

# IVERSON CLASSIC

MAY 2<sup>ND</sup> - 4<sup>TH</sup> 2024

An unprecedented opportunity to engage the diverse, influential, and brand loyal Gen Z demographic.



## IVERSON CLASSIC IS THE #1 GAME IN AMERICA

For the 7th year, Allen Iverson's Iverson Classic has remained the most visible and impactful All American game in the country. The best players in the country battle it out each year in a week of highly competitive events while also taking part in mentorship, community programs and elite training.

# 1 BILLION+

IVERSON CLASSIC TOTAL ORGANIC VIEWS

LAST YEAR'S EVENTS SAW **UNPRECEDENTED** GAME BROADCASTS AND FEATURES ON:

**CBS SPORTS**

**SHOWTIME**

**SPORTSCENTER**

**B/R** BLEACHER  
REPORT

**SLAM**

**ESPN**

**247SPORTS**

Streaming numbers based on live, on-demand and highlights.





# A MODERN ICON INSPIRES A NEW GENERATION

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Allen Iverson has consistently changed the game for over 25 years. He has a range of experience and unique perspective that is unmatched. Now, as one of the most influential and dominant basketball players in history, he is shifting his focus to guiding the next generation of NBA legends.

The Allen Iverson Roundball Classic has been the most watched All-American game of the year, each year. **Let's keep making history together.**





## 2023 OVERVIEW:

**LIVE Broadcast** on CBS Sports

**4.2 Million** Video Views on the Iverson Classic across @ShoBasketball @ShoSports and @IversonClassic social platforms.

**30 Million+** Total Measured Views across our verified partners

## SPOTLIGHTS:

- How To Watch Iverson Classic ([Sports Illustrated](#))
- Iverson Classic dunk contest recap ([SLAM](#) & [Swish Cultures](#))
- Iverson Classic game highlights ([Ballislife](#))
- Iverson Classic practice highlights ([Ballislife](#) & [Swish Cultures](#))
- Rob Dillingham and DJ Wagner highlight ([Bleacher Report](#))
- AJ Johnson goes off in front of Allen Iverson ([Bleacher Report](#))
- Kentucky Basketball coverage: [Game MVPs](#) & [three-point contest champion](#)
- DraftExpress NBA prospect coverage: [Justin Edwards](#), [AJ Johnson](#), [DJ Wagner](#), [Jizzle James](#), [Coen Carr](#), [JP Estrella](#), [Tyler Smith](#), [Xavier Booker](#), [Sam Walters](#), and the [24k Showcase](#)
- [MaxPreps Shadowboxing](#)

AS SEEN ON:

**SLAM**

**Sports Illustrated**

**B/R** BLEACHER REPORT

**CBS**

**SHOWTIME**



**OVERTIME**

**247SPORTS**



# THE POWER BRAND

**ALLEN IVERSON IS ONE OF THE MOST  
BELOVED AND INFLUENTIAL SPORTS  
STARS IN HISTORY.**

## **ON THE COURT**

Hall of Famer, NBA MVP, 11x All Star, 4x NBA Scoring Champ, Olympic Medalist and the only high school player to be awarded AP Player of the Year in both Basketball and Football.

## **IN THE CULTURE**

His signature sneaker is the 2nd-longest running sneaker line in history.

## **THE FOLLOWING**

Over **20 Million** highly-engaged social media followers.





# UNPRECEDENTED REACH

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**SHOW sports**

**CBS SPORTS**

**sling**

Iverson Classic is known for its “groundbreaking” broadcasts and content. Previous years have seen distribution through Paramount, CBS, Showtime and DISH Network’s Sling.

Iverson Classic has been a game changer as the first exclusive live sports broadcast on Sling/DISH Network (2019) and the most successful non-boxing event ever on SHOWTIME Sports’ digital platforms (2023).





# A FAMILY AFFAIR

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EST. ATTENDANCE: **10,000**  
**LIVE EVENT**

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HAMPTON COLISEUM + BETHEL HIGH SCHOOL

Basketball is still a spectator sport. We never forget that. Even at this high level of competition, we strive to create an on-court product that fans love.

Iverson Classic's streaming, broadcast and live tickets are a big part of the culture we have cultivated and the reason fans continue to sing praises for the event.

Iverson Classic Week is family-oriented, affordable and exciting.



# THE FUTURE SUPERSTARS

IVERSON CLASSIC'S 2024 SELECTIONS  
BOAST A TOTAL FOLLOWING OF OVER  
**5 MILLION SOCIAL MEDIA FOLLOWERS**

NBA veterans and legends like Allen Iverson, Tracy McGrady and Tim Thomas act as mentors and coaches while future superstars take court.

Iverson Classic consistently features the most competitive roster in grassroots basketball. From the top prospects to a few under-the-radar stars that have gone on to dominate in the NBA.

← Orlando Magic star and Allen Iverson Player of the Year Cole Anthony in his 2020 Iverson Classic Portrait (shot by Gary Land)





# GAME CHANGER

IN 2022, FOR THE FIRST TIME IN MODERN HISTORY, THE #1 & #2 NBA DRAFT PICKS WERE ALUMNI OF ONLY 1 ALL-AMERICAN GAME....

2021 Iverson Classic standouts Paolo Banchero and Chet Holmgren were selected #1 and #2 in the 2022 NBA Draft and are now NBA stars alongside many other Iverson Classic alums.

Paolo is currently a star player for the Orlando Magic and Chet is a member of the Oklahoma City Thunder.

← #1 NBA Draft pick Paolo Banchero and #2 NBA Draft pick Chet Holmgren



# DRAFT

**2022 NBA DRAFT PICKS**

#1 PAOLO BANCHERO

#2 CHET HOLMGREN





# GLASS CEILING SHATTERED

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For the first time in sports history, All American sports have been integrated. Iverson Classic's 2021 game shattered barriers.

Basketball phenom Raven Johnson made headlines when the Naismith Player of the Year and 4x State Champion was selected to compete in the 2021 Iverson Classic.

**This was the first time that a woman has been selected to compete against men in any major All-American game.**



# THE SOCIAL IMPACT

OUR RECENT GAMES HAVE GARNERED OVER 100 MILLION+ HIGHLIGHT VIEWS ON OUR OWNED AND MEDIA PARTNER ACCOUNTS



HANSEL & PRINCE  
WIN 24K CO-MVP



IVERSON AWARDS  
CEREMONY SPEECH



JA MORANT LOVES  
IVERSON CLASSIC

SNAPSHOT MOMENT  
JA MORANT DANCES  
COURTSIDE



7.4 MILLION VIEWS  
SPORTSCENTER INSTAGRAM

SNAPSHOT MOMENT  
IVERSON GIVES PEP  
TALK TO DILLINGHAM



25 MILLION VIEWS  
BLEACHER REPORT

## VIRAL MOMENTS



HANSEL WINS DUNK  
CONTEST



A.I. SHARES MOMENT WITH  
JETT HOWARD



A.I.'S EMOTIONAL LOCKER  
ROOM SPEECH

**@IVERSONCLASSIC ACCOUNT ENGAGEMENT**

IVERSON CLASSIC WEEK EVENT ENGAGEMENT

**218K** ACCOUNTS REACHED

**950K** IMPRESSIONS



# CULTURE SHIFT

Celebrity guests. A highly diverse crowd. Sports superstars.  
The Iverson Classic is one of the years most anticipated live events.



THE SOLD OUT CROWD CHEERS  
DURING THE IVERSON CLASSIC GAME.



MULTI-PLATINUM SUPERSTAR  
JADAKISS' PROMOTIONAL VISUAL FOR  
HIS HIT SINGLE "ME" WAS SHOT AT  
THE 2019 IVERSON CLASSIC.



NBA CHAMPION **STEPHEN JACKSON**  
POSES WITH FANS.



# THE TALK OF THE TOWN

MEDIA, PARTICIPANTS AND FANS CAN'T GET ENOUGH OF THE IVERSON CLASSIC



“This event changed my life. I’ve never had NBA players and successful people tell me they want to help me be a better man. I can’t stop thinking about the Civil Rights Museum. I never learned any of that in school and I’m so thankful to be here.”

-Jaxon Kohler  
2022 Iverson Classic Selection

“I still can’t believe it. Being a girl selected to play with the best boys in the country. In front of Allen Iverson? I’m speechless.”

-Flau’jae Johnson  
2022 Iverson Classic Women’s Player of the Year and the lone female selection for the traditionally male 24K Showcase

“I will forever hold this moment in time. One of the best of my life.”

-Felicia Bean  
2022 Iverson Classic Purpose Award Winner

“The energy of this game is so different. For this next generation, this game is the new culture.”

-Matt Barnes  
NBA All Star and TV Personality

“You all say it’s an honor to be here. Man, it’s an honor for ME to have you here. You could be anywhere. But, you’re here and you have my support for life.”

-Allen Iverson



“The energy was beautiful. Around every corner these guys had an NBA player to learn from, laugh with and ask questions.”

-Jelani McCoy  
NBA Veteran and Showtime Producer



# DEAR VIRGINIA, WE'RE COMING HOME.

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When we started this Iverson Classic journey 7 years ago, we knew that touching different markets, communities and cultures would be a must. After successful events in Philadelphia, New Jersey and Tennessee, a one-year hiatus for a global pandemic and some unprecedented growth, we are proudly returning to the place where it all started.

The 2024 Iverson Classic will take place in Allen Iverson's hometown of

**HAMPTON, VIRGINIA**





# IVERSON CLASSIC

## WEEK

# 23



### 24K SHOWCASE MAY 2

A unique showcase of the nations top basketball talent. Featuring TOP 100 Level Players



### IVERSON AWARDS MAY 3

A night to honor excellence on and off the court. Winners include athletes, leaders & more.



### IVERSON GAMES MAY 2

One of the most thrilling nights in sports. Our Dunk Content, 1-on-1 and more.



### ALL-AMERICAN GAME MAY 4

The prestigious Iverson Classic All-American Game is the top NBA-certified game of the year.





# THE NEW CLASS

## THE BEST ROSTER OF 2024

**Our 2024 All-American selections represent the best NBA prospects in the world.**

Billy Richmond Tahaad Pettiford Cameron Scott Ahmad Nowell Robert Wright VJ Edgecombe Drake Powell  
Flory Bidunga Jalil Bethea Carter Bryant Jackson Mcandrew Somto Cyril Jase Richardson Tre Johnson Labaron Philon  
Cooper Flagg Ace Bailey Ian Jackson Derik Queen Patrick Ngongba II Isaiah Evans Dylan Harper Donnie Freeman  
Morez Johnson Khani Rooths Annor Boateng Aiden Sherrell Liam Mcneely Mercy Miller



# PARTNER WITH US

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WHERE DO WE GO FROM HERE?



# PARTNER WITH US



## Hospitality Suite

Capture your audience's attention from the start. Registration is Check Point #1 and a high-visibility location for your brand. All attendees receive a complimentary swag bag at check-in – another prime engagement opportunity. The hospitality space will serve as a gifting area for attendees to take photos and sample sponsor products.



## Players' Awards Ceremony & Reception

The official classic celebration and a peak opportunity for audience engagement. Your brand can shine in a prestigious and inspiring setting for this star-studded awards ceremony/reception. The event will include an exclusive youth-issue sports roundtable and special appearances by national social justice leaders, NBA star athletes, and A-list celebrity entertainment.



# PARTNER WITH US



## Game Day Activations & Players' Lounge

**Players' Lounge:** A Premium brand placement space, this off-court gathering spot is reserved for players to chill and socialize during the game. Expect an “energetic” environment where young athletes can sample products, snap photos, and share their enthusiasm with legions of social media followers.

**Giveaways:** Engage with players, fans & celebrities

**Court Stickers:** Logo on court for high visibility in venue & on broadcast



## Private Events and Collaborations

In addition to a packed week of sports, the Iverson Classic represents one of the most valued brands in basketball culture. From private VIP events, celebrity meet and greets or even private-label fashion collaborations with our popular Iverson Classic apparel brand, let's work together to create something special.



# PARTNER WITH US

TICKETING PARTNER



## TICKET BOX PARTNER

Attending an event like Iverson Classic is thrilling, memorable and inspirational. Give that gift to a group of underprivileged kids, honor roll students or other members of the community by sponsoring a ticket box or ticket block.



# PARTNER WITH US

## THROUGHOUT THE SEASON



### CATEGORY PARTNER

**From sponsoring player meals, financial literacy training and more, make your brand the face of Iverson Classic**

A truly unique opportunity. Your brand will get category-exclusive naming rights and more. This includes your brand logo on our homepage for one year, social media posts, special “thank you” or ad read at every event, email blast, a press release announcing the partnership and more.



### FAN ACTIVATIONS

Fans want VIP access, premium experiences and authentic moments. Now, your brand will be a part of giving them that. Our Season VIP Fan Access Partner will have their logo on every ticketing link, branding at all VIP experiences and a presence in the live and On Demand streams that we share throughout the season (7 events and nearly 100 games, *Iverson Classic All-American game included*)

VIP or Front Row seating sections at every event will also be named after your brand and a special announcement of the partnership will be made.



PARTNER WITH US

IVERSON CLASSIC  
**HIGH SCHOOL  
TAKEOVER**

**VIRGINIA**

**Bethel High School: May 2nd**

FEATURING

SPECIAL FINANCIAL LITERACY SEMINAR

EXCITING GUEST SPEAKERS

HONORS BREAKFAST

VIOLENCE PREVENTION WORKSHOPS

FUN ALL-DAY ACTIVATIONS

All leading up to The IVERSON Games and OBL 1-on-1  
Championship featuring the All-American athletes and  
hosted by NBA Superstars Allen Iverson and Tracy McGrady.





# IVERSON CLASSIC SCIENCE X TECHNOLOGY *Lounge*

PARTNER WITH US

For the first time ever, we want to partner with your brand to create a once-in-a-lifetime experience that is educational, fun and eye-opening for this select group of young All-Americans.

Our first-ever Science and Technology Lounge will feature exclusive activations that are designed to not only meet the athletes where they are with gaming and sports, but, to also show them the wide world of opportunity that science can create off the court.

Our players boast social media followings of millions and they hold the attention of the world. We are creating an environment that let's them create & share while also learning about the opportunities that exist off the court. Our major media partners will be in the house as well to ensure the world sees this exciting moment.

**Your sponsorship will grant your brand naming rights to this entire activation**



## VIRTUAL ROUNDBALLERS

Athletes will have a chance to play the pre-release version of 1-on-1 VR game currently in development and in negotiations with the NBA.



## CODING CRASH COURSE

Ipads, preloaded with development software and demos, will be used to create a fun, mini classroom environment for select players.



## GAMING STATIONS

It's not all educational. Sometimes when 50 of the best athletes in the world come together, they just want to blow off some steam. This is where the players can test their gaming skills.



## DEV NETWORKING

Award-winning developers and tech entrepreneurs with experience ranging from government to gaming will be on site to teach and socialize.







BE A PART OF **HISTORY**

CONTACT:

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**IVERSON  
MANSELLE  
BATES.**  
ENTERPRISES