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 a 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)
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
- fibr.com
- fibr.com/worldcup
- fibr.basketball
- worldcup.basketball
National Federations and Competitions are making the switch to domain names such as swiss.basketball, nz.basketball, australia.basketball, argentina.basketball, puertorico.basketball, and championsleague.basketball.
WHY ARE THEY ALL CLAIMING THEIR .basketball?
TO BE CLEAR
No other word describes \textbf{basketball} better than \textbf{basketball}. Unlike .com .org .biz .net - .basketball is an intuitive digital identifier for the sport.
Unclear
usab.com
boomers.com.au
23.org

Clear
usa.basketball
boomers.basketball
23.basketball
BE SMART
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 member association has access to their National Names Package made up of the following -

<table>
<thead>
<tr>
<th>Name of Package</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Country Name</td>
<td>france.basketball</td>
</tr>
<tr>
<td>3 Letter Country Code</td>
<td>usa.basketball</td>
</tr>
<tr>
<td>2 Letter Country Code</td>
<td>nz.basketball</td>
</tr>
<tr>
<td>National Men’s Team</td>
<td>gilas.basketball</td>
</tr>
<tr>
<td>National Women’s Team</td>
<td>tallferns.basketball</td>
</tr>
<tr>
<td>Name of National Body</td>
<td>cabb.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 during the Limited Registration Period - until 15th September 2019

<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>$5000 one-off payment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$500 per year</td>
</tr>
</tbody>
</table>
For a limited time Member Federations have priority access to the .basketball Registry.

This Limited Invitation Phase will end on September 15th 2019 coinciding with the conclusion of the Basketball World Cup.

After this date priority access will be removed and National Federation 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