

# HOOP <sup>IT</sup> <sub>3X3</sub> UP

Partnership Opportunities

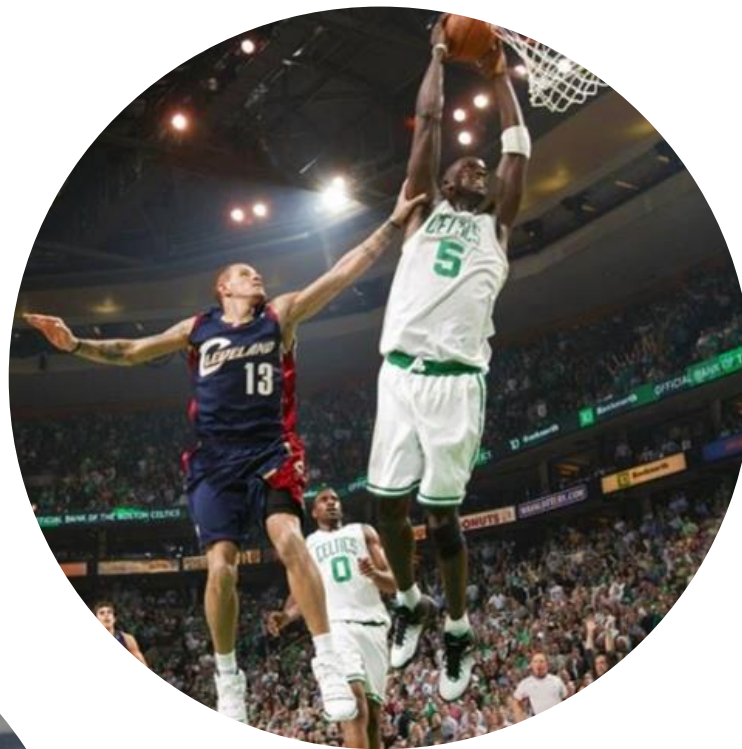






## KEVIN GARNETT OWNER

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Kevin Garnett formed Big Ticket Sports LLC and acquired Hoop It Up in April 2019. An NBA World Champion, Most Valuable Player, All Star and Olympic Gold Medalist, Garnett is recognized as one of the most dynamic players of his generation and is a global basketball icon.







# HOOP<sup>IT</sup> UP

Founded in 1989, Hoop It Up is recognized as the most prolific grassroots basketball tour in the world with millions of participants having played in one of its city-based events



# OLYMPICS

For the first time ever, 3x3 basketball will be an Olympic medal sport in 2021.







## EVENT

**Battle of the Woods** presented by Crescent City Bombers. Crescent City Bombers is a men and women semi pro team that bought into the Hoop it Up Franchise. Crescent City are members of the UBA Gold Division and the WUBA Heartland Conference.





## EVENT DETAILS

- This event is expected to have 50-100 teams participating (150-300 individual participants).
- Location: The Woodlands Preparatory, 27440 Kuykendahl Rd. The Woodlands, Tx. 77375, on September 4, 2021, from 9am-7pm.





## PARTICIPANT DEMOS

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### AGES

27% 8-17

26% 18-24

24% 25-29

23%. 30 and over

85% Male - 15% Female





## INCLUSIVENESS

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Hoop It Up offers competition for all ages and levels of ability.

Everyone can participate in Hoop It Up.





## UNIQUE ENGAGEMENT

On Site Youth  
Clinics







## PARTNERSHIP OPPORTUNITIES

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Presenting Sponsorships

Player Jerseys

Event Sponsorship

Category Official Status

Branded content

Slam Dunk

Esports activation

Equipment

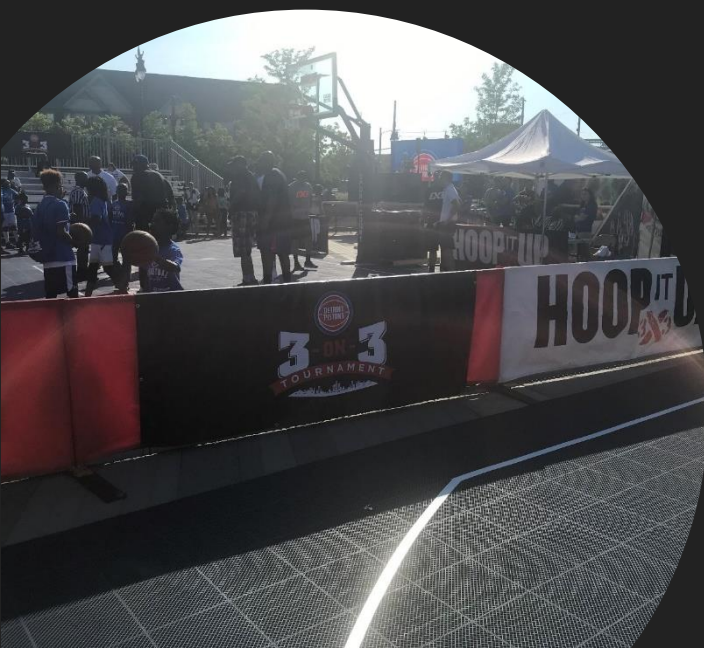
Event Signage

Broadcast exposure

Product sampling

Digital Registration App

VIP Hospitality







## **PARTICIPANT DRIVEN CONTENT**

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Shareable on partners  
social media and digital  
platforms





**HOOP IT UP**

## PRODUCT SAMPLING

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On site sampling





# HOOP IT UP

## SPONSORSHIP LEVELS

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### Gold Level

- Event Presenting Sponsorship
  - Courtside Signage
  - Product Sampling / Event Booth
  - Logo on T-shirt
  - Website ad
  - Social Media promotion
- \$3000-\$5,000

### Silver Level

- Courtside Signage
  - Product Sampling / Event Booth
  - Logo on T-shirt
  - Website ad
  - Presenting sponsor of Skills event
- \$1000-\$3000

### Bronze

- Courtside Signage
  - Website ad
  - Presenting sponsor of age level
- \$300-\$1000





For more information contact: Detrick Jones via  
email [crescentcitybombers@gmail.com](mailto:crescentcitybombers@gmail.com) or via  
phone 832-585-6612