



MANAMA

A PLACE IN
THE
SPOTLIGHT
FOR YOUR
BRAND

3X3
TEAM
ANTWERP

Partnering with the future of
urban basketball.

3x3 Antwerp offers brands access to a fast-
growing Olympic sport, a young urban
audience and a global digital ecosystem.

3X3 BASKETBALL

3x3 basketball is a dynamic, high-intensity version of the game, played with three players per team on a half court.

Designed for:

- Speed and excitement
- Close interaction with the audience
- Short, action-packed games

3x3 is basketball reimagined for today's audience.



From Antwerp to global capitals, 3x3 brings sport directly into public space.

WHERE 3X3 LIVES



In the heart of the world's cities

3x3 is played where visibility is maximal:

- City centres
- Iconic urban locations
- Waterfronts and harbours





3X3 RELEVANCE

An Olympic sport with global momentum

- Official Olympic discipline since Tokyo 2021
- One of the fastest growing urban sports worldwide
- Strong cultural relevance and digital traction
- Major momentum building towards Los Angeles 2028

3x3 is not a trend. It is a platform with long-term potential.

3X3
TEAM
ANTWERP

a competitive team with international ambitions,
proudly representing the city of Antwerp.

WHO WE ARE

- 2 Top-25 players
- Top 5 team
- 3-time World Tour winner

On the court and beyond, we aim to build a strong and recognisable brand.





Vic Van Oosterwyck
“The VVO-Show”

- age: 29
- height: 1m88
- highest rank: 40



Caspar Augustijnen
“The Ghost”

- age: 26
- height: 2m04
- highest rank: 24



Dennis Donkor
“The Menace”

- age: 34
- height: 1m94
- highest rank: 6



Jonas Foerts
“The Arc”

- age: 29
- height: 1m94
- highest rank: 22

Built to compete and to grow

- Active on national and international tournaments
- Integrated in the official FIBA 3x3 ecosystem
- Clear ambition to grow in ranking, performance and visibility

SPORTING CREDIBILITY

Our sporting trajectory is the foundation of our commercial credibility.



A proven international media platform

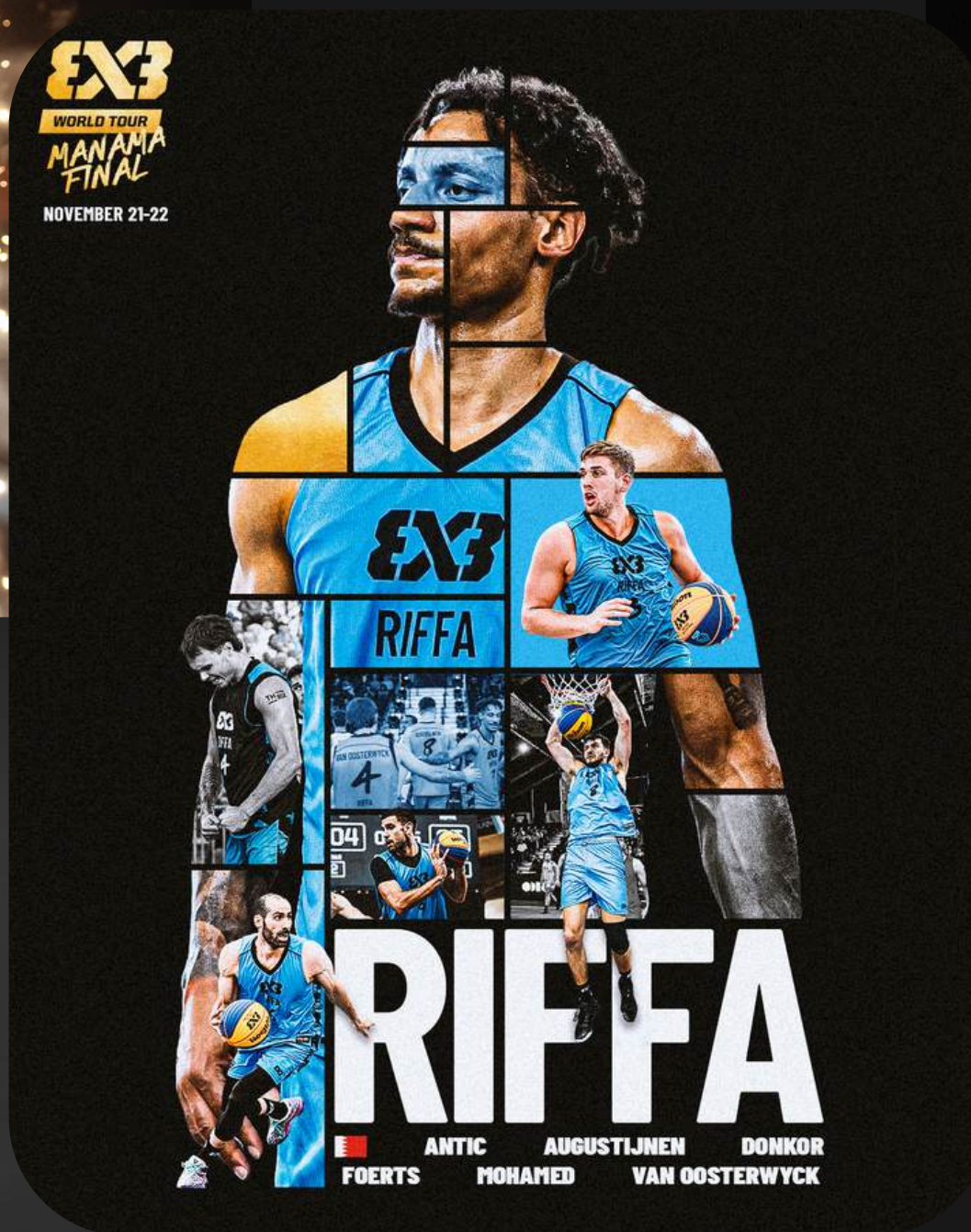
THE GLOBAL POWER OF 3X3

- +185% growth of FIBA 3x3 properties year-on-year
- 1.6 billion social media views in 2024
- 8.4+ million followers worldwide
- On track to become a top 5 most-followed Olympic sports property

Partners benefit from a fast-scaling global ecosystem.



A CONTENT- FIRST SPORT



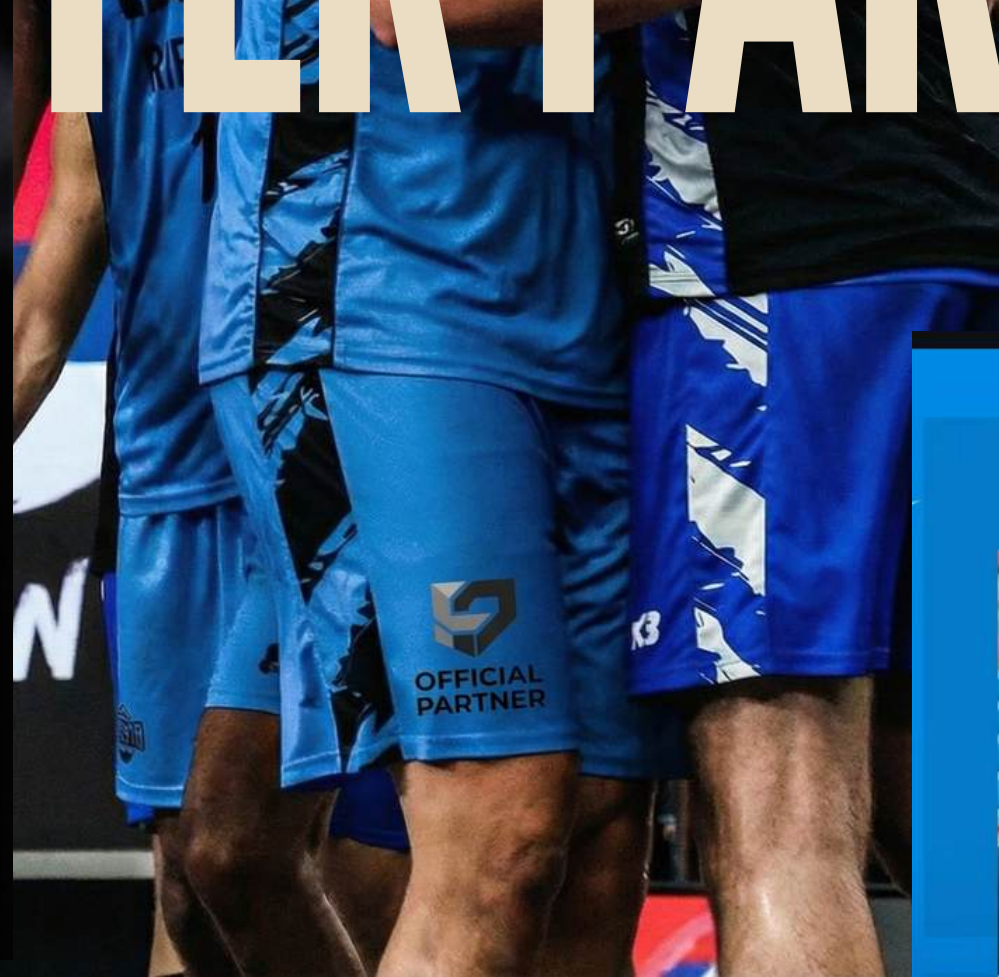
Designed for visibility and storytelling

- 3x3 is built for digital performance:
- High-impact action clips
- Always-on social content
- Strong engagement across platforms



Brands do not simply appear. They are embedded in the story.

WHAT WE OFFER PARTNERS



Sponsor opportunities :

- Jersey, shorts and sleeve branding
- Visibility during tournaments and events
- Integration in digital and visual content
- Association with an urban, Olympic sport

Each partnership is tailored to brand objectives.





ACTIVATION & BRAND EXPERIENCE

Beyond traditional sponsorship

We believe in activation-driven partnerships for our main partners

- Co-created content campaigns
- Brand storytelling with players
- On-site activations and events
- Internal company activations (e.g. 3x3 tournaments at company locations)

How strategic support drives success

INTERNATIONAL BENCHMARK: THE NETHERLANDS

In the Netherlands, 3x3 basketball is supported by a major industrial partner.

Results:

- Olympic gold
- World Championship title
- Strong national and international visibility

Corporate backing and sporting success reinforce each other.

Rabobank werpt zich op als sponsor Nederlandse basketbalwereld

26 mei 2025 | Banken.nl



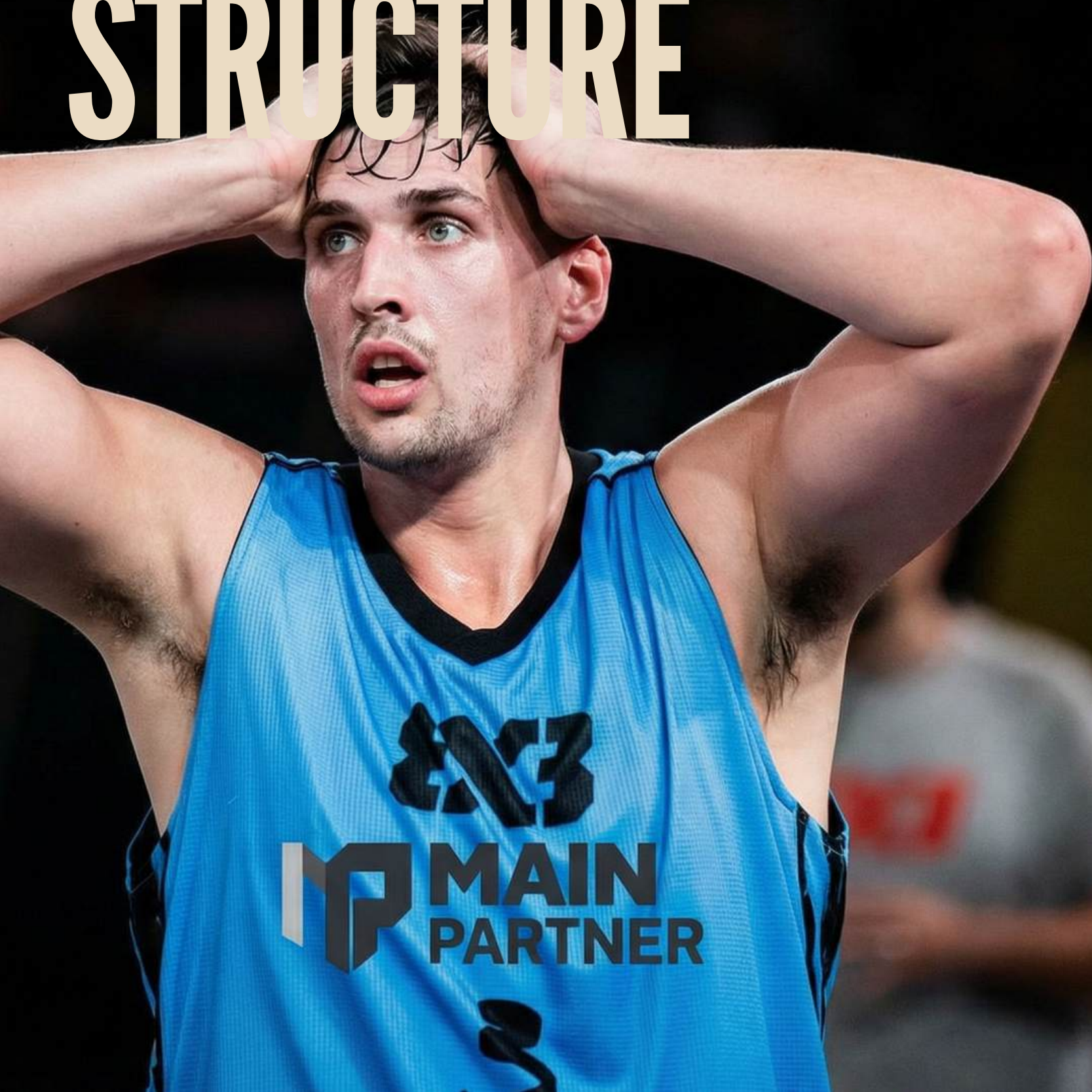
PARTNERSHIP STRUCTURE

MAIN PARTNER

100K

Maximum visibility & brand integration

- **Team naming rights**
Official team name: “[Brand] 3x3 Antwerp”
- **Primary jersey exposure**
Brand placement front of jersey
- **Full equipment branding**
Logo on all team gear & training equipment
- **Co-created brand activation**
Custom event such as a branded 3x3 tournament, on-site activation, or meet & greet
- **Exclusive access & VIP experiences**
Priority access to national & international tournaments and VIP opportunities



PARTNERSHIP STRUCTURE

Flexible collaboration models

OFFICIAL PARTNER

50K

Strong on-court & digital presence

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-
-
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On-court branding

Logo placement on shorts and sleeves / temporary tattoos

Team gear exposure

Branding on all team gear & training equipment

Digital visibility

Prominent inclusion in all social media visual templates

Tournament access

Access to national & international tournaments

SUPPORTING PARTNER

10K

-
-

Team gear exposure

Logo on all team gear & training equipment

Social media content

3 dedicated posts and/or stories per season

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VIP priority

First opportunity to purchase VIP experiences at national & international tournaments

Growing together towards 2028 and beyond

OUR VISION

Our ambition:

- Continued sporting progression
- Increasing international exposure
- Building long-term, value-driven partnerships

3x3 Antwerp is building a platform brands can grow with.





LET'S BUILD SOMETHING IMPACTFUL TOGETHER

We would welcome the opportunity to explore how 3x3 Antwerp can support your brand objectives.

Contact details:

[Name]
[Email]
[Phone]