



FOR IMMEDIATE RELEASE

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POINT 3 BASKETBALL ANNOUNCES “GET SPONSORED” CONTEST FOR YOUTH BASKETBALL TEAMS NATION-WIDE

Atlanta-based basketball brand to provide over \$5,000 in gear and prizes to one lucky youth team

ATLANTA, GA (January 7, 2016) – POINT 3 Basketball, creator of the “World’s Best Basketball Shorts,” today announced the 2016 launch of its “Get Sponsored” Contest, a sweepstakes in which one lucky youth basketball team will receive a season’s worth of sponsorship and benefits from the Atlanta-based brand.

The team that wins the contest will be outfitted head-to-toe in customized POINT 3 gear, earn entry into a top youth basketball tournament, and be featured in a high-quality photoshoot featuring the entire youth squad. The team will also be covered throughout the 2016 season on POINT 3’s blog and social media platforms. The total value of the prize package is more than \$5,000.

“We know how much young ballplayers care about the gear they wear on the court,” said POINT 3 Head of Marketing Mikko Simon. “It’s not only about how they look, but how the gear helps them perform. It’s a privilege and an honor to partner up with the next generation of ballplayers who love the game as much as we do, so anything we can do to help take one of these teams to the next level is a major win for everyone involved.”

As part of the Get Sponsored program, POINT 3 has teamed up with premier basketball tournament operators PrimeTime Sports, BasketBull and HoopSeen to give the winning team the opportunity to measure itself against some of the best teams in the country. The Spring 2015 Get Sponsored contest winners, the Orlando Team Jayhawks, were chosen out of a pool of nearly 1,000 contest entrants, and wound up winning HoopSeen’s prestigious [2015 Bob Gibbons Tournament of Champions](#).

“It was a treat to watch the Jayhawks see so much success over the course of our partnership with them last year, Simon added. “Helping teams raise their game is what this contest is all about, and we can’t wait to help take another team to that level in 2016.”

“We were elated to win the POINT 3 Get Sponsored contest last spring,” Orlando Team Jayhawks coach Dwayne Smith said. “Our kids loved the gear, and it really helped us perform on the court. The uniforms also helped us stand out from the masses and drew a lot of attention throughout our AAU season.”

Teams can enter to win POINT 3’s 2016 Spring/Summer Get Sponsored Contest at <http://point3basketball.com/sponsored> beginning January 7th, with the winner announced by February 20th, 2016.

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POINT 3 Basketball (www.POINT3Basketball.com) is the world’s fastest growing performance basketball apparel brand, dedicated to helping ballplayers own the court in critical moments. Founded in 2010, POINT 3’s exclusive focus on the on-court needs of the basketball player led to the development of DRYV® Moisture Control, a patented textile technology designed to absorb moisture where ballplayers need it most. POINT 3 is the Exclusive Outfitter for Atlanta

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Hawks Youth Programs and over 300 basketball programs nationwide. POINT 3 apparel can be found online at www.POINT3Basketball.com and through a network of Alpha ambassadors across the country.

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