Overtime Elite Signs Multi-Year Deal with adidas

Overtime Elite, OTE, has agreed to a multi-year partnership for adidas to become the league’s exclusive apparel and footwear sponsor. This deal marks a major milestone for OTE, and comes on the heels of the league sending 15 players to the pros in two years, including two top 5 picks in the NBA draft. OTE and adidas are both committed to an athlete-first strategy, putting the needs and priorities of OTE players at the forefront of the partnership. OTE players have an unprecedented opportunity to build relationships with adidas, and the brand in turn secures early exposure to next-generation stars.

In addition to apparel, footwear and other on-court gear, adidas will provide educational opportunities for OTE players ranging from product testing to visiting adidas headquarters to mentorship opportunities and NIL preparedness.

Overtime, the parent company of OTE, has a massive digital footprint and proven expertise in fan engagement. League content reaching across all platforms including Amazon Prime Video provides adidas added exposure to an engaged, active and highly social fan base. The league has two of the five most-viewed teams of all pro sports teams on TikTok and a hit series, “One Shot,” covering last season is now streaming on Prime Video.

“adidas is focused on the next generation athlete and consumer, and we’re thrilled to be aligned with a brand pushing boundaries in basketball,” said **Jack Jenkins, VP, League Partnerships, Overtime**. “adidas’ commitment to listening, learning and creating products that reflect the vision of the players is exactly in-line with the mission and values at Overtime Elite, making them the perfect partner for us as we push our league to new heights.”

“Our new partnership with Overtime Elite allows us to engage with and empower elite young basketball players early in their playing career,” said **Eric Wise, adidas General Manager of Global Basketball.** “This is a continuation of all we do to support young athletes, and doubles down on our commitment to basketball in the U.S. Additionally, this partnership will provide us an opportunity to help athletes succeed both on and off the court, while allowing rising players to experience the best of some of our products.”

As a part of the rollout, adidas and Overtime Elite debuted the brand identities and uniforms for all eight teams in their league.

adidas is currently a sponsor for Overtime’s 7v7 league, OT7, and will continue to look for opportunities to build its partnership with Overtime.

**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 59,000 people across the globe and generated sales of € 22.5 billion in 2022.

**About Overtime Elite**

Overtime Elite is an eight-team league with teams based in Atlanta and other cities around the country. The teams feature some of the top 17-19 year old basketball players globally, both professional and amateur. OTE, owned and operated by Overtime, brings fans as close as possible to the action through broad digital distribution on social accounts with nearly 100 million followers and a streaming deal on Amazon Prime Video. OTE provides two paths - a professional, salaried path and a scholarship path for amateurs, and every player gets the same access to world-class coaching, state-of-the-art training facilities and integrated data and analytics, in addition to a rigorous and customized academic program at OTE Academy.

OTE is sponsored by adidas, Bevel, Gatorade, GMC, State Farm and Topps.