



# THE BASKETBALL TOURNAMENT

TEAM SPONSORSHIP OPPORTUNITY

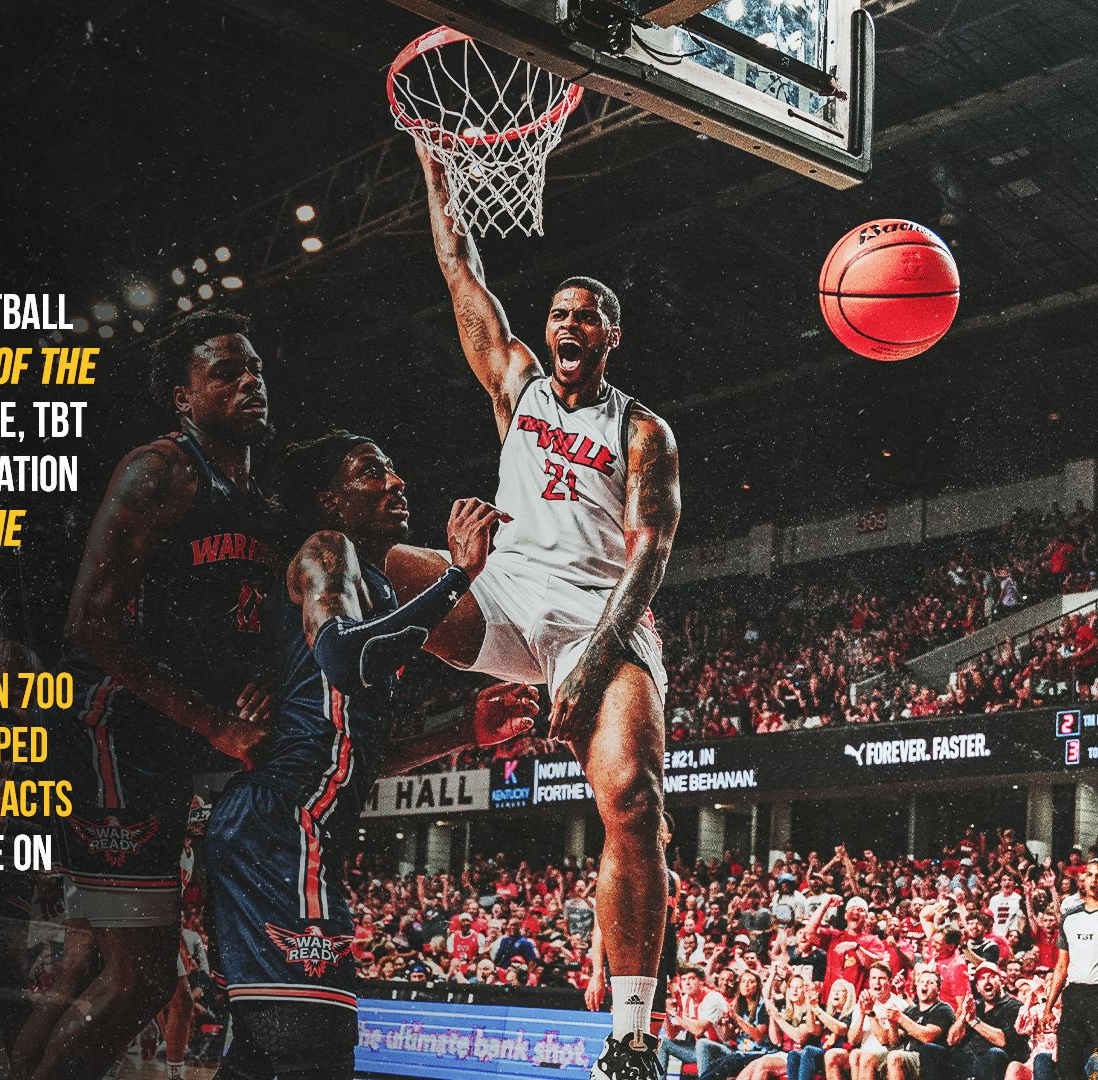
**TBT**

TBT

# WHAT IS TBT?

OWNED BY **NBA SUPERSTAR CHRIS PAUL**, THE BASKETBALL TOURNAMENT IS THE **PREMIER BASKETBALL EVENT OF THE SUMMER**. SIMILAR TO MARCH MADNESS IN STRUCTURE, TBT IS A NATIONALLY TELEVISED 64-TEAM SINGLE-ELIMINATION EVENT, EXCEPT THE **WINNING TEAM TAKES HOME \$1 MILLION**.

NOW IN IT'S 12TH YEAR, TBT HAS HOSTED MORE THAN 700 GAMES, AWARDED \$14M IN PRIZE MONEY, AND HELPED COUNTLESS PLAYERS SIGN NBA AND G LEAGUE CONTRACTS THROUGH THE EVENT'S EXPOSURE. AFTER A DECADE ON ESPN, FOX SPORTS HAS BEEN THE HOME TO TBT GAMES SINCE 2023.



# 2024 TV VIEWERSHIP

ACROSS 27 GAMES ON FOX SPORTS

641,000

LIVE VIEWERS

HIGHEST PEAK VIEWERSHIP OF ALL TIME

3.1 MILLION

CUMULATIVE VIEWERS FOR CHAMPIONSHIP

⤴ 34%

YOY INCREASE FOR CHAMPIONSHIP GAME

⤴ 132%

AUDIENCE GROWTH FROM TIP OFF TO ELAM ENDING

3,259  MINUTES

ON NATIONAL TELEVISION BETWEEN FOX, FS1, AND FS2

# 2024 STREAMING VIEWERSHIP

ACROSS 33 GAMES ON THETOURNAMENT.COM

1,027,520

TOTAL  
TRAFFIC

4,172,220

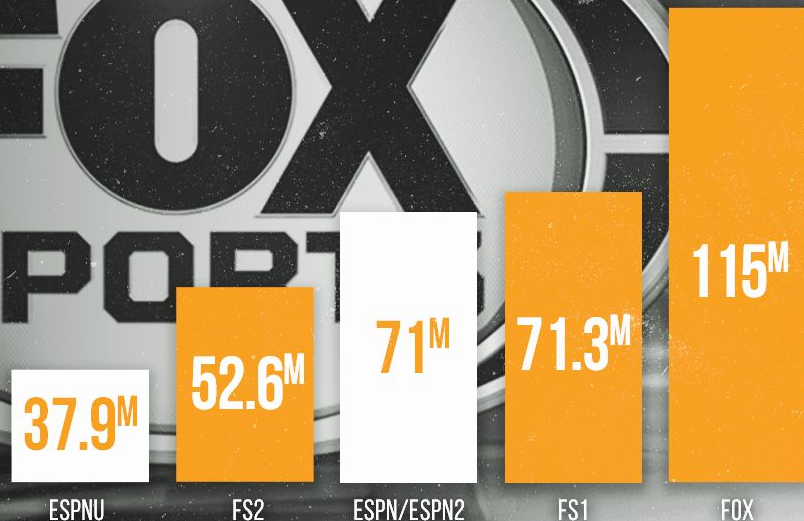
TOTAL  
MINUTES  
WATCHED

554,450

TOTAL  
UNIQUE  
VISITS

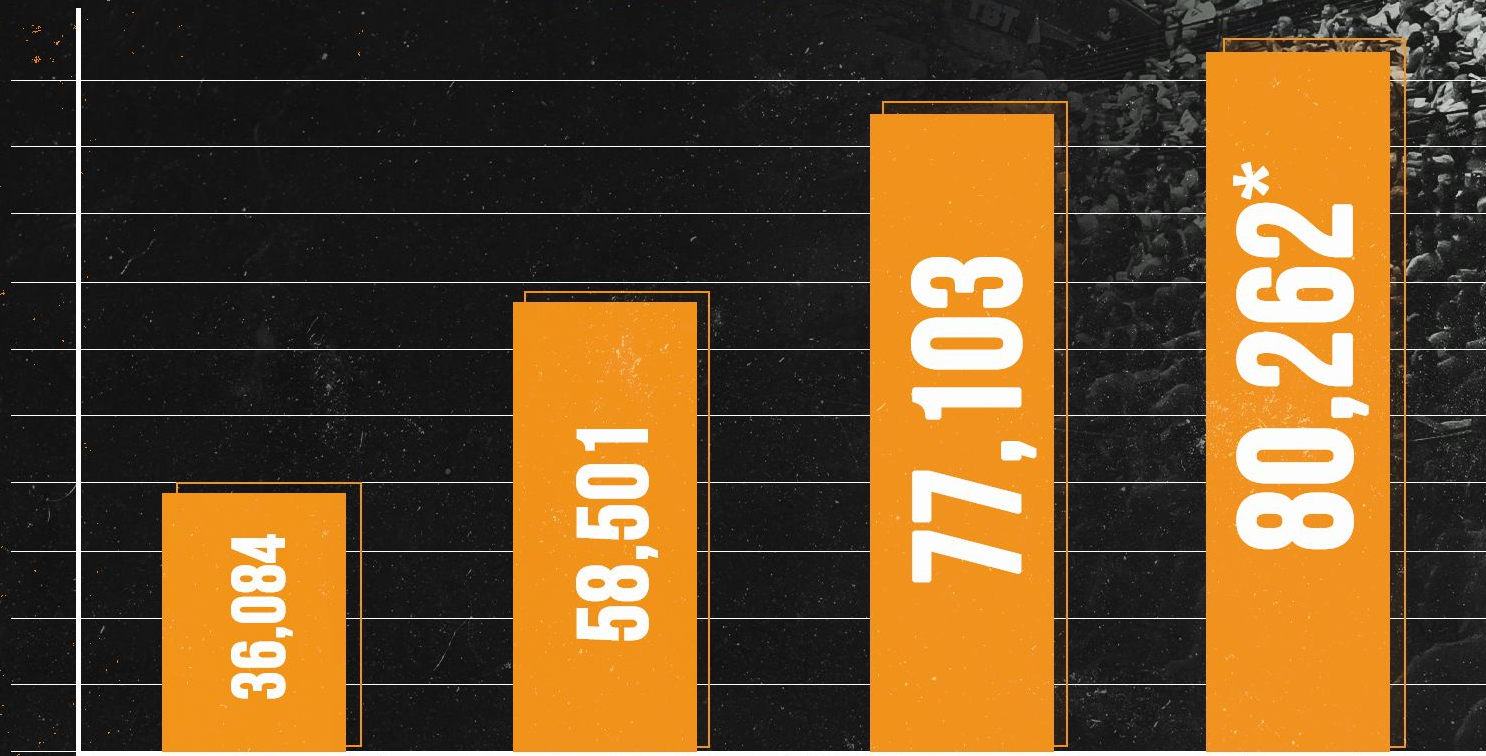
# FOX SPORTS: THE NEW HOME OF TBT

- MINIMUM 27 TBT GAMES WILL AIR ACROSS THE FOX SPORTS NETWORKS (FOX, FS1, FS2) IN 2025.
- 33 GAMES WILL BE AVAILABLE TO STREAM ONLINE FOR FREE
- FS1 HAS SURPASSED ESPN AS THE MOST CARRIED SPORTS TV NETWORK IN THE UNITED STATES
- AVERAGE BROADCAST VIEWERSHIP FOR FOX: 3.35 MILLION PEOPLE



TOTAL U.S. HOUSEHOLDS

# OVERALL ATTENDANCE



2021

2022

2023

2024

\* NEW SINGLE GAME  
RECORD: 13,506

# SPONSORSHIP INVENTORY

*TBT WILL ALLOW SPONSORS TO RECEIVE THE FOLLOWING ASSETS/ITEMS:*

- 1. UNIFORM SPONSORSHIP: FOUR DIFFERENT LOGO PLACEMENT OPPORTUNITIES TO BE SEEN IN FRONT OF THOUSANDS OF FANS AND A NATIONAL AUDIENCE*
- 2. SHOOTING SHIRTS AND COACHES POLOS: TO BE WORN ON BENCH BY PLAYERS AND STAFF*
- 3. BRACKET TAG: HUNG UP ON GIANT IN-STADIUM BRACKET IN TBT'S CUSTOMARY END OF GAME CELEBRATION*
- 4. A-FRAME: SIGN THAT SITS IN A CAMERA VISIBLE POSITION NEXT TO THE TEAM BENCH*
- 5. COMPANY LOGO ON TEAM PAGE: LOGO VISIBLE ON TEAM'S WEBPAGE ON TBT'S WEBSITE (THETOURNAMENT.COM HAD MORE THAN 2M IMPRESSIONS IN 2023)*
- 6. 10 GENERAL ADMISSION TICKETS & 2 VIP BENCH SEATS*



# ADDITIONAL TEAM SPONSORSHIP ASSETS



SHORTS PATCH  
(APPROX. 12-13 SQ.  
INCHES)



SIDELINE T-SHIRT  
(COMPANY LOGO CAN BE  
PLACED  
ANYWHERE ON SHIRT)



COACHES POLOS  
(COMPANY LOGO CAN BE  
PLACED ANYWHERE  
ON SHIRT)



BRACKET TAG



A-FRAME  
(SIZE IS 2'7" X 3'7")



SEAT ON BENCH



LOGO ON  
TEAM PAGE





# THE BASKETBALL TOURNAMENT

TEAM SPONSORSHIP OPPORTUNITY

**TBT**