



MEDIA RELEASE

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3X3 SPONSORSHIP ANNOUNCEMENT

The Western Australian Basketball League is pleased to announce the signing of Muzz Buzz – Great Coffee on the Go as a major sponsor of the inaugural 2018 WABL 3X3 Championships, WA Day 4 June.

The announcement comes following the successful nomination of 30 teams into the tournament across the Under 16 and Under 18 divisions, supported strongly by 8 WABL Associations.

The sponsorship will ensure a strong Muzz Buzz presence across all the WA Day festivities, epitomised by the 2018 SBL All-Star Games for Red Frogs Australia. Patrons will have access to exclusive activations and offers, courtesy of Muzz Buzz through their support of the community event. Muzz Buzz are no strangers to sponsoring basketball in Western Australia, including partnerships formed with the Perth Wildcats between 2008 and 2014, and the Lakeside Lightning in 2015.

Muzz Buzz Marketing Manager Hayley Eynom said the organisation was excited to be involved in the initiative.

“The 3X3 Championship is a great fit with our brand. As a brand we strive to have fun in the fast lane while supporting our local communities, especially mums and dads as they sit on the sporting sidelines supporting their kids every week.”


Speaking on the agreement, WABL League Manager Darrsh Clarke expressed his enthusiasm with the agreement, and what it means for the 3X3 platform moving forward.

‘The sponsorship with Muzz Buzz enables the tournament to take on a level of professionalism that we aspired to achieve since its conception. Along with ensuring stability for the Championships, this agreement materialises the overwhelming interest this event has received throughout the basketball, and now corporate, community.’

Also supporting the tournament are Kwik Kopy CBD, who have committed branding signage and advertising resources, and Sports Imagery Australia, the league’s official media partner. The WABL looks forward to nurturing and developing the relationships established by the tournament, as it explores ongoing and prospective sponsorship opportunities.

The 2018 WABL 3X3 Championships will be the centrepiece for the ‘Festival of Basketball’ held WA Day 4 June at the Bendat Basketball Centre. Doors open from 10:00AM, with a wide range of activations set up for the whole family.

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