



ALL-STAR 2025

SAN FRANCISCO
BAY AREA



NBA ALL-STAR WEEKEND 2025



NBA ALL-STAR WEEKEND



Legends Lounge

Media Day

All-Star Celebrity Game ★

Castrol Rising Stars Game ★

Legends Lounge

Health Screenings

Legends Players Party

Skills Challenge ★

3-Point Contest ★

Dunk Contest ★

Legends Brunch

All-Star Game ★

Friday, February 14

Saturday, February 15

Sunday, February 16

All-Star 2025 tickets
include access to all events.

★ = NBA All-Star Ticketed Event



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LEGENDS LOUNGE



Hidden amongst the hustle and bustle of All-Star Weekend, the Legends Lounge will serve as the ultimate oasis for both current and former players and their VIP guests. This highly customizable invite-only space presents a unique opportunity to integrate your brand into one of the most exclusive networking and interactive experiences of All-Star.

Partnership Opportunities:

- Signage on the interior & exterior of Legends Lounge
- Designated VIP area to activate
- Listed on all promotional materials
- Social media integration
- Product integration via sampling and gift bags
- Event credentials
- Meet and Greet opportunities



MEDIA DAY



Media Day provides the Legends with a national platform to share their stories and recount personal career highlights. The annual Legends Media Day is truly a content showcase where brands will have an opportunity to conduct interviews with 25+ NBA Legends, which will be amplified to more than 1.4 million online viewers and 10 million social media followers globally. Distribution partners include ESPN, The Athletic, The New York Times, Sports Illustrated, and Sirius XM.

Partnership Opportunities:

- Event ownership/Naming Rights opportunity
- Onsite branding (e.g., step and repeat, pop-up banners, etc.)
- Social Media integration
- Content capture opportunities



PLAYERS PARTY SERIES



Frequented by the likes of Top 75 players, as well as other ambassadors of the game, these marquee events serve as the most highly anticipated events of the year. With players attending from all over the world and U.S., these events can serve as stand-alone events or be included in larger events such as NBA All-Star Weekend and Legends Summer Getaway. Tap into the excitement by placing your brand at the forefront of one of these festivities.

Partnership Opportunities:

- Event ownership / Naming Rights opportunity
- Onsite branding (e.g., step and repeat, pop-up banners, window decals, etc.)
- Hospitality and designated VIP area to activate
- Content capture opportunities
- Product integration
- Meet and Greet opportunities



SUMMITS



During our marquee events, NBA All-Star Weekend and Legends Summer Getaway, the NBRPA hosts panel discussions with industry giants and former players with the goal of enlightening our members on relevant topics to their post-playing days. The Summits include programming on Emerging Technology and Player Opportunities, Business in Basketball, Women of Influence and much more.

Partnership Opportunities:

- Event ownership/Naming Rights opportunity
- Onsite branding (e.g., step and repeat, pop-up banners, etc.)
- Social Media integration
- Content capture opportunities
- Product integration
- Provide Engaging & Educational moments with selected panelists



The background features a collage of images of NBA legends. On the left, two men are shown in a dark setting, possibly a stadium, with one man in a black jacket with 'INDY 24' on it. On the right, a man in a grey jacket is pointing towards the camera. In the bottom right, a man in a blue suit is smiling. A large orange and black striped graphic with the word 'PARTNERSHIP' in white is positioned in the upper right. The NBA Legends logo is in the top right corner.

PARTNERSHIP



PARTNERSHIP OPPORTUNITIES:

- *Summit Sponsorship*
- *Summit Participation*
- *Media Day Interview Access*
- *Legends Lounge Partner Table & Access*
- *4 Tickets to the NBA All-Star Game*



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