

THR33S BATTLE OF THE BOROUGHES

RUCKER PARK

August 24 and 25 | In partnership with PAL NYC and Each One Teach One | Harlem NYC

THR33S BATTLE OF THE BOROUGHES

DAY ONE SAT August 24 PAL Harlem Center

- PAL Youth Basketball Clinic
- Street Festival
- THR33S Celebrity Tournament Round One
- Live DJ
- Fan Giveaways



DAY TWO SUN August 25 Holcombe Rucker Park

- Youth Exhibition Game
- Womens Exhibition Game
- Live Music and DJ
- Fan Giveaways
- 4-Point Contest
- THR33S Celebrity Tournament





Nas Core 49K // Frank Nitty 228K // DeeBones 40K // Bodybag 28K



Lexy Panterra 3.3M



Mario Chalmers 538K // Moon 114K //
Robert Colon 36K // Ty Glover 138K // JLew 213K



Hezi God 425K



DZoe 15K // Bobby Shmurda 5.5M // YesJulz 635K // Erica Wheeler 266K

18,202,337

*Instagram reach of talent that attended THR33S Miami

MIAMI WAS A VIBE.

CONFIRMED TALENT

[for THR33S Battle of the Boroughs]

By the time you read this we have confirmed even more talent, further amplifying your brand's reach and impact through a partnership.

[pictured]

D'VONTAY FRIGA

One of the most viral hoopers in the scene—1,000,000+ YouTube subscribers.

HEZI GOD - BODYBAG - TY GLOVER
- J.LEW - ROB COLON - LEAKY
ROOF - MOON - KAM - MARIO
CHALMERS - BYRD - D.ZOE - NAS
CORE - DUKE SKYWALKA - NESCO
+MANY MORE

Everyone wants 'in' on THR33S NYC!

BRAND OPPORTUNITIES



TITLE SPONSOR

- Brand Placements + Cohosting opportunities
- Primary placement on jerseys, court, merch, and venue branding
- Top-line for viral content on social media



ON-SITE PARTNERSHIPS

- Secondary logo placements
- Shoutouts by DJ and Emcee
- Promotional opportunities with athletes and celebrity guests



DIGITAL COLLABORATIONS

- Branding on key posts accross THR33S and athletes accounts
- Branding on full game footage via Youtube and CaffeineTV



PAST PARTNERS

SPALDING

BODEGA
Taqueria y Tequila

99JAMZ

Hey.
Hei

MÄ
MÄKELISMOS

Clientele

**LM
NT**
ZERO SUGAR
HYDRATION

ORIGIN

DripDrop

 Helium Mobile™

BLK
BLACK UNDERWEAR

B G3

"THR33S Miami was an excellent opportunity for Black Underwear to connect with players and new customers. Our team was able to share our product and walk away with significant brand exposure."

James McDonald - BLK Underwear CEO

BLK UNDERWEAR MIAMI ROSTER:

Frank Nitty	225,000 IG
Nas Core	61,700 IG
Bodybag	29,100 IG
D.Zoe	23,900 IG
Deebones	39,700 IG

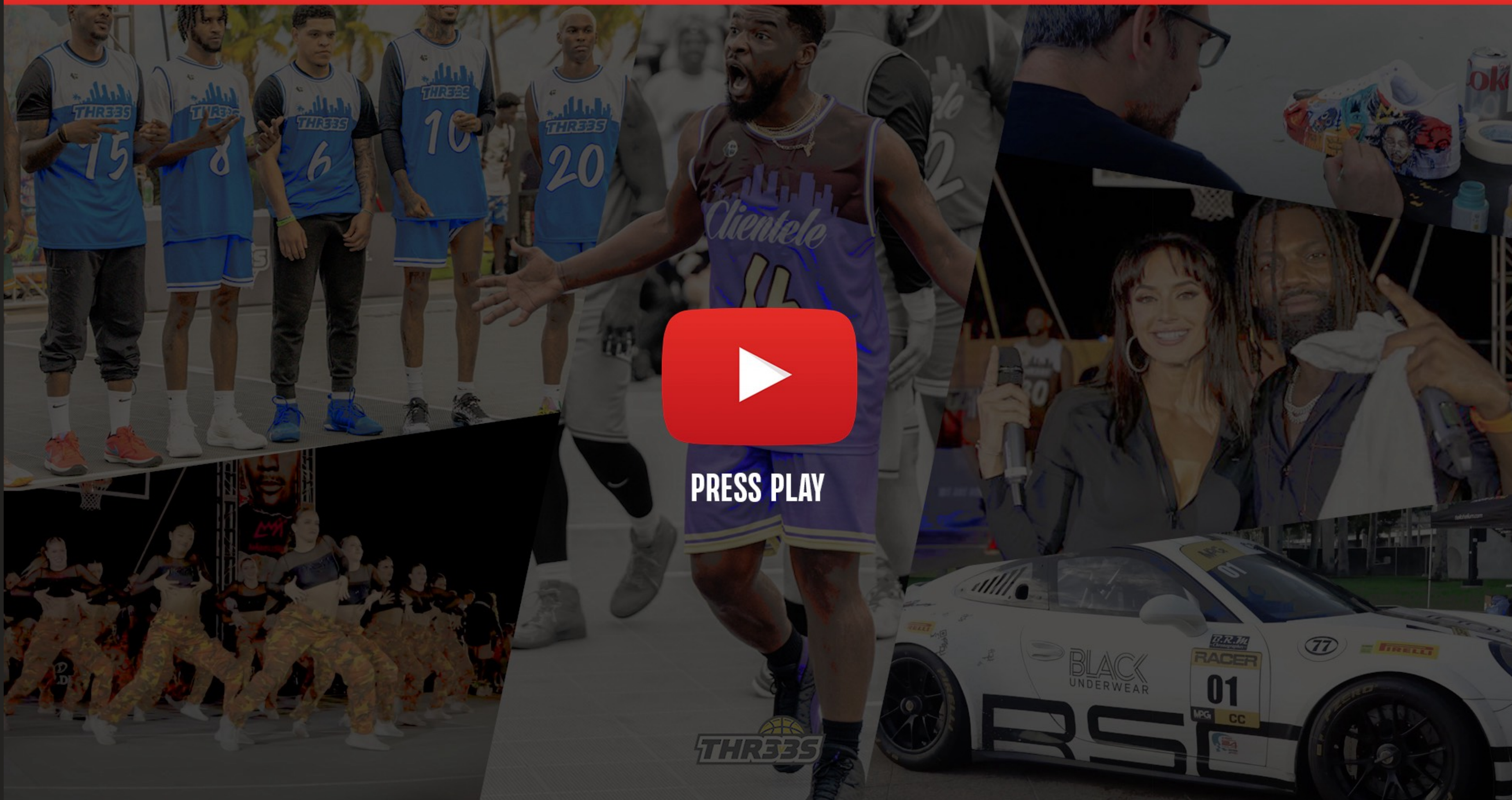


THR33S has created a pipeline to the BIG3 basketball league. Our talent scouts selected three players from our Miami event and sponsored their way to the BIG3 draft combine. One of our players, Nas Core, was selected in the first round of the BIG3 draft. He recently made his debut as a teammate of NBA pros, Mario Chalmers and Michael Beasley. **Nas went from an incredible basketball player and YouTube content creator to a professional hooper playing on CBS and X.com in front of millions.**

ROAD TO THE PROS.



NOW PLAYING: THR33S MIAMI EVENT RECAP





THANK YOU

Let's connect and work together!

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