



Founded in 1989, Hoop It Up is internationally recognized as the most prolific grassroots 3 on 3 basketball tour in the world with millions of participants having played in one of its city-based events.

Hoop It Up is an iconic brand that elicits the 90's streetball culture-where basketball converged with music and fashion.

Hoop It Up was acquired by NBA Hall of Famer Kevin Garnett in 2019.



HOOP IT UP
3X3

NBA PARTNERSHIPS

Hoop It Up has a long history of collaborating with NBA teams, brands, municipalities and sports commissions to create memories for participants and drive value to our partners.



Hoop It Up Super League

North America's Premier Professional 3x3 Basketball League



INAUGURAL SEASON: SUMMER 2027
LAUNCH
SINGLE VENUE - ONE WEEK LEAGUE

PROFESSIONAL

Full player contracts. Alumni from your territory. Your city's stars, now pros.

LAUNCH

League will launch at a single venue.

LEAGUE OPERATIONS HANDLED

Venues, referees, travel, scouting, contracts, broadcast, equipment, medical — all managed by the league.

PRIZE MONEY

Competitive prize pool. Real stakes every game.



First Mover Advantage

CHARTER TEAM STATUS — INAUGURAL SEASON 2027

LOCAL LEGENDS

**Your team built from players your community already knows.
Alumni fan bases are built-in audiences.**

PROVEN BRAND

**35+ years of brand equity, FIBA endorsement, NBA
partnerships, global 3x3 reputation.**

PROFESSIONAL SPORTS

**Real professional franchise. Player contracts. Prize money.
Venues. Media rights.**

35+ Years of Hoop It Up

NBA Partners

Professional Player Contracts

Live Events + Media

Your Territory. Your Team.



Each team owns exclusive negotiating rights to players who played at the college within their territory.

Territory-based player rights mean your team is built from local legends — former college stars who grew up in your market, who fans already know and love.

This is YOUR city's team with YOUR city's players.

TERRITORY EXAMPLES

- Ann Arbor Territory:
Former University of Michigan players.
Fan base: Michigan alumni.
- Houston Territory:
Former University of Houston players.
Fan base: Cougar nation.

What It Means to Own a Team

As a Hoop It Up Super League team owner, you control your franchise. The league handles operations. You build your roster and your brand.



OWNER CONTROLS

- Hire your General Manager
- All roster decisions
- Draft selections and player signings
- Player releases and trades
- Local team branding and marketing
- Seat on the League Competition Committee

LEAGUE PROVIDES

- Playing venues arranged
- Referee assignment
- Player and official travel
- Scouting, combine, training camp
- Player contract administration
- Broadcast and sponsorship rights management
- Equipment, uniforms, medical staff
- General liability coverage
- League PR, website, social media

The Financial Model



INITIAL INVESTMENT
\$100,000.00

ANNUAL FRANCHISE FEE

- \$25,000 annual Super League franchise entry
 - 50% allocated to League Prize Pool
 - 50% allocated to Admin & Operations
- Men and Women Teams

LEAGUE REVENUE SHARE

- Ticket sales, merchandise, sponsorship, & media:
 - 75% to teams (proportional)
 - 25% to league
- Team sponsorship (jersey, local website):
 - 75% to team, 25% to league

HOOP^{IT}UP

A woman with dreadlocks, wearing a white jersey and black shorts, is dribbling a yellow and blue basketball. She is being defended by a player in a grey shirt and black shorts. The background shows an outdoor basketball court with spectators and a banner that reads "HOOP IT UP 3X3".

Team Licensees will also have territorial license to hold Hoop It Up events such as 3x3 tournaments, camps, clinics and leagues.



HOOP IT UP DENVER

01:25 | Mar, 22 2025 | Press for more details

Hoop It Up hosted by the Den



Each Team will have a dedicated VOD channel on Hoop It Up TV the broadcast network of Hoop It Up Distribution of 90 million households via Roku and 30 million via Amazon Fire TV.

- Original Programming, Podcasts, Events, Slam dunks, Lifestyle, Behind the scenes and Retro highlights**



Contact George Daniel Gd@bigticketsportsllc.com
Reserve Your Territory

