

1. Brand & Sport Sponsorship Strategy

Red Bull is an Austrian energy-drink company that markets itself heavily through sports and youth culture events worldwide. It has leveraged sports sponsorships as a core part of its brand strategy since the late 1980s, supporting athletes, teams, and events across many disciplines.

2. Basketball Partnerships Internationally

Red Bull has been involved in basketball primarily through streetball and 3x3 formats—where the faster, urban version of the game aligns with its energetic brand image. Specifically:

- **Red Bull 3X / Red Bull Half Court** — a global 3x3 basketball event series designed to identify top streetball talent and give players pathways into international competition.
- **Red Bull Champions Cup (FIBA 3x3 Sponsor)** — Red Bull sponsors FIBA 3x3 events such as the “FIBA 3x3 Champions Cup” where national teams compete. fiba3x3.com
- **Historically, Red Bull ran the Red Bull King of the Rock one-on-one streetball tournament and has partnered in events like Red Bull Reign.**

These activations connect players with broader competitive platforms and growing global 3x3 circuits that even tie into FIBA rankings and international events — elevating basketball’s grassroots and urban culture scene.

Red Bull’s Presence in Sri Lankan Basketball

1. Red Bull Half Court in Sri Lanka

Red Bull has brought its **Half Court 3x3 streetball concept to Sri Lanka**, partnering with the **Sri Lanka Basketball Federation (SLBF)** to host national qualifiers and finals:

- The event features **regional qualifiers (Southern, Central, Northern, Western)** with male and female teams competing on a “half court” setup — typical of 3x3 basketball.
- The winners of these national finals have earned opportunities to **represent Sri Lanka at world championship stages**, such as events in **Serbia** and **Egypt**, showing Red Bull’s direct influence in giving Sri Lankan players exposure to competition beyond the local scene.

This initiative is significant because it’s one of the **first major branded basketball tournaments in Sri Lanka**, aimed at developing local talent and linking it to an international basketball ecosystem.

Why Red Bull & 3x3 Basketball?

1. Alignment with Brand Image

Red Bull's focus on fast-paced, youth-oriented sporting formats matches the appeal of **3x3 basketball**, which is dynamic, accessible, and growing rapidly worldwide as both a grassroots and professional discipline.

2. Accessibility and Local Development

Traditional full-court basketball programs often require more infrastructure, whereas **3x3 events can be set up in urban areas**, making them easier to launch locally. Red Bull uses these events to help local federations tap into global basketball pathways.

DISCLAIMER – CAFFENATED DRINKS ARE NOT TO BE SERVED TO CHILDREN, PREGNANT AND BREAST-FEEDING WOMEN. AND WILL NOT BE SERVED TO MINORS, OR CHILDREN BELOW 18 YEARS OF AGE.