



Overtime Elite/Gatorade Partnership – Executive Quotes

Attributed to: Jeff Kearney, global head of sports marketing at Gatorade

While Overtime Elite may be new to the basketball scene, the dynamic community the Overtime team has built over the past few years is well established and exciting. We've taken notice and are thrilled to be partnering for Overtime Elite's inaugural season.

Overtime Elite's innovative approach to providing growth opportunities for its athletes both on and off the court made this partnership a natural fit for us. Partnerships for Gatorade are about more than our products on the sideline, they are about creating an authentic relationship; both parties working together to add value. We're excited to bring our expertise in the sports fuel space to the Overtime Elite athletes and learn from them as well.

As a brand rooted in sport, we've spent more than 55 years working directly with athletes, so we know firsthand there's no singular path to an athletic journey. Overtime Elite represents a unique connectivity with our audience, which allows us to engage directly with athletes during and beyond the moment of sweat.

Attributed to: Aaron Ryan, Overtime Elite Commissioner and President

Signing our first sponsor, and especially one like Gatorade is a pivotal point for what we are doing at OTE. It signals a viability and credibility to the market to have such a well respected and influential partner that sees and believes in our vision. We are doing something big and bold - building a league with an unprecedented holistic approach on an accelerated timeline - and Gatorade aligned with us on our mission and signed on to join us on this journey from the start.

Gatorade as a brand has been leading and innovating for years in supporting athletes, and that's exactly what we are trying to do at OTE - innovate, inspire and elevate. To have Gatorade on board with us at ground level allows us to educate and prepare our young athletes from the beginning of their path to become pros.

Gatorade has been the standard bearer in the sports fuel space for decades and to have them be our first partner is monumental for Overtime Elite. There is perfect alignment between the two brands where the athlete is at the center of our mission and together we'll support them on their journey by focusing on their needs, their health, and their progress on and off the court.