

'From the streets in the US, Streetball Extreme has established itself in Europe engaging with the highly sought after youth market'

STREETBALL EXTREME

PROFILE

Streetball Extreme (SBX) is a new and exciting urban entertainment brand, developed around streetball legends, professional basketball athletes and world class freestylers. Born out of the ghettos of USA, where a form of basketball is played around one hoop on most street corners. SBX uses its style and creativity to mould a highly entertaining sport.

The concept has captured the interest of many entities and is used as a tool to encourage people of all ages to embrace basketball and streetball as an upcoming sport in its own right.

Tom 'Con-man' Connors, founder of SBX, is one of the best streetball players in the world. Tom is a basketball mentor and promotes basketball/streetball in schools, youth clubs throughout the UK. SBX perform at a number of entertainment venues across the country.

SBX provide coaching workshops and give motivational talks to children in some of the most deprived parts of the UK, **succeeds in bringing youths off the streets** and gains mass participation in the sport.

The huge success of SBX has resulted in the Madam UK Tour in 2008 as well as the SBX Battle for Europe Tour in association with the Extreme Sports Channel. Shot in nine major cities across Europe the tour was aired in over 52 countries achieving global recognition for SBX.

A UK and European Tour is planned for 2010 and will be broadcasted on Sky Sports TV and Extreme Sports Channel. Additionally, SBX have launched an exclusive clothing range and DVD collection.

SBX is also heavily involved with the London 2012 Olympics to help develop and create awareness for the game of basketball.

Opportunities

- Sponsorship
- Broadcast Sponsorship
- UK & Europe Tour

DEMOGRAPHICS

- Socio-economic B, C, D & E
- Aged between 12 and 30
- Male dominated



AUDIENCE

- 200+ shows across the UK
- Tour aired in over 52 countries globally
- Main markets UK & Europe
- Extreme sports enthusiasts & urban youth
- Major broadcasters including Sky Sports, Extreme Sports Channel & ITV