



“ENJOY NBA” - UBI BANCA BRINGS CHAMPIONSHIP BASKETBALL TO BRESCIA THE PARTNERSHIP WITH NBA IS CONSOLIDATED

**The United States National Basketball Association and the Italian Banking Group
announce this spectacular outdoor event for 4th September with a world basketball star**

Brescia, 18th July 2017 – On 4th September Brescia will spend a day dedicated to stupendous basketball thanks to a partnership between the United States National Basketball Association (NBA) and UBI Banca, the “Official Bank” for Italy.

Paul VI Square (Duomo Square) will be at the centre of the “Enjoy NBA” event, commencing at 2 p.m. The star guest of the day will be an NBA legend, a famous champion of this American league, whose name will be announced a few days before the event on UBI Banca’s social media channels. The day will begin with a four-team tournament in which the best players from teams in the city and province of Brescia, selected by the Italian Basketball Federation (FIP), will challenge each other. The winners will then take part in a “clinic” and be trained by a coach on the NBA staff.

This will be followed with a “Baskin” challenge between young players. This is a new game based on basketball designed to allow both able-bodied and physically or mentally disabled players to take part in the same game on the same court. There will be no shortage of adrenaline packed moments when the Dunking Devils, true and genuine basketball acrobats, put on their show.

The event will culminate with an evening dunking contest before a high prestige jury composed, amongst others, of the “legend”, an NBA coach, representatives of the FIP, Baskin, UBI Banca and the City of Brescia. Scouting for participants will take place through UBI Banca social media profiles ([facebook.com/UBIBanca](https://www.facebook.com/UBIBanca), [instagram.com/UBIBanca](https://www.instagram.com/UBIBanca)) in the month before the event. Each candidate will be able to post their own performance using a special #UBIdunker hashtag and a jury of experts will choose the six best “dunkers” who will take part in the match on the evening of 4th September.



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The initiative is sponsored by the City of Brescia and is being put on with organisational support from the NBA, the Brescia FIP Committee, the Matches Office of the provinces of Brescia, Cremona and Mantua and the Baskin Association of Cremona.

UBI Banca has created an exclusive Enjoy line of cards for all fans of the American basketball league. It is a prepaid card with an IBAN, available in the 30 different versions of the Eastern and Western Conference franchises, already chosen by over 10 thousand customers. All NBA card holders gain access to exclusive advantages: a **15% discount** on the purchase of official merchandising on the **nbastore.eu** website and, from September, a week free of charge to see NBA matches online on the **NBA League Pass** platform as well as a **20% discount** on a subsequent subscription. A new contest will also be launched in August with memorable experiences to be won with live attendance at an NBA match abroad as the prize.

“We are very satisfied with this first year of our partnership” said **Marc Armstrong, Vice President EMEA, Global Marketing Partnerships and Emerging Markets at the NBA**. *“UBI Banca is a high prestige brand in a key European market and we intend to continue working together to involve increasingly more fans throughout the country by using targeted advertising initiatives in branches and online and by offering truly unique experiences for NBA fans”*.

“We are consolidating our partnership with the NBA now we have seen the success of our collaboration started last year”, explained **Frederik Geertman, Chief Commercial Officer at UBI Banca**. *“We will continue to offer fans exclusive advantages to be part of the NBA community, and at the same time organise initiatives that link UBI Banca with some of the most important sports brands at Italian and international level”*.

“I’m very happy that Brescia is hosting this important national event to become the capital of high-level basketball for one day” said the Mayor Emilio Del Bono, *“it is an opportunity not to be missed for so many fans, but it is also a way to promote this sport among the young people involved, with the selection of the best players in the province. The spectacular location in Duomo square is an ideal setting for creating a magic moment that I’m sure will amaze and thrill”*.

Italian fans can find further information on the NBA at the official link nba.com/italia, on Facebook (facebook.com/NBAItalia) and on Twitter ([@NBAItalia](https://twitter.com/NBAItalia)). Fans can also watch NBA matches live and



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on the special programming on Sky Sport, as well as purchase official NBA merchandise on NBAStore.eu.

About UBI Banca

UBI Banca is the fourth-largest commercial banking group in Italy by market cap, with approximately 22,000 employees, over 1,900 branches and around 4.5 million customers. The UBI Banca share is listed on the Milan stock exchange and is included in the FTSE /MIB index.

About the NBA

NBA is a global sports and media brand built around three professional sports leagues: the National Basketball Association, the Women's National Basketball Association and the NBA G League. The league has established a major international presence with games and programming in 215 countries and territories in 49 different languages and NBA merchandise for sale in more than 125,000 stores in 100 countries on six different continents. At the start of 2016-17 season, NBA team rosters featured a record number of 113 international players from 41 different countries. NBA Digital's assets include NBA TV, NBA.com, NBA App and NBA LEAGUE PASS. NBA has created one of the largest social media communities in the world, with more than 1,300,000,000 likes and followers across all league, team and player platforms. Through NBA Cares, the league addresses important social issues by working with internationally recognised youth-serving organisations that support education, youth and family development and health-related causes.

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