

UNLV

Thomas & Mack Center



2K26
SUMMER
LEAGUE

2025 RECAP

LAS VEGAS • JULY 10-20

ESTIMATED \$280 MILLION ECONOMIC IMPACT

136,130 TOTAL FANS | 11 DAYS | 76 GAMES & NATIONAL TELECASTS | ALL 30 TEAMS

SOCIAL MEDIA NUMBERS

@NBASUMMERLEAGUE

964,693 FOLLOWERS ACROSS PLATFORMS

X / INSTAGRAM / FACEBOOK / LINKEDIN / THREADS / YOUTUBE

+48,343 NEW FOLLOWERS IN JULY



4M Impressions 2.2M Engagement
133,105 Followers +4.6K Follower Growth 325 Posts



48.9M Impressions 1.5M Engagement
399,447 Followers +29.8K Follower Growth 302 Posts



282.6K Impressions 32.6K Engagement
308,979 Followers +5.3K Page Likes 66 Posts

BROADCAST NUMBERS



VS



CHAMPIONSHIP GAME ON ESPN

420K AVERAGE VIEWERS

+3% vs 2024

ESPN ESPN2



ESPN NETWORKS

255K AVERAGE VIEWERS PER GAME

+27% vs 2024

ESPN ESPN2



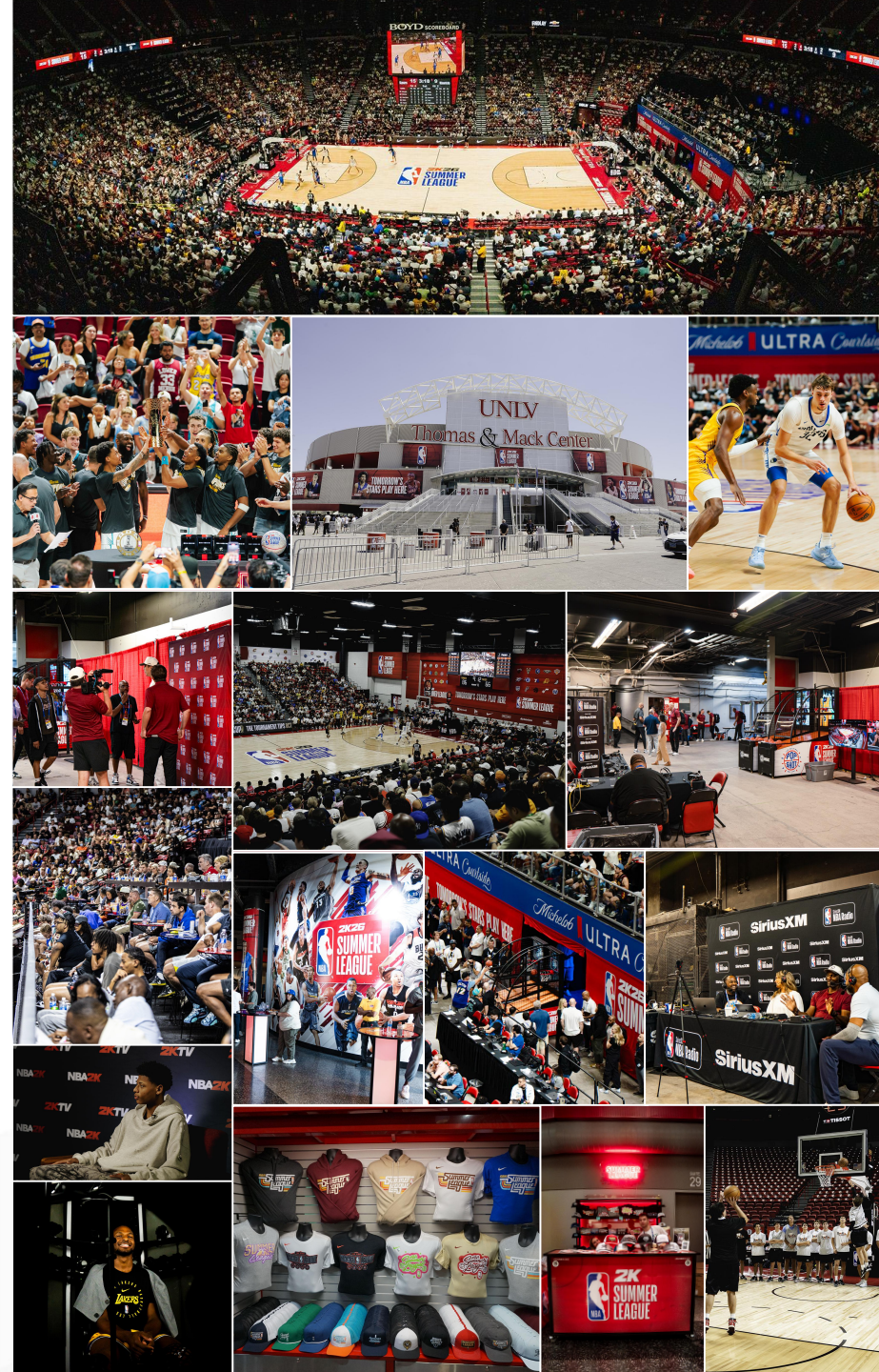
ACROSS ALL NETWORKS

160K AVERAGE VIEWERS PER GAME

+17% vs 2024

EVENT OPERATIONS & PRODUCTION

- **VSL Staff:** Record 155+ VSL operating staff and intern program (local, national, international)
- **Brand Updates:** Updated all print & digital assets to reflect NBA 2K26 Summer League
- **Event Set & Strike:**
 - Managed load-in/load-out scheduling for courts, vendors and concourse activations
 - Produced all event signage & managed installation
- **Arena Configuration:** Configured arena to accommodate all basketball, broadcast, sponsorship and partner activations
 - Michelob ULTRA Courtside deck and ESPN stage setup
- **Table Top Exercises:** Worked closely with NBA security to ensure safety measures for all aspects of event
- **NBA Medical:** Coordinated NBA medical program with official team doctors and existing medical staff
- **Media:** 550 credentialed media (record)
- **Official Merchandise:** 2 merch locations (1 main store and secondary store for online purchase pickups)
 - Provided teams and NBA personnel with early order access
 - Provided \$50 gift cards to NBA personnel & VIP guests
- **Back of House:** Accommodated space for NBA 2K scanning, SiriusXM NBA Radio, Media Availabilities Setup
- **Mod Spaces:** NBA Replay Center, VSL media production, half-time performers green room
- **Ticketing:** Managed event ticket sales and integrated wristband purchasing for VIP groups at tunnels
- **Game Ops – New Fan Engagement Additions:**
 - Pop-A-Shot Regional Qualifier On-Court
 - Knockout Ball
- **2025 Championship Rings – Charlotte Hornets:**
Official Championship Ring provided by Jason of Beverly Hills





CONCOURSE ACTIVATIONS

- **Art Classes for Kids Gallery** (local Las Vegas art group)
- **Art Wall (Fan Signing)**
- **AT&T**
- **Big Percy Radio Show**
- **Clark County Library District**
- **Community Relations Booth**
- **Coloring Wall**
- **Cooper Flagg Custom Rug**
- **DJ Booth**
- **Fast & Furious Racing Game Kia Activation**
- **Majorwavez Lab** (custom sneaker workshop on-site daily)
- **Merchandise Stores** (2 Locations)
- **Mother's of Professional Basketball Players**
- **Las Vegas Athletics Pop Up**
- **NBA 2K Gaming Display**
- **NBA ID Fan Camp**
- **Nevada SPCA**
- **O.U.R Mothers Booth**
- **Panini Autographs** (XX player appearances)
- **Program Stands**
- **The Paint Shop by BroDenim**
- **Pop-a-Shot** (New machines, Opportunity to compete for Las Vegas Qualifier and daily 50/50 Challenge)
- **Plinko Interactive Digital Games**
- **Sports Science Learning Lab**
- **St. Jude Booth**
- **Summer League Studio Set Powered by Sports Business Classroom**
 - 2 studio sets
- **Trophy Displays** (Larry O' Brien Trophy, NBA Cup, Summer League Trophy Wall)
- **Wembanyama Height & Wingspan Measurements**

ANCILLARY EVENTS



PLAYSTATION CREATOR CUP

July 9 • The Pavilion



WYNN TIP-OFF PARTY

July 13 • Intrigue Night Club at Wynn Las Vegas



ADAM SILVER PRESS CONFERENCE

July 15 • Strip View Pavilion



MILWAUKEE BUCKS PRESS CONFERENCE

July 11 • Strip View Pavilion



MINNESOTA TIMBERWOLVES/LYNX PRESS CONFERENCE

July 11 • Strip View Pavilion



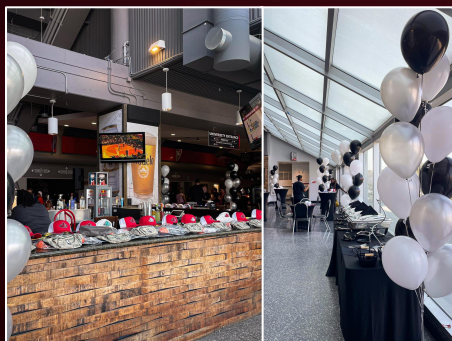
PHOENIX SUNS TEAM RECEPTION

July 11 • Strip View Pavilion



UNIVERSITY OF KENTUCKY ALUMNI RECEPTION

July 13 • Strip View Pavilion



SAN ANTONIO SPURS TEAM RECEPTION

July 14 • Concourse



NBA DEMO DAY

July 14 • Strip View Pavilion



NBA ROOKIE PHOTOSHOOT

July 15-16 • North Gym



NBA TECH EXPO

July 15 • Mendenhall Center

ANCILLARY EVENTS



SPORTS BUSINESS CLASSROOM

July 13-19 • Strip View Pavilion, Redd Room, Meeting Room D, Mendenhall Film Room, Lied Auditorium, Backstage Cafe



SPORTS MEDICINE SERIES POWERED BY SBC

July 13-14 • Backstage Cafe



SHE'S GOT TIME WOMEN IN SPORTS CONFERENCE

July 14-15 • Wynn Hotel



NBA COACHES MEETINGS AND HEALTH & HEART SCREENING

July 12-14 • Strip View Pavilion & Mendenhall



JR. NBA KIDS CLINIC

July 18 • The Pavilion



SUMMER LEAGUE FILM FESTIVAL (SLFF)

July 17-19 • Strip View Pavilion



SLFF - TONY ALLEN: THE GRINDFATHER FILM PREMIER

July 17 • Zouk at Resorts World



SLFF FILMMAKERS RECEPTION

July 18 • Strip View Pavilion



SLFF WRAP PARTY

July 19 • Hardwood Suite & Ghostbar at Palms Casino

The collage consists of several promotional images for the 2025 NBA Summer League. At the top left is a large Virgin Hotels sign with Summer League branding. At the top right is a basketball player on a red background with the text 'TOMORROW'S STARS PLAY HERE'. The middle left shows a screenshot of the NBA Summer League website with ticket information. The middle right features a red double-decker bus with Summer League graphics. The bottom left is a large red banner with the text 'TOMORROW'S STARS PLAY HERE' and '2K25 SUMMER LEAGUE'. The bottom right shows a basketball player on a red background with the text 'TOMORROW'S STARS PLAY HERE'. The bottom center features a screenshot of the NBA Summer League website with ticket information.

- All ticket messaging directing fans to [NBAEvents.com](https://www.nbaevents.com)
- Ticketing options on [UNLVTickets.com](https://www.unlvtickets.com) including GA, Reserved Seating, Season tickets, Reserved courtside seats and NBA Experience packages (GA Plus, Michelob ULTRA Courtside Deck)

- **DIGITAL MARKETING**

- **Web/Retargeting Ad:** Campaigns with VSL partners and NBA inventory
- **Email Campaigns:** Weekly campaigns leading up to SL and daily email campaigns during the event
- **Social Media:** 325+ pieces of content shared in collaboration with NBA, NBA PR and team channels
- **OOH**
 - Inventory in Las Vegas & Southern California
 - Digital Bulletins, Mobile Billboards, Double Decker Wrap, Taxi Tops, Bus Shelters
 - **Harry Reid International Airport:** Digitals & baggage claim
 - **Hotel Digitals:** Virgin Hotel, Resorts World
- **TV & RADIO**
 - Ad Inventory during NBA playoffs and NBA Draft
 - Commercial spots and features with local Las Vegas news stations
 - Radio interviews with local LV and national stations

- **VSL provided support, fulfillment and activation elements for NBA Partners**
 - Daily scripting for in-arena and on court announcements, fascia digital, jumbotron, courtside digitals
 - Signage presence throughout arena
 - Assist with concourse activation placement

COMMUNITY RELATIONS: TOMORROW'S STARS FOUNDATION

- **500+:** Individual Spotlighted stars & featured guests
- **Daily On Court Talent & Entertainment:**
 - **Halftime Performers:** 26
 - **National Anthem Performances:** 22
- **Welcome from Las Vegas Mayor Shelley Berkley**
- **Ball Crew:** 36 Summer League Ball Crew members
- **Community Partners & Groups:**
 - 12 community partners
 - 7 local youth non-profit groups provided with complimentary tickets
- **Theme Nights & Tributes**
 - **Noche Latina:** On-court award recognition, halftime performance, mariachi band on concourse
 - **Coaches Appreciation:** On-court award recognition presented by NBA coach Lionel Hollins
 - **Educator Appreciation:** On-court award recognition
 - **Military Appreciation:** On-court award recognition
 - **Legacy Tribute Recognition for Dr. Lois Tarkanian**

Community Programs Powered by Tomorrow's Stars Foundation:

- **Art Classes for Kids:** Children's art gallery on the concourse
- **Clark County Library District Library:** Exclusive Summer League Library Card presentation and concourse activation
- **Court Science Combine:** Interactive concourse activation in partnership with 4th Family Foundation
- **Kid's Camp:** Professional nanny service for NBA Executives & Coaches
- **Pinkbox Puppy Race:** Presented by Pinkbox Doughnuts and Nevada SPCA with adoption activation on the concourse
- **Summer League Anthem Idol:** Auditions for National Anthem performances in partnership with Clark County School District
- **The Sunday Collective Fashion Show:** On-Court fashion runway in collaboration with The Sunday Collective and Majorwavez Lab
- **Summer League Hype Crew:** Professional dancers providing in-arena entertainment
- **Summer League Jr. NBA Clinic:** On-court STEM Clinic, in partnership with 4th Family Foundation, featuring 50 participating youth players and local/guest coaches



VIDEO HIGHLIGHTS



Kings vs Hornets | NBA Summer League Championship | Full Game Highlights



The Top Plays From The NBA 2K26 Summer League!



The Best Dunks From The NBA 2K26 Summer League!



Summer League 2025 Champions: Best Charlotte Hornets Highlights from Vegas



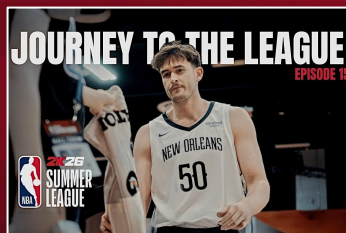
Kon Knueppel Is the 2025 NBA2K Summer League Championship Game MVP!



Lakers vs Mavericks | NBA Summer League | Full Game Highlights



How the San Antonio Spurs DOMINATED Summer League



Will Baker: Behind-the-Scenes Access from Player's POV



Inside the Golden State Warriors' 2025 Draft, Summer League



INSANE NBA SUMMER LEAGUE VLOG!



CloseUp360 Showcases Three Documentaries at NBA Summer League Film Festival



The OG's Podcast at NBA Summer League Studio



Yahoo! Sports: Dylan Harper, Yang Hansen & More Summer League STANDOUTS | KOC + Es Baraheni



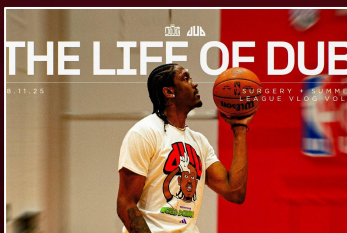
All-Access: Yuki Kawamura SHOWED OUT at NBA Summer League to sign with the Chicago Bulls



NBA Summer League hits Las Vegas, with Flagg vs. Bronny as Thursday's Day 1



2025 NBA Summer League STANDOUTS + Ranking the top 5 dunk faces in NBA history | NBA Today



Jalen Williams: SURGERY VLOG AND SUMMER LEAGUE VOL. 1



Week In The Life of Jared McCain: NBA Summer League



Vegas Sports Today - The RTC bus is wrapped in NBA 2K Summer League branding



Jesser vs FaZe Rug In PlayStation NBA Creator Cup's "Moneyball" | July 9, 2025

MEDIA COVERAGE

NBA

- [Starting 5, July 10: Cooper Flagg's NBA 2K26 Summer League debut marks big day of games](#)
- [Starting 5, July 21: Hornets win their 1st NBA Summer League title](#)
- [Jazz big man Kyle Filipowski named NBA 2K26 Summer League MVP](#)

ESPN

- [2025 NBA summer league superlatives: Which players stood out in Las Vegas?](#)
- [2025 NBA summer league: First impressions on the rookie class and other key notes](#)
- [Hornets hold off Kings to win first NBA summer league title](#)
- [Fantasy basketball: Who increased their fantasy value most during Summer League?](#)

NY Times

- [NBA Summer League 2025 preview: Cooper Flagg, Bronny James and more to watch in Las Vegas](#)
- [Cooper Flagg, Johnny Furphy's dunk and other 2025 NBA Summer League standouts](#)

Front Office Sports

- [Cooper Flagg–Bronny James Summer League Tickets Average \\$201](#)

Sports Business Journal

- [Audience Analysis: NBA Summer League jumps 27% year-over-year](#)
- [Launchpad helps startups innovate tech for the NBA](#)

Yahoo! Sports

- [Kyle Filipowski named NBA Summer League MVP](#)

USA Today

- [NBA Summer League winners and losers: Charlotte Hornets win title, Kon Knueppel game MVP](#)

Forbes

- [Bronny James's Second Summer League Is Turning Heads](#)

Associated Press

- [NBA stars to turn filmmakers at Summer League fest with Kevin Garnett, Mark Wahlberg and Deon Taylor](#)

Local News

- [FOX 5: NBA Summer League hits Las Vegas, with Flagg vs. Bronny as Thursday's Day 1 centerpiece](#)
- [NBA Summer League tips off with historic matchup](#)
- [Las Vegas Sun: NBA Summer League has become so much more than a basketball tournament](#)
- [NBA Summer League Attendance In Las Vegas July 10-20 Hits 136,130](#)
- [NBA 'Launchpad' Starting Five: League's Annual Program Showcases Inventive, Entrepreneurial Companies To Grow Basketball Innovations](#)

CBS Sports

- [NBA summer league: Five non-rookies who look ready for potential breakout seasons](#)

SVG Sports

- [NBA's Summer League Is a Hot Bed of AI, Immersive Innovation Testing](#)
- [NBA Summer League Tests Out, Refines Audio Workflows](#)

Colleges

- [Duke in the pros: Knueppel, Filipowski lauded as Flagg, Proctor turn heads in NBA Summer League](#)
- [Auburn in the 2025 NBA Summer League](#)
- [Elijah Harkless Headlines UNLV Runnin' Rebels Competing In 2025 NBA Summer League](#)
- [Panthers Ready for NBA 2K26 Summer League in Las Vegas](#)
- [Eighteen Former West Coast Conference Standouts Represented On NBA Las Vegas Summer League Rosters](#)
- [UCLA Well-Represented at NBA Summer League in Las Vegas](#)

The Ringer

- [Previewing NBA Summer League, Where It's Best to Just Embrace the Chaos](#)



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