



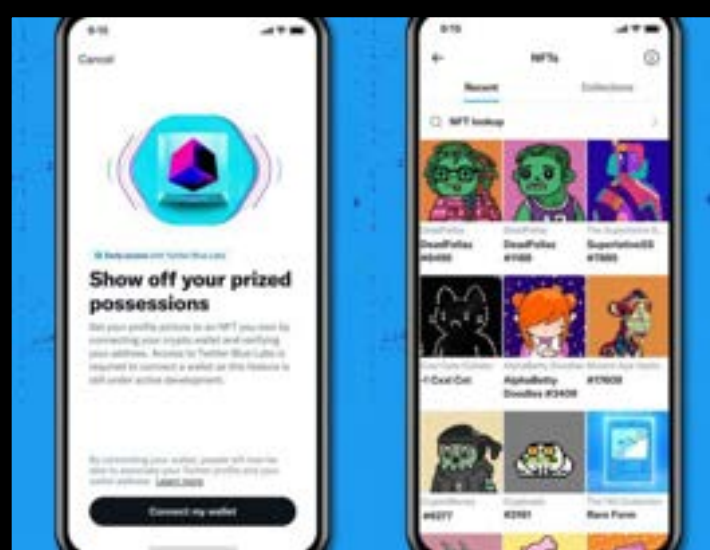
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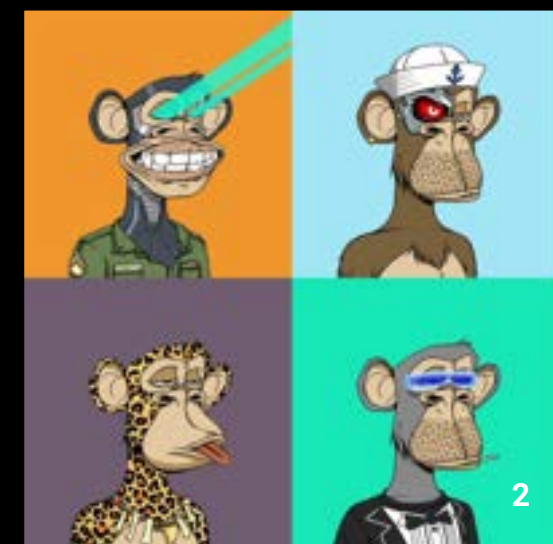
The Future of Live Events with Web3

Joey Graziano

SVP, Head of Global Event Strategy & Development, NBA



TO MANY CONSUMERS, WEB3 HAS BEEN PIGEONHOLED AS AN EXPENSIVE HOBBY



NBA 2K is Leading the Metaverse Movement

BY STEVEN MONTANI — Jan 21, 2022 Reading Time: 3 mins read

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THE NBA HAS BEEN BUILDING ITS WEB3 PRESENCE FOR YEARS, BUT IS ONLY SCRATCHING THE SURFACE



LEBRON JAMES
Dunk Cosmic

SOLD BY 7 collectors FOR SALE 7

\$4,250.00
Lowest Price

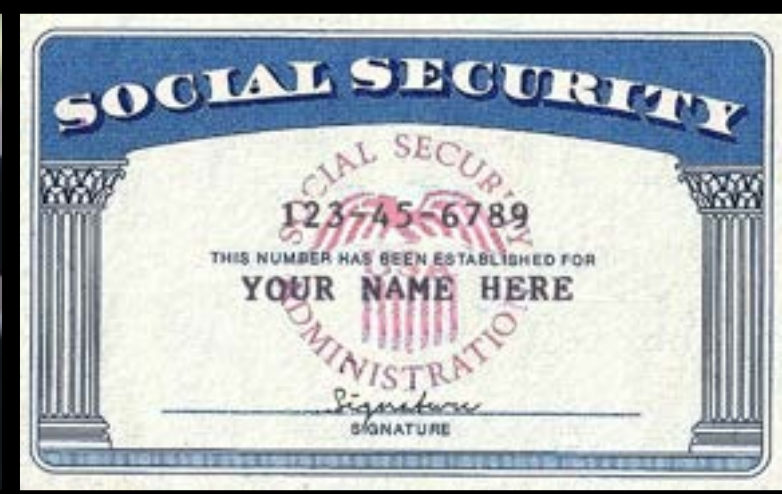
\$50,000.00
Highest Price

SERIAL NUMBER

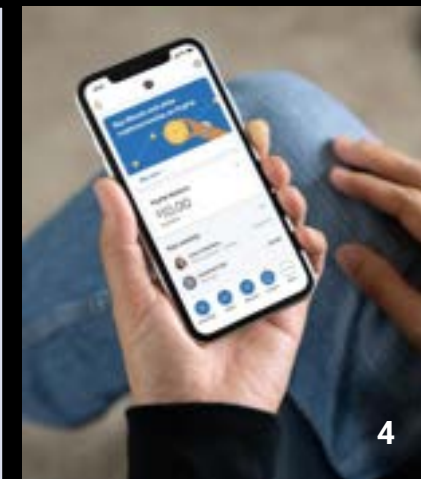
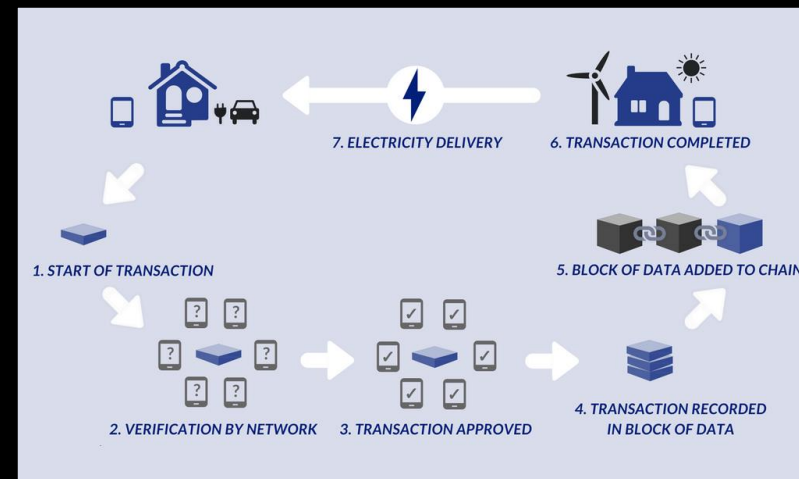
111-84,250.00 - LOWEST AM

BUY FOR \$4,250.00





IN THE FUTURE, WEB3 WILL ADDRESS SOME OF OUR MOST FUNDAMENTAL AND COMPLICATED CHALLENGES



**NBA Events
leverage Web3
applications in
innovative and
exciting ways.**

1

Transitioning Cost Centers into Revenue Drivers

2

Reimagining the Seat License

3

Repositioning Sports Collectibles

1. Transitioning Cost Centers into Revenue Drivers

*During NBA All-Star 2022, the NBA turned Cleveland into the first ever **citywide shoppable art gallery***



Concept: Turn ten famous city landmarks into purchasable digital art installations, enabling fans to own a piece of NBA All-Star history for the first time

Objective: With cost and consumer appeal in mind, reimagine the way in which large events design the strategic presentation of their host city and enhance traditional branding with an innovative new NFT element

1. Transitioning Cost Centers into Revenue Drivers | **By the Numbers**

4,000

NFTs available for purchase

\$20.22

Purchase price for Original Edition NFTs (*limited to 750 per court design*)

\$750

Purchase price for 75th Diamond Edition NFTs (*limited to 75 per court design*)

80%

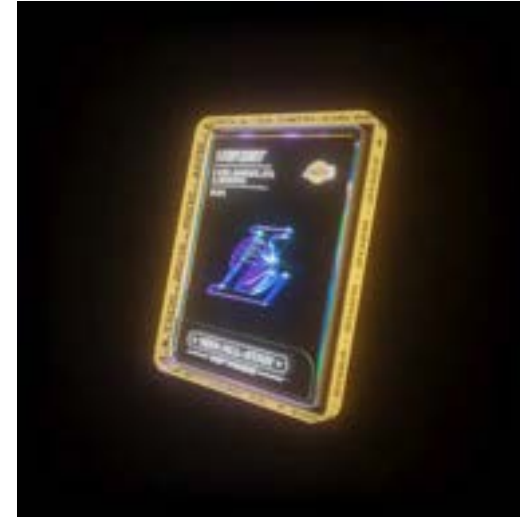
Of the 4,000 NFTs available were purchased by the end of NBA All-Star 2022

\$100,000

In proceeds donated to 50+ local organizations

2. Reimagining the Seat License

*The NBA launched first-of-its-kind NBA All-Star VIP Passes – limited digital collectibles providing the rightsholder with **unprecedented exclusive access to NBA All-Stars 2023 through 2027***



Concept: Unique one-of-one collectibles offering the rightsholder the ultimate NBA All-Star fan experience, including premium tickets, elevated hospitality, behind-the-scenes access to venues and players, and on-court photos

Objective: Provide fans meaningful opportunities to engage with NBA All-Star outside of the weekend event through multifaceted exclusive access – to the limited collectibles themselves as well as to the benefits the collectibles provide

2. Reimagining the Seat License

NBA All-Star VIP Passes provide meaningful engagement opportunities outside of the event, capturing new data and revenue through secondary auctions

The screenshot shows the TopShot website homepage. At the top, there is a navigation bar with 'TOP SHOT BETA', 'PACKS', 'MARKETPLACE', 'CHALLENGES', 'COMMUNITY', 'BLOG', 'LOG IN', and 'SIGN UP'. The main heading is 'OWN AN NBA ALL-STAR VIP PASS NFT'. Below this, it says 'Own and use the very first official NBA VIP Access NFTs.' There are statistics: '30 Team NFTs', '1 NBA NFT', and '5 Auctions Currently Live'. A glowing blue NFT card is displayed. The 'OWNERSHIP PERKS' section includes three categories: 'NBA ALL-STAR GAMES' (2 lower bowl tickets to NBA All-Star events), 'STATE FARM ALL-STAR' (2 lower bowl tickets to the State Farm All-Star Saturday Night Contests), and 'MEET & GREET' (NBA Meet & Greet). The 'AUCTIONS' section shows 'ACTIVE • UPCOMING • ENDED' and a featured auction: 'OWEN TEST AUCTION 1' for an 'NBA ALL-STAR VIP PASS NFT' with an 'ACTIVE' status and 'HIGHEST BID'.

The screenshot shows a user's profile page on the TopShot platform. The user's name is 'Wades' and their profile picture is a cartoon cat. The page features a 'HEAT HEAT HEAT' banner at the top. Below the profile, there are three auction cards: 'Got Game: 31' (24/24), 'Base Set: 32' (533/533), and 'Cool Cats: 32' (30/30). The navigation bar includes 'REVIEW', 'MOMENTS', 'VIP NFTS', 'SETS', 'SHOWCASES', 'LEGACY', 'CHALLENGES', and 'WATCHLIST'. The main content area shows 'NBA ALL-STAR VIP PASS NFT' with a glowing red NFT card and the 'MIAMI HEAT' logo.

2. Reimagining the Seat License | **By the Numbers**

31

Unique digital collectibles –
(1) associated with each
team and (1) with the league

\$1.5M

Revenue from primary
auctions

\$67,500

Maximum winning bid from
primary auctions

11,000

New marketable leads
through the primary auction
and giveaway process

January 1

Date on which the NFT
holders' rights are locked for
the following NBA All-Star

3. Repositioning Sports Collectibles

*The NBA replaced Summer League **collectible ticket stubs** with **commemorative NFT tickets***



Concept: Limited-edition commemorative NFT tickets minted to commemorate the start of the NBA's 75th Anniversary Season, with edition-specific Summer League matchups on the back of each digital

Objective: Innovate ticket stubs and similar sports collectibles, delivering fans the same nostalgia with enhanced convenience, elevated value, and timeless accessibility

3. Repositioning Sports Collectibles | Commemorative NFT Tickets By the Numbers



GOLD TICKET – 8.17.2021

Commemorative gold ticket celebrating the start of the NBA's 75th Anniversary Season at MGM Resorts NBA Summer League 2021. The backside of the NFT features the championship matchup plus six other games and it's only available for purchase on August 17th. Edition size of 500.

\$5

Purchase price per commemorative ticket

2,000

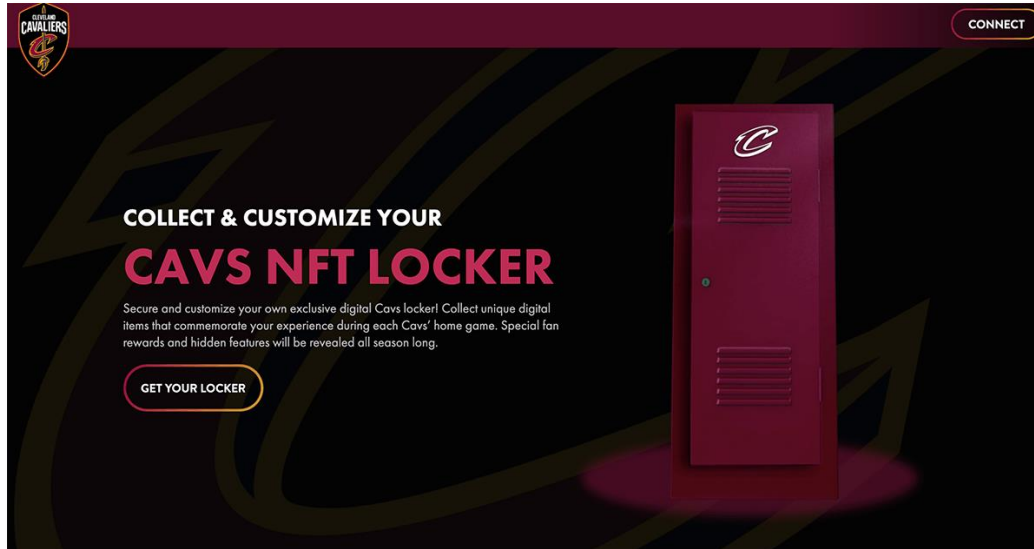
NFTs offered, 500 of each of the four editions

3

Days of key sales, celebrating the first two days of matches and the championship game

3. Repositioning Sports Collectibles

At NBA All-Star 2022, the Cleveland Cavaliers launched the Cavs Locker, where fans can **collect and commemorate experiences** at Cavs home games



Concept: Virtual showcase for displaying and interacting with all current and future Cleveland Cavaliers NFT collectibles; in-venue-only NFTs will eventually become available on secondary markets, providing an opportunity for fans to acquire the items they weren't present to collect

Objective: Innovate the fan experience and provide new, accessible ways to build deeper connections with Cavaliers fans in Cleveland and across the world

