



Advertising Specs

www.livehoops.tv

LiveHoops.tv is the official live streaming platform for all **The Basketball Festival** owned and operated events, delivering high-quality, pay-per-view (PPV) coverage of competitive basketball across the country. Whether it's marquee tournaments, elite showcases, or signature leagues, **LiveHoops.tv** brings the action directly to fans, families, and recruiters—anytime, anywhere.

Built for today's sports viewer, **LiveHoops.tv** offers dynamic advertising and sponsorship opportunities that integrate seamlessly into the live broadcast. Brands can connect with a passionate basketball audience through :15 and :30 second commercial spots as well as **embedded sponsor placements** throughout event coverage.

From the opening tip to the final buzzer, **LiveHoops.tv** is your front-row seat to the future of basketball.

Overview



Live Stream Ads



| Item | Specification |
|-----------------------|--|
| Ad Unit Dimensions | 16:9 Aspect Ratio, up to 1920x1080 |
| Ad Unit Type | Video |
| Maximum File Sizes | 250MB |
| File Format | H.264 (MP4 Container) |
| Frame Rate | 60 F/S |
| Aspect Ratio | 16:9 (Widescreen) |
| Looping | Not available |
| Max Length | :15s (Preferred) or :15s increments |
| Placement | Pre-Game, Halftime, Media Timeouts |
| 3rd Party Tag Support | Most 3rd Party Tags accepted, including VAST and VPAID |
| Support Tracking | Impressions, Clicks, Quartiles, Completions |
| IAB Standards | IAB Standards Supported |
| Additional Notes | OTT/CTV Live Stream is not Clickable./Only :15s or :30s length accepted. Video is not skippable. |

All ads must comply with the LiveHoops.tv Advertising Standards.

Logo Sponsorships



| Item | Specification |
|--------------------|--|
| Ad Unit | Logo Only (horizontal preferred) |
| Ad Unit Type | Custom Image (brand logo) |
| Maximum File Sizes | 100K |
| File Format | PNG |
| Support Tracking | Impressions |
| Placement | Short, branded graphics or logos that appear on the screen during the broadcast. |
| Frequency | Permanent, Timeouts, Halftime, Transitions |
| Additional | Advertising Brand Logo (Horizontal Orientation Preferred) only asset needed Logo must be transparent and in PNG format 3rd Party Tracking Not Supported (Offline reporting only) |

All ads must comply with the LiveHoops.tv Advertising Standards.

Ad Inventory & Formats

| Ad Format | Duration | Placement | Type | Availability |
|-------------------|------------|---------------------|-----------------|--------------|
| Livestream Spot | 15 seconds | Pre-roll / Mid-roll | Non-skippable | Limited |
| Livestream Spot | 30 seconds | Mid-roll | Non-skippable | Limited |
| Banner Overlay | Static | During Game | Display | Limited |
| Sponsored Segment | 60 seconds | Halftime / Timeout | Branded Content | Limited |

Let's Work Together



We are committed to partnering with brands who share our passion, our values and our commitment to quality. Our partnerships come in the form of pre-packaged opportunities as well as customized opportunities to meet the objectives of the partner, taking advantage of the tournament assets that are most beneficial to your brand. Let's start a conversation. Contact us to discuss opportunities for your company and The Basketball Festival.



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sponsorships@thebasketballfestival.com

Contact Us



**The
BasketballTM
Festival**

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