



WELCOME TO THE NBA G-LEAGUE

The NBA continues to innovate – for all the right reasons

The NBA and its Development League (D-League) made headlines this week, signing a multiyear deal with Gatorade to make the sports drink the NBA minor league entitlement partner. This deal is the first of its kind among the four major US professional sports leagues.

Beginning in the 2017-2018 season, all 25 teams in the NBA G-League, as it will be renamed, will work with the Gatorade Sports Science Institute as it seeks to support player development and training through the creation of innovative products and nutrition programs. Additionally, game balls, uniforms, on-court signage and digital assets will all receive a new logo and branding.

This deal demonstrates the NBA sees great benefits to partnering with brands, such as Gatorade, on inventive ways to improve player development and pursue new routes for athletes of all kinds to “Win From Within”.

Together with game jersey patch sponsorships and the strategic alignment with social media outlets and eSports, the NBA continues to set the pace in establishing creative ways to rise above the cluttered sports sponsorship landscape to grow the game of basketball and engage fans globally.

Sports marketers everywhere should look forward to seeing how the NBA continues to push boundaries for the sake of player advancement and audience reach.



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