OWN THE JOURNEY.



THE THRONE

THE PREMIER PARTNERSHIP OPPORTUNITIES IN ELITE HIGH SCHOOL BASKETBALL
IN PARTNERSHIP WITH

PLYRS UNTD

GLSE GOLD LEVEL
SPORTS & ENTERTAINMENT

THE ONLY ELITE HIGH SCHOOL BASKETBALL TOURNEY FOUNDED BY NBA PLAYERS.

The Throne was co-founded by NBA Champion, **Danny Green,** and his Gold Level Sports & Entertainment group in conjunction with the NBPA and a NBA player advisory board (**Fred Van Fleet, Harrison Barnes, Rudy Gay, Jamal Crawford, Dwight Howard**).

> “
>
> We are so thrilled to continue our vision for The Throne in year five with the PLYRS UNTD... Having a national competition for the top performing high school teams is certainly something that was missing throughout my high school career. We’re proud to partner with the PLYRS UNTD to bring this event to life for today’s elite youth athletes.
>
> **DANNY GREEN, NBA CHAMP, CO-FOUNDER OF THE THRONE, FOUNDER OF GLSE**

YEAR 4

8 BOYS TEAMS

8 GIRLS TEAMS

3000 IRL ATTENDEES AT AMERICAN DREAM MALL, NJ

BROADCAST ON NBATV

8M SOCIAL VIEWS

HOSTED **75** H.S. + COLLEGE COACHES

4 EDUCATIONAL WORKSHOPS

DELIVERED **$50K** IN NBPA FOUNDATION SCHOLARSHIPS

PRODUCED **4** TOP NBA DRAFT PICKS

"

WITH INTENSE COMPETITION, EDUCATIONAL WORKSHOPS, AND CLASSROOM SESSIONS, THE THRONE IS UNIQUELY POSITIONED TO HELP STANDOUT HIGH SCHOOL PLAYERS DEVELOP CRITICAL SKILLS FOR SUCCESS BOTH ON AND OFF THE COURT.

SHAUN LIVINGSTON, 3X NBA CHAMP, HEAD OF NBPA ELITE YOUTH BASKETBALL

BUILDING THE FUTURE OF BASKETBALL CULTURE.



250K+
Social Engagements

TODAY
The only elite high school national basketball championship founded by NBA players, uniquely connecting tomorrow's stars with the players who have already walked their path.

TOMORROW
Become the premier year-round platform for elite high school basketball, expanding opportunities across every stage of the athlete journey–from watch list to legacy.

AUDIENCE | REACH
The most influential audience in elite high school basketball–future NBA players, passionate fans, families, creators, and coaches–creating a highly engaged audience.

GROWTH STRATEGY
Secure a content/streaming partner that fuels year-round storytelling, extends fan engagement beyond the tournament week, and unlocks new partnership opps across the athlete journey.

EVERY STAGE OF THE ATHLETE JOURNEY IS AN OPPORTUNITY FOR A BRAND TO CREATE VALUE–NOT JUST VISIBILITY.

THE THRONE JOURNEY

FROM DISCOVERY TO LEGACY. TOGETHER FOR THE FUTURE OF BASKETBALL.



01 WATCH LIST

We identify the nation's top programs and prospects.

02 SELECTION

An elite group is selected to compete for the crown.

03 TEAM ANNOUNCEMENT

The moment is revealed. The nation takes notice.

04 JOURNEY

We follow teams on their road to The Throne. Stories. Growth. Preparation.

05 TOURNAMENT

Elite competition. Unforgettable experiences. National stage.

06 CHAMPIONSHIP

One team earns the crown. History is made.

07 LEGACY

The impact continues in our communities and beyond.

Nov. | Dec. | Jan. | Feb. | Mar. | Mar. | Apr - Jun.

5 MONTHS OF BUILDING MOMENTUM

4 DAYS THAT CHANGE EVERYTHING

IMPACT THAT LASTS FOREVER

OWNERSHIP OVER SIGNAGE.

INSTEAD OF LOGOS, BRANDS OWN.



MOMENTS



EXPERIENCES



STORIES



COMMUNITIES



CULTURE

ROAD TO THE THRONE



OWN THE SIX-MONTH JOURNEY FROM WATCH LIST TO CHAMPIONSHIP.

Road to the Throne is an always-on storytelling engine that transforms The Throne from a weekend event into a six-month cultural platform. Through exclusive behind-the-scenes storytelling, player profiles, and team journeys, the presenting partner becomes the brand that brings fans closer to the next generation of basketball–owning the conversation from watch list to championship.

PRESENTING PARTNER	"THE CALL" DRAFT MOMENT	TEAM REVEAL SHOW
SELECTION SUNDAY	ROAD TO THRONE CONTENT SERIES	TEAM DOCUMENTARY CONTENT
BROADCAST INTEGRATION	LOCAL MARKET WATCH PARTIES	

THE THRONE PERFORMANCE LAB



GREATNESS STARTS BEFORE TIP-OFF

Ownership of The Throne Performance Lab aligns one brand with the elite level training, recovery, and nutrition needed to become an elite athlete. Through product integration and placement, social storytelling, fan giveaways and performance-based broadcast interstitials, the presenting brand will be positioned as an integral part of elite athletic performance, providing inspiration to fans everywhere.

HYDRATION PARTNER	RECOVERY LOUNGE	WEARABLES
NUTRITION	BENCH BRANDING	PERFORMANCE CONTENT
SPORT SCIENCE PROGRAMMING	ATHLETE EDUCATION	

THE THRONE TUNNEL FITS

OWN THE INTERSECTION OF BASKETBALL AND STYLE.

Style is a powerful way to connect with fans, especially young fans (16-24) who are 87% more likely than average consumers to indicate their style defines their identity. NBA players have always been on the cutting edge of fashion, and their young counterparts are no different. The tunnel has become the runway, and as a result, a new league of fashion icons. Be the brand responsible for supporting self-expression through fashion, using the platform to increase affinity and drive sales.

ARRIVAL EXPERIENCE	PLAYER STYLING	SHOPPING EXPERIENCES
TUNNEL PHOTOGRAPHY	SOCIAL CONTENT	DAILY FIT CHECKS
CREATOR CONTENT	CHAMPIONSHIP CAPSULE COLLAB + POP UP SHOP	



THE THRONE READY ROOM

THE OFFICIAL SELF-CARE AND CONFIDENCE PARTNER OF THE THRONE.

The platform transforms team locker rooms into elevated "Ready Rooms" – fully stocked, branded spaces where athletes prepare mentally and physically before the biggest games of their lives. Each locker features curated grooming, skincare, hygiene, and recovery essentials tailored for tournament week, reinforcing the idea that preparation, confidence, and self-care are all part of performance. To deepen visibility throughout gameplay, **the brand receives exclusive jersey patch placement during The Throne,** creating a consistent on-court presence tied directly to player preparation and identity. The emotional centerpiece of the platform is the message: greatness starts before the game. By owning the spaces where athletes transform from students into stars, the brand becomes associated not just with appearance, but with confidence, discipline, brotherhood, and the rituals behind elite performance.

LOCKER ROOM TAKEOVER	GROOMING KITS	JERSEY PATCH
TEAM PORTRAITS	GET READY WITH ME CONTENT	MEDIA DAY + BACKDROP



THE THRONE FAN VILLAGE

OWN THE FAN EXPERIENCE

Each year for the past three years, thousands of fans have made the trek, some from near and some from far, to cheer on their team's championship run. The come together on the center court at American Dream Mall in Seacaucus, NJ - just steps from MetLife Stadium and one of the most dynamic entertainment districts on the east coast. No other place combines shopping, dining, attractions, and event hosting under one roof. American Dream attracts nearly 5 million annual visits, with tens of thousands of visitors on a typical weekend and significantly higher attendance during major event weekends.

- FAN FESTIVAL
- INTERACTIVE GAMES
- SAMPLING & GIVEAWAYS
- FAMILY ZONE
- RETAIL POP UPS & COMMERCIAL ACTIVATIONS
- INT. MEDIA NETWORK GENERATING 1.5M IMP



THE THRONE ADOPT-A-TEAM

SUPPORT TOMORROW'S STARS BEFORE THEY BECOME HOUSEHOLD NAMES.

Adopt-A-Team presents a unique opportunity for a brand to show up not just as a sponsor, but as a true supporter of the next generation of basketball culture. Through an "Adopt-a-Team" platform, participating schools would be paired with the brand for the duration of the championship – unlocking team-specific content, in-store promotion, player storytelling, community moments, and surprise-and-delight experiences that turn school pride into cultural momentum. Each adopted team becomes a living extension of the campaign, driving organic engagement from students, families, alumni, and local communities while generating authentic social content throughout the tournament. The partnership creates a natural bridge between basketball fandom and everyday behavior by giving fans a reason to visit stores to support "their" team through limited-time offers, branded packaging, watch parties, and local celebrations.

SCHOOL PAIRING	TEAM CONTENT	RETAIL PROMOTIONS
LOCAL WATCH PARTIES	OOH MEDIA	COMMUNITY EVENTS



THE THRONE LEGACY COURTS



OWN THE OPPORTUNITY TO LEAVE SOMETHING BEHIND... FOR GOOD.

Partner with PLYRS UNTD and the NBPA Foundation to turn The Throne into a year-round community investment platform by refurbishing a court, gym or school locker room for the winning boys' and girls' teams or for selected under-resourced basketball communities tied to participating markets. The refurbishment could be unveiled after the tournament as a major community moment, with NBA player appearances, local artist-designed court elements, and content capture documenting the transformation from tournament success to lasting community impact. The platform could scale annually, so every year The Throne leaves behind a physical basketball legacy in one or more communities.

COURT REFURBS	GYM + LOCKER ROOM MAKEOVERS	COMMUNITY GRANTS
YOUTH CLINICS	PLAYER APPEARANCES	

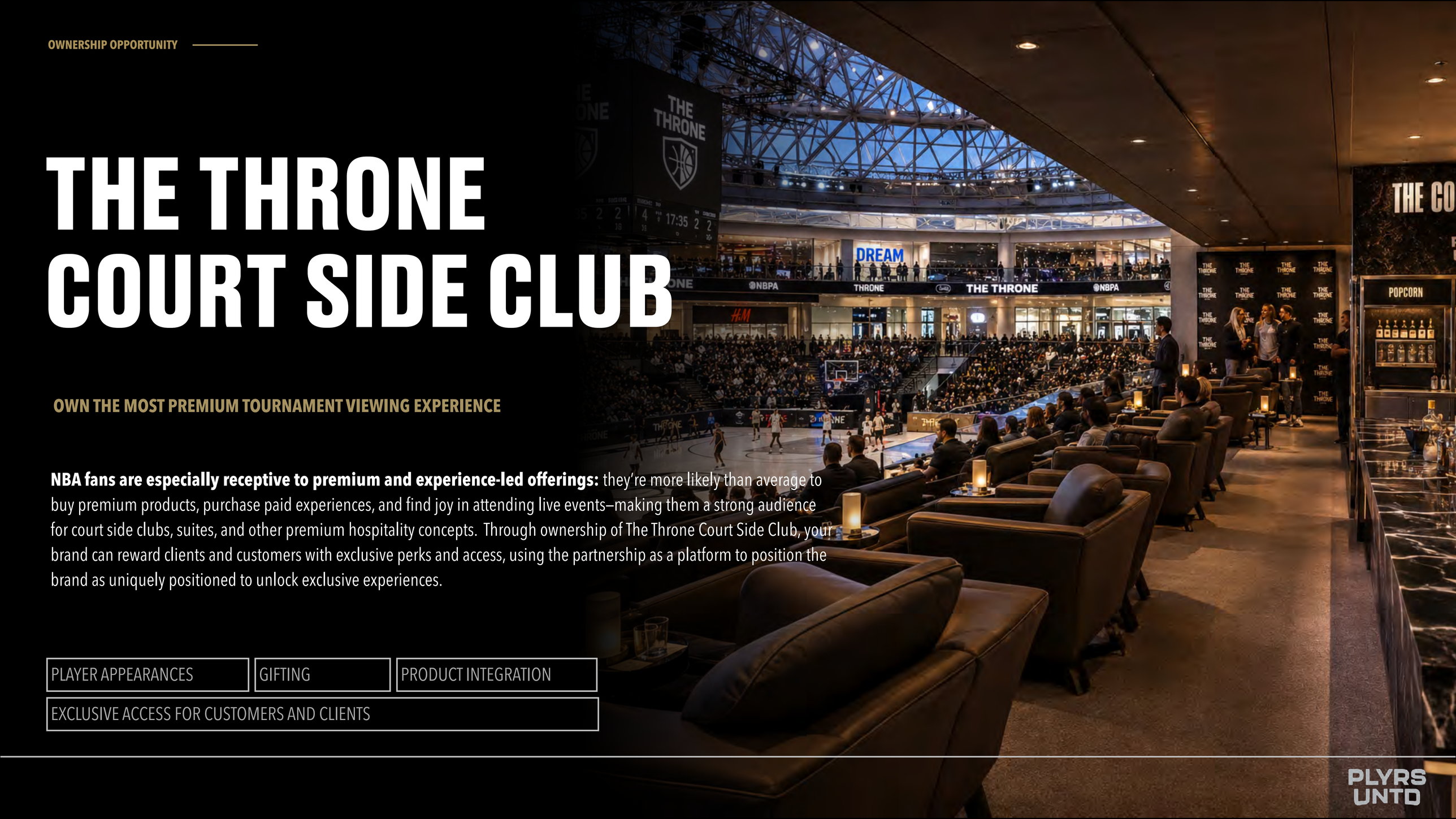
PLYRS UNTD

THE THRONE COURT SIDE CLUB

OWN THE MOST PREMIUM TOURNAMENT VIEWING EXPERIENCE

NBA fans are especially receptive to premium and experience-led offerings: they're more likely than average to buy premium products, purchase paid experiences, and find joy in attending live events–making them a strong audience for court side clubs, suites, and other premium hospitality concepts. Through ownership of The Throne Court Side Club, your brand can reward clients and customers with exclusive perks and access, using the partnership as a platform to position the brand as uniquely positioned to unlock exclusive experiences.

PLAYER APPEARANCES	GIFTING	PRODUCT INTEGRATION
EXCLUSIVE ACCESS FOR CUSTOMERS AND CLIENTS		



WHY PARTNER?

ACCESS CULTURE TODAY THROUGH TOMORROW'S STARS.



ACCESS
Own authentic moments before athletes become global icons.

CULTURE
Connect through basketball, fashion, music and creators.

LEGACY
Build lasting impact beyond tournament week.

LET'S BUILD THE FUTURE.

THE THRONE

The Throne isn't just another basketball tournament.
It's the next generation of basketball culture.

Let's build it together.

PLYRS UNTD