



FIBA

We Are Basketball

3x3

LIVE X LIVE

FIBA 3x3 AMERICUP

+

MUSIC LIVES

BALLERFEST EDITION MIAMI



NOVEMBER 12-14, 2021  
BAYFRONT PARK, MIAMI



THE FIRST OF ITS' KIND

# FIBA 3X3 AMERICUP + MUSIC LIVES BALLERFEST EDITION MIAMI OVERVIEW

**FIBA 3X3 AmeriCup + Music Lives BallerFest Edition Miami** is a one-of-a-kind, unprecedented music, basketball, and culture live event.

For the first time in the US, FIBA will be holding their 3x3 AmeriCup Championship tournament of the Americas for North, Central, and South America to compete for continental supremacy. We'll even have 3x3 celebrity/influencer 3x3 game, dunk contest, etc.

To take it to the next level, we'll be featuring Music Lives BallerFest featuring live to virtual performances, appearances from over **70+ artists** and **72 hours of non-stop music** with some of the biggest artist in Reggaeton, Hip Hop, and EDM performing i.e. Trey Songz, Nelly, and DJ Irie to name a few taking place November 12-14, 2021 at Bayfront, Miami.



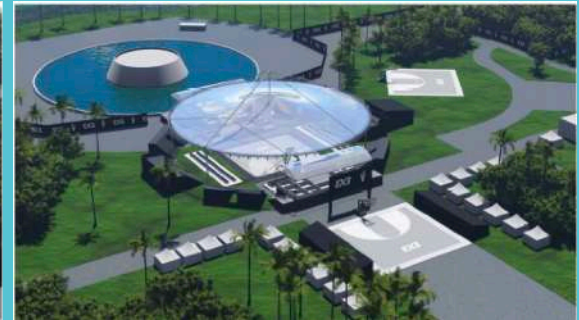
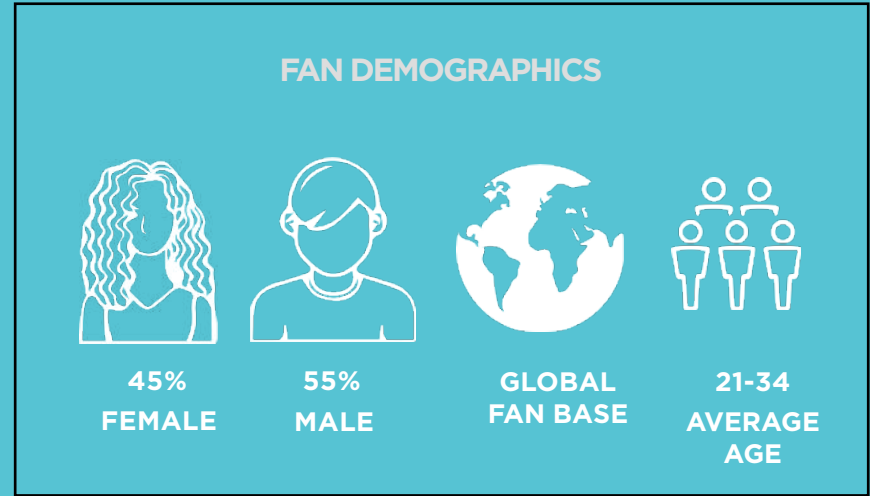


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# FIBA 3X3 AMERICUP + MUSIC LIVES BALLERFEST EDITION MIAMI TICKETS

The event will be live-streamed on the LiveXLive's platform. Each day, from noon to 5pm the event will be free. After 5pm, tickets will be required for entry for the end of the day games and artist performances.

**TICKETS ON SALE DATE:** OCTOBER 2021



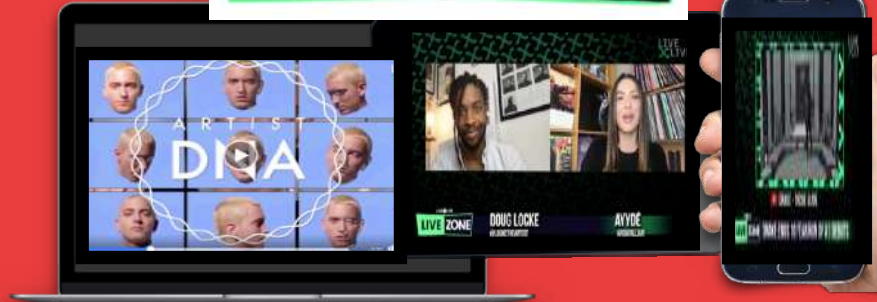
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# LIVEZONE OVERVIEW

**We're bringing LiveZone** to FIBA 3X3 AmeriCup + Music Lives BallerFest Edition to Miami. LiveZone is a weekly music destination for all things music. From trending headlines, the latest album releases, tour announcements, music video drops, shocking collabs, and must watch LiveXLive upcoming content creations, LiveZone has all the music info you need!

Plus, catch up with your favorite artists, and discover on the rise talent, as our hosts chat virtually with artists around the globe.

LiveZone will position sponsors in the heart of music and basketball culture bringing them closer to artists, players, and fans across the globe.



[Check out our latest LiveZone episodes](#)

FIRST EVER THREE DAY HYBRID MUSIC FESTIVAL & 3X3 BASKETBALL TOURNAMENT

# FIBA 3X3 AMERICUP + MUSIC LIVES BALLERFEST LIVE & VIRTUAL MUSICAL PERFORMANCES & APPEARANCES ILLUSTRATIVE TALENT

- Blondish
- Rick Ross
- Wale
- Kat Dahila
- Beam
- Shenseea
- Kodak Black
- Lenny Tavarez
- Belly
- FloRida
- Lil Pump
- Shaq
- Carnage
- Trey Songz
- Nelly
- Lil TJay



# THE WEEKEND SCHEDULE

- + Youth Clinics
- + 3x3 Games
- + Celebrity Game
- + Music Lives BallerFest
- + Music Lives Festival livestream
- + LiveXLive Presents

**Fri Nov 12, 2021**

- + Youth Clinics
- + 3x3 Games
- + Music Lives BallerFest
- + Music Lives Festival livestream

**Sat Nov 13, 2021**

- + 3x3 Games and Finals
- + 3x3 Influencer/Celebrity Game
- + Music Lives BallerFest
- + Music Lives Festival livestream

**Sun Nov 14, 2021**

# PROMOTIONAL CONCEPTS

LiveXLive & Vaunt will create customized promotional concepts for your brand around this festival leading up to, during, and in-festival PPV, and post-festival.

Here's a few key moments that we create unique opportunities around:

- Players intros
- Dunk contest
- Dancing competition
- Celebrity/Influencer Games
- Player Stat Cards
- MVP Stat Cards
- Fashion Show
- Referee Uniforms
- 3x3 Fantasy Game
- On-Site Activations
- Artist Performances
- Pre-Game Analysis
- DJ Booth
- Night Club Pop-up
- VIP area in Night Club
- VIP Tables
- Gaming Lounge
- Special Delivery on-set
- Player Gift Bags
- Youth Clinics
- NFT Player Trading Cards
- Festival Viewing Parties
- Festival Fly Away
- Pre-Game Warmup Experience
- Pre-Game Shoot Around Experience
- Post Game Shot & Photo Experience
- Honorary Ball Kid Experience
- Autograph Alley
- Game Captain Experience
- Game Ball Presenter
- Podcasts LIVE from event
- Boat activations
- Countries & Flags Themes
- After Parties
- And much more



# 3D RENDERINGS OF THE EVENT





BE A PART OF THIS  
CULTURAL MOMENT!