BRINGING THE GLOBAL BASKETBALL COMMUNITY TOGETHER.
WE ALL HAVE DREAMS
BUT WE’RE CONSTANTLY TOLD WE CAN’T
WE’RE HERE TO SAY YOU CAN
BE WHO YOU WANT TO BE
BE BOLD
THE INTERNET IS CHANGING. IT’S A NEW ERA.

CATEGORY-SPECIFIC TOP LEVEL DOMAINS (TLDs) ARE HERE.
MAJOR PLAYERS ARE CHANGING

More and more global organisations are making the switch to category-specific Top Level Domain names.

www.prime.video          www.surface.microsoft
www.registry.google      www.hellboy.movie
.basketball IS A TLD

(like .org & .com)
BELONG
BE PART OF
BRINGING THE BASKETBALL FAMILY TOGETHER
We’re on a mission to help bring the sport together.

No matter what your allegiances, the love of basketball creates a bond. We’re all part of the same family and .basketball is our family name.
OUR COMMUNITY LEADERS ARE SHOWING THE WAY
“FIBA is among very few international federations to have successfully secured the Top Level Domain (TLD) named after its sport. It is ideal because .basketball is clear, specific, has a global scale and reach and defines the sport. It also serves as a very powerful marketing tool for our sport by exposing the name of basketball in front of millions of pair of eyes. Our transition from FIBA.com to FIBA.basketball was smooth and easy, and it led the way for the global Basketball family to adopt the domain as well.”

Patrick Koller - FIBA Communications Director
National Federations and Competitions are making the switch to swiss.basketball, nz.basketball, australia.basketball, argentina.basketball, puertorico.basketball, and championsleague.basketball.
WHY ARE THEY ALL CLAIMING THEIR .basketball?
No other word describes 
**basketball** better than **basketball**.

Unlike .com .org .biz .net - .basketball is an intuitive digital identifier for the sport.
<table>
<thead>
<tr>
<th>Unclear</th>
<th>Clear</th>
</tr>
</thead>
<tbody>
<tr>
<td>usab.com</td>
<td>usa.basketball</td>
</tr>
<tr>
<td>boomers.com.au</td>
<td>boomers.basketball</td>
</tr>
<tr>
<td>cabb.com.ar</td>
<td>argentina.basketball</td>
</tr>
<tr>
<td>cbb.com.br</td>
<td>brazil.basketball</td>
</tr>
<tr>
<td>feb.es</td>
<td>espana.basketball</td>
</tr>
</tbody>
</table>
Clutter on the internet

The internet has become a crowded place.
Basketball on the internet

Even basketball is scattered.
.basketball on the internet

.basketball domains bring us all to one place on the internet.

Our place.
NO WORRIES

Improved search without harming existing search credentials.
CASE STUDY - Champions League

“The switch to a .basketball domain has improved our search ranking, given us a clear digital identity and increased the direct access to our digital properties.”

Patrick Comninos - CEO Basketball Champions League
NO PRETENDERS

Squatters have been shut out so in most cases you have the opportunity to be who you want to be.
ALL FAMILY WELCOME

We’re not domain name sellers who are looking for the highest bidder. Our mission is to unite individuals and organisations with a genuine stake in the game.
HOW TO GET YOUR .basketball DOMAIN?
WE’VE MADE THINGS EASY WITH NATIONAL NAMES PACKAGES
# National Names Package

Every National Federation has access to their National Names Package made up of the following:

<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Country Name</td>
<td>australia.basketball</td>
</tr>
<tr>
<td>3 Letter Country Code</td>
<td>aus.basketball</td>
</tr>
<tr>
<td>2 Letter Country Code</td>
<td>au.basketball</td>
</tr>
<tr>
<td>National Men’s Team</td>
<td>boomers.basketball</td>
</tr>
<tr>
<td>National Women’s Team</td>
<td>opals.basketball</td>
</tr>
</tbody>
</table>

National Names Packages are free for the first year (underwritten by FIBA)
Standard domain name pricing applies thereafter.
Preferred pricing is available to members of the basketball community for a limited time only.

**National Names Packages are free for the first year.** Contact digital@fiba.basketball for a token and promo code.

<table>
<thead>
<tr>
<th>Category</th>
<th>Example</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>perthwildcats.basketball</td>
<td>$75 per year</td>
</tr>
<tr>
<td>Corporate</td>
<td>verizon.basketball</td>
<td>POA</td>
</tr>
</tbody>
</table>
BE QUICK!

For a **limited time** National Federations have priority access to the .basketball Registry.

*After this, priority access will be removed and National Names Packages will no longer be guaranteed.*
Go to...

www.be.basketball

Search for the .basketball names you want.

Enter promo code and token for preferred pricing.

Don’t have a promo code or token? Apply at checkout and we’ll send you one.

Once entered, complete your purchase. *It’s that easy!*

24 hour support is available.
THANKS

For more information please contact
info@be.basketball