



CYPRUS BASKET

- The no.1 in basketball community -

cyprusbasket.net



Who are we ?



CB is member of the VT Basketball Ltd , a company specialised to the promotion and development of basketball in Cyprus and abroad



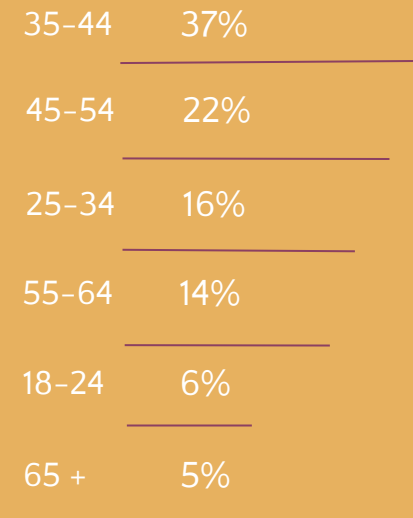
The biggest and most visited basketball related website in Cyprus. With thousands of visitors daily CB is the go to online platform to get the latest basketball related news, articles, and engage with the growing basketball community.

Our audience



Everyone interested in keeping up to date with the basketball scene both locally and internationally.

Age



Gender

Male 75%
Female 25%

Page Views

250K per month

Visitors

55K per month

Digital Presence in



31K

Followers



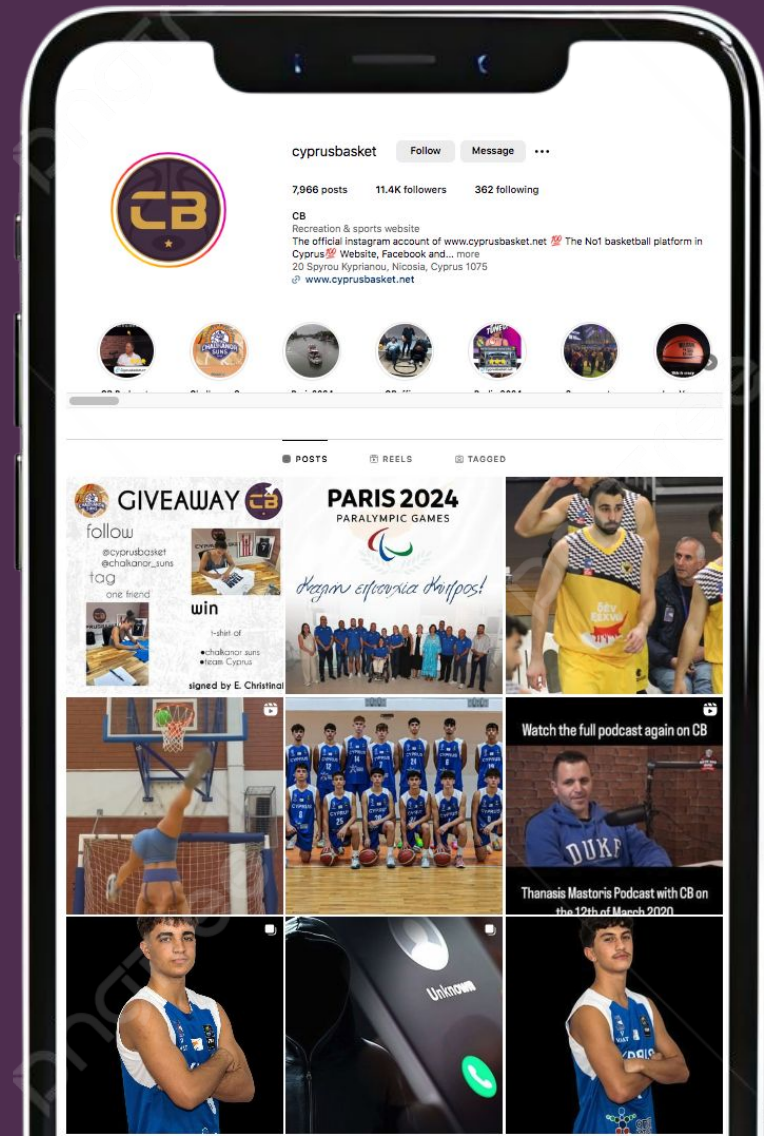
11.4K

Followers



90K

Views



Brand experiences

Advertisers on **CB** can enjoy additional exposure brought forward by annual events and other initiatives managed by **CB**.

2on2 Basketball Tournament is the company's flagship event and is hosted once a year in Cyprus. Celebrities from across the globe come together in a unique basketball themed networking event.

In 2023, the event was held in December and promotional campaigns started early in the summer, with articles, news reports, and interviews with global celebrities.



Brand experiences

CB is one of the unique associates of **Panathinaikos B.C** in Cyprus and Greece. We are super excited to share this with our clients and advertisers so they get benefit of this basketball synergy.

CB is part of the press office team in any event the Panathinaikos B.C is associated with.

In 2024, the event will be held in September and promotional campaigns started early in the summer, with articles and news reports.



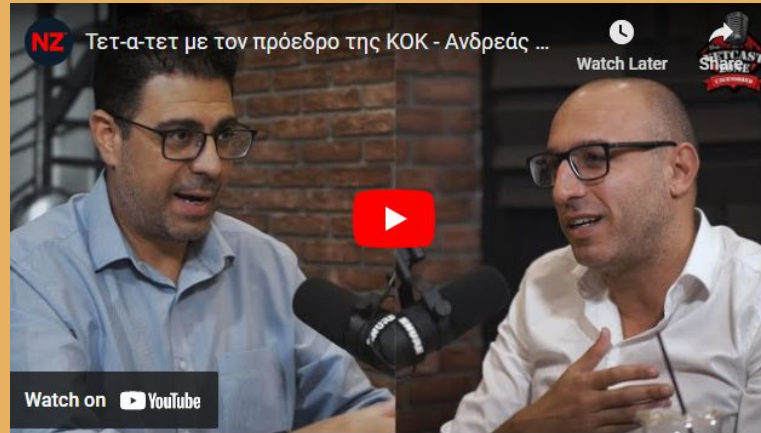


ft.



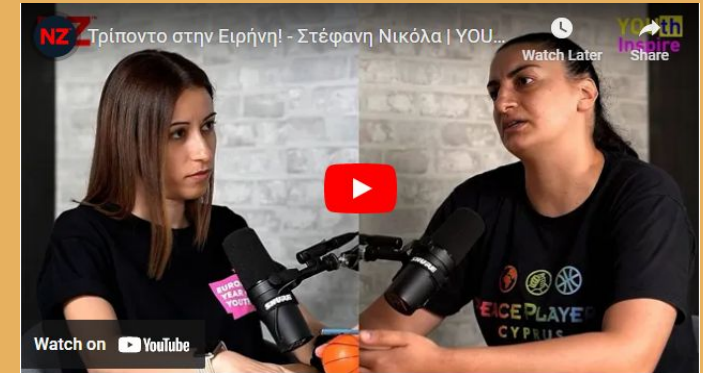
Weekly episodes

With a wide range of topics and great guests the content is limitless. CB Podcasts are a great way to get your brand across and promote products indirectly.



High Views

CB podcasts, through its partnership with Netcast Zone ensure great visibility and viewership of all episodes. Basketball is on an upward trend and CB podcasts offer a great vehicle for association with your brand.



Great visibility

Distribution of the content is wide through all popular communication channels. Great exposure is guaranteed through our own and partner platforms.



ft.



CB recognise the opportunity in youth and we have developed a great strategic synergy with **Chalkanor Suns Basketball Academy**. Most precious thing in sports industry is when we invest in our most valuable recourse nowadays. Children.

This a unique opportunity for brands that have something beneficial to offer, to come directly into contact with families through a sport that inspires and develops their children.

Companies with stro **CSR** presence should consider this partnership as a great vehicle for them.

“

Investing our most valuable recourse. Children!

”





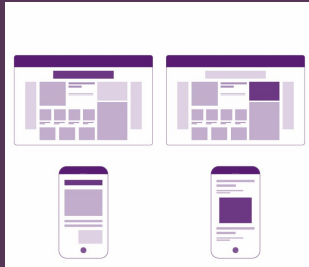
Be part of **#CB**verse

- How -

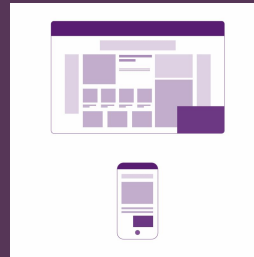
Advertise on CB



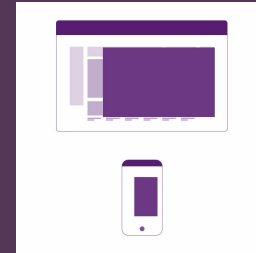
"Customized, personalized, direct, and relevant messaging to a loyal and influential audience."



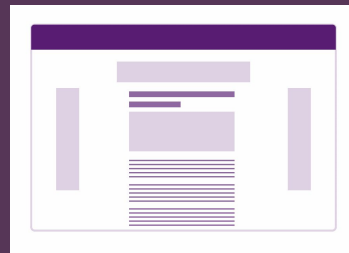
Banners



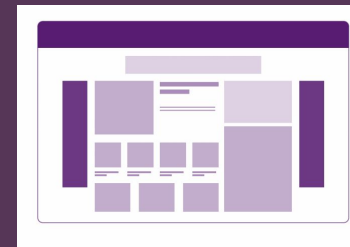
Catfish Banners



Pop- Up Ads



Embedded Videos



Skin Ads

✓ Up to 100K Impressions

✓ Great Visibility

✓ Unique Content

✓ Target Leads

✓ Flexibility

PACKAGES



PRO

Boost your online reach and engage with our digital community

- ✓ Banner - Up to 100K Impressions
- ✓ Catfish Banner
- ✓ Skin Ads (1 Week)
- ✓ Pop Up Ads (2 Days)
- ✓ 5 Press Releases / Articles

*per month

€2500 + VAT

BASIC

Combine the best of both digital and physical worlds

- ✓ Banner - Up to 100K Impressions
- ✓ 2 Native Articles
- ✓ 4 Press Releases
- ✓ Product placement in 2 podcasts

*per month

€1500 + VAT

GOLD

All in one

- ✓ Up to 100K Impressions
- ✓ Catfish Banner
- ✓ 4 Press Releases
- ✓ 2 Articles
- ✓ 2 Podcast Episodes
- ✓ Product Placement @Podcast
- ✓ 1 CSR activation @ChalkanorSuns
- ✓ **EuroBasket 2025** unique exposure - TBD

*per month

€4500 + VAT

START

Hybrid of visibility and direct engagement with the community

- ✓ Banner - Up to 50K Impressions
- ✓ 2 Press Releases
- ✓ 1 Article

*per month

€950 + VAT

Customize your package



Contact us via phone or email and we will work with you to get your message to the basketball community.



Unlock the basketball community

Set up a meeting with our team. We will discuss your needs and give our insights on the best communication strategy in relation to our community.

You always get more than you pay for

YOUR BUDGET

Pick and choose whatever assets you prefer and the CB will prepare a customized package to meet your needs. CB is all about creating long term relationships that could benefit the sport of basketball.



Presentation

Our expert team can work with you to create the ultimate presentation to any stakeholder, in relation to the community of basketball. When the question is about basketball, then the answer is always CB.



Thank You

e : cypusbasket@gmail.com