be mic'd to enhance the experience. The rules increase the action and heighten the drama - no multiple foul

shots slowing the game,

hand-checking allowed, 14-second shot clock, immediate turnaround from defense to offense, first to 60 points wins with max time of 30 minutes per game

Fans will quickly cultivate loyalties to their **favorite teams and players**

Players incentivized with higher payouts for finishing 1st vs. 8th creating higher stakes to result is greater competitive play and more intense on and off-court





THE STARS: Professional basketball stars

THE SHOW: High Intensity, fast-paced 3-on-3 basketball

THE PRIZE: Unique payment structure with 1st place team receiving 10x what 8th place team receives and 7th receiving double what 8th receives

THE VENUES: Top arenas in 10 major U.S. cities, opening at Barclays Center on pace for sellout



SUPERSTAR PLAYER CAPTAINS



Allen Iverson - NBA MVP, 11x NBA All-Star, 4x Scoring Champion, Hall of Fame | Kenyon Martin – NBA All-Star, New Jersey Nets
Chauncey Billups – NBA Finals MVP, 5x NBA All-Star, 3x All-NBA | Jason Williams – NBA Champion |
Rashard Lewis – NBA Champion Jermaine O’Neal – 6x NBA All-Star, 3x All-NBA | Stephen Jackson – NBA Champion
| Mike Bibby – NBA All-Rookie
Bonzi Wells - 6x Playoffs | Corey Maggette - Clippers Free Throw Leader | Al Harrington - 7x Playoffs | Ricky Davis -
2x Playoffs

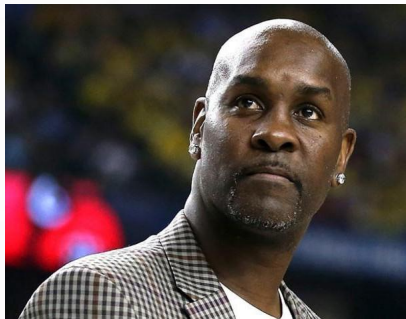


Champion | DerMarr Johnson - 6th overall selection | Cuttino Mobley - NBA All Rookie Team

SUPERSTAR COACHES



ALLEN IVERSON
Player Coach
NBA MVP, 2x NBA All-Star
MVP, 11x
NBA All-Star, Hall of Fame



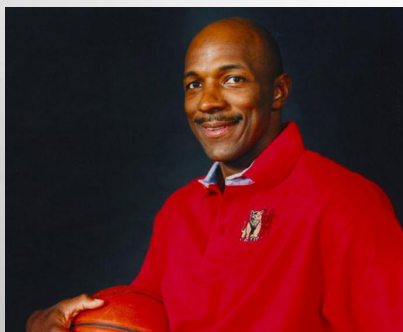
GARY PAYTON
NBA Champion, 9x NBA All-
Star, Hall of Fame



**GEORGE “THE
ICEMAN” GERVIN**
NBA All-Star MVP, 9x All-Star, Hall
of Fame



**JULIUS “Dr. J”
ERVING**
4x MVP, NBA and ABA
Champion, 16x All-Star, Hall
of Fame



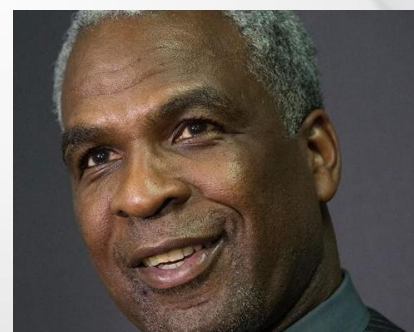
**CLYDE “THE GLIDE”
DREXLER**
10x All Star, NBA Champion, Hall



RICK BARRY
12x All-star, NBA and ABA
champion, NBA scoring
champion, Hall of Fame



**RICK
MAHORN**
NBA Champion



**CHARLES
OAKLEY**
Player Coach
19 NBA Seasons



3-ON-3 BASKETBALL

Most played sport in the world - hundreds of times more than full court basketball

Bringing basketball back to its most natural form

Growing fanaticism in Asia, India and South America

Featured in 2018 Asian Games XVIII

International Basketball Federation (FIBA) is confident that 3-on-3 basketball will be introduced to the programme for the Tokyo 2020 Olympics



THE RULES

Standard 2 and 3 point shots apply

Exclusive 4 point shots when a player is touching ANY PART of the “4 Point Circle”

Additional free throw taken if a player is fouled while making a shot

A shooting foul receives 1 shot for points corresponding to the missed attempt. Single shot for 2 points taken from foul-line; 3 point shot from 3 point line; 4 point shot from 4 point circle

All personal fouls will be counted as team fouls: No foul outs.

On and after the 5th team foul (per half) opponents get foul shot and ball possession

A technical foul results in a foul shot for 2 points & the ball. Every technical foul after the first results in a single foul shot for 4 points & ball possession

First team to 60 Points wins or team with highest score after 30 minutes wins

Half time happens after a team scores 30 Points Team

14 second shot clock that resets when ball hits the rim

Substitutions made on a dead ball or by calling time

After a made shot, referee under the basket immediately throws the ball to referee at the out of bounds line who after one second gives the ball to the losers to inbound. They have 5 seconds to do so. 14 second shot clock begins when referee gives the ball to inbounding player

Defensive rebounds (that touch the rim) MUST BE CLEARED

The ball is cleared when the player with the ball establishes both feet behind the 3 point line. The ball can be cleared by dribbling or passing

The defensive rebounder that makes a direct pass that clears the ball, must clear the lane and re-establish himself before his team's shot hits the rim

If a shot hits the rim without being cleared it will result in a turnover

Once a team has cleared the ball and establishes itself on offense, the normal “3 seconds in the key” rule applies

There is no defensive "3 second" rule Steals do not have to be cleared

Defensive rebounds that don't touch the rim do not have to be cleared Instant replay applies



A FRESH CONCEPT

FAST AND COMPETITIVE PLAY – specially designed hardwood half-court that introduces the **4-point shot** to professional basketball for the first time

FIRST TEAM TO 60 POINTS WINS – keeps the action moving and the competition fierce, half-time when first team reaches 30 points

CHAMPIONSHIP GAME - bringing the excitement of an All Star game and competitiveness of NBA Finals.

FAN-CENTRIC - Superstar players interact with fans before and after the games

PLAYERS KNOW THIS GAME – NBA players practice playing 3-on-3 and grow up playing 3-on-3 – now they can play it professionally



SPONSORED HALFTIME EVENT

Action continues at halftime, with today's biggest artists performing to the packed arenas in lights down concert-style spectacles



THE HYPE

"It'll have 4-pointers, boxing-style player intros, and...Allen Iverson"

- New York Times Sports

"I just wanted to be a part of it and I hope that me being a part of it makes it a success like everything he's (Ice Cube) been doing his whole life"

- Allen Iverson

"Allen Iverson's @theBIG3 might be more interesting than some NBA games this year"

- Sneaker News

"It's gonna go on, and on, and on. It's gonna be a part of our culture"

- Allen Iverson

"Each weekend's games will have the festive atmosphere of a Final Four or NBA All-Star Game"

- Washington Post

"It's something innovative. To start from the ground up and be a part of it [is special]. Not a lot of guys can say they're the first to do something"

- Kenyon Martin





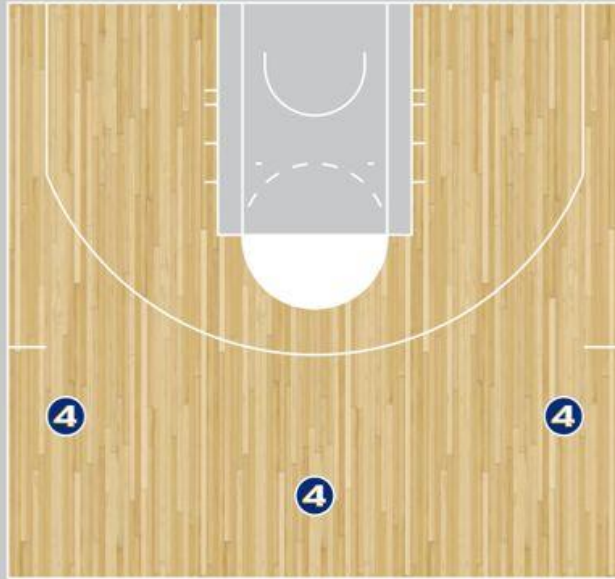
***“THE ONLY THING
BAD ABOUT THE
BIG3 IS I’M TOO OLD
AND FAT TO PLAY!”***

**- CHARLES
BARKLEY**





BIG3



TH
F
BIG3
COU
RT



THE BIG3 EXPERIENCE



THE BIG3 FLOORPLAN

