







**Crayon is an American professional 3x3 basketball team based out of Tokyo, Japan. They compete in the Japanese 3x3.EXE Premier league. They started in 2015, when 3x3 basketball was just in its infancy.**

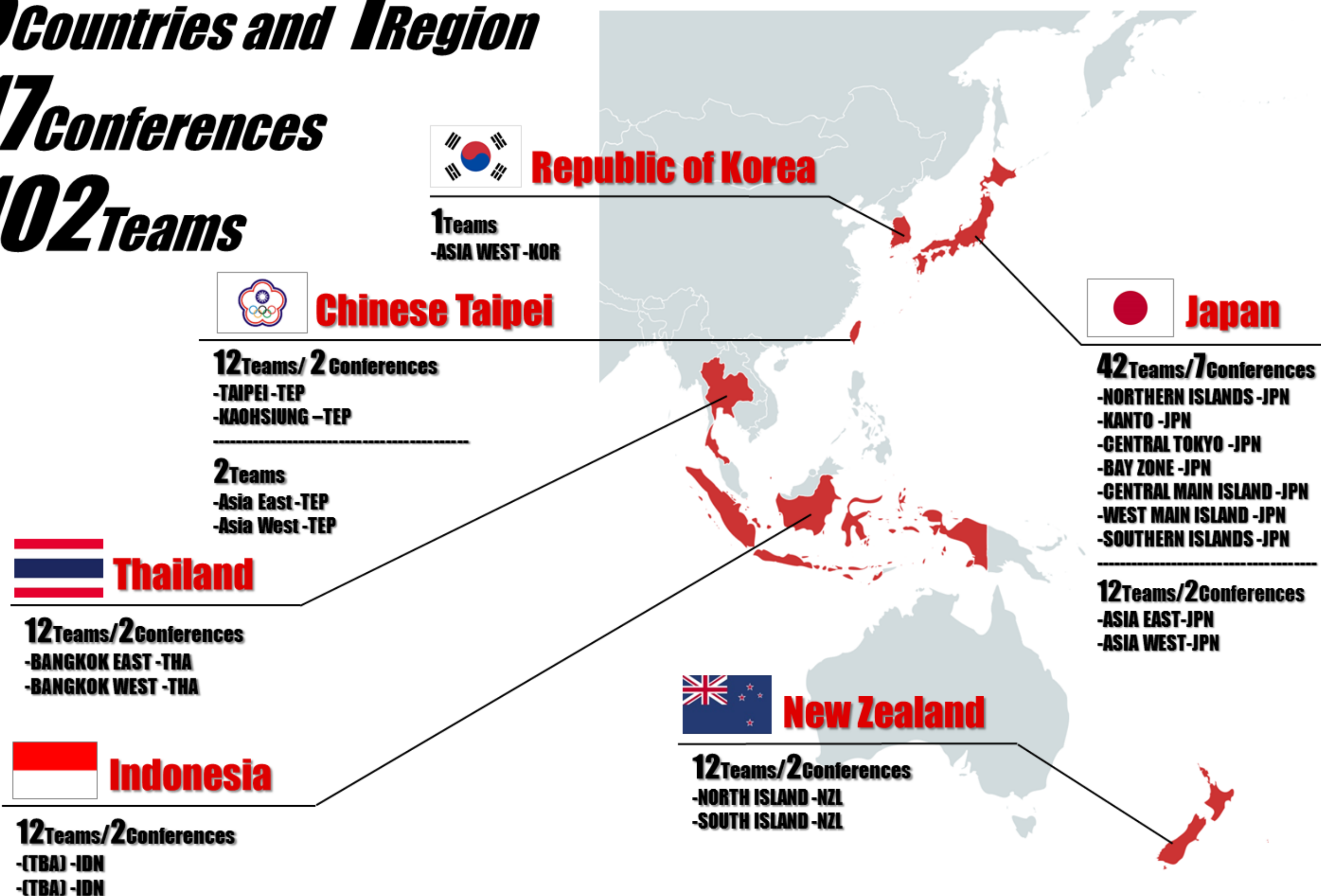
**Crayon has seen increased success in recent years, finishing in the top 4 teams in Japan in 2020. They made their international debut on the world's top 3x3 level, on the FIBA World Tour in Doha, Qatar in November 2020. This 2022 season, Crayon has its eyes set on appearing in international tournaments around the world, and featuring the best players from around the world, while competing to be the best 3x3 team in Japan.**





# 3X3 EXE PREMIER

**5 Countries and 1 Region**  
**17 Conferences**  
**102 Teams**



Crayon is part of the fastest growing 3x3 basketball league in the world. In the past three years alone, 3X3.EXE Premier League has grown from 6 conferences in Japan to 12 conferences in Japan, Thailand, Korea, and New Zealand.

Before the global COVID-19 pandemic, the league expected growth to over 70 teams in countries like Japan, Thailand, Korea, New Zealand, Chinese Taipei, and Indonesia. Last year was especially historic, as 3x3 basketball made its Olympic debut in the Tokyo Olympics. Most of Japan's national team currently play in the Premier.EXE league.







# Why the sudden 3x3 growth?

**It is a much faster and more exciting game and accessible to fans (usually free to watch, closer to the court), and with a portable half court, the game can be played almost anywhere - in the middle of a shopping mall, next to a shrine, or in front of a huge Gundam statue. The passionate fanbase in Japan has made 3x3 in Japan the perfect match for an exciting experience for both players and fans.**



Omori Bell Port, Tokyo, Japan



Heian Shrine, Kyoto, Japan



Odaiba, Tokyo, Japan



LaLaPort Tokyo Bay, Tokyo, Japan





# "Crayon"?

**Crayon started as a group of friends who came from different countries, backgrounds, and cultures - many different colors. This pillar of diversity has been continuous as the Crayon community has grown more and more. We pride ourselves in being the most diverse basketball team in the league, with present and past players representing Japan, United States, India, Philippines, and Europe.**

**Crayon also has a heavy emphasis on youth development through the game of basketball. Just like crayons that foster artistic creativity with children, Crayon players actively host basketball clinics for young students of the game.**







# Youth Development





**Crayon has trained and coached over 2,000 kids at public and international schools in Japan, and has hosted clinics at Tokyo American Club.**

**Crayon promotes positivity, inclusion, and high self-esteem for all children. Crayon's diversity exposes Japanese kids to other cultures and languages.**



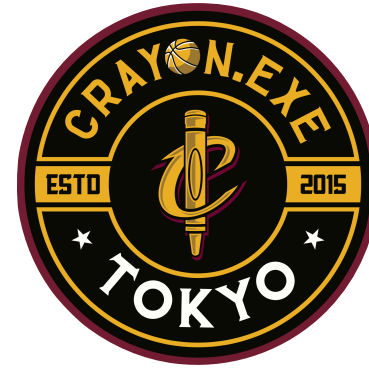




# Crayon Fan Base







**Due to its diversity and inclusive DNA, along with players' openness and friendliness, Crayon has become a very popular team in Japan. They have fans in various cities across Japan such as Okayama, Kobe, Wakayama, Hachioji, Yokohama, Tokyo, and Utsunomiya. Beyond Japan, Crayon has a strong connection to various cities in the United States.**

**Crayon players enjoy being close with their fans, often hanging out at Crayon events, parties, and dinners. The passionate fans are what makes the Crayon family so fun and exciting.**

**Crayon 3x3 intersects a myriad of cultures, countries, and brings everyone together for new connection, partnerships and relationships within and beyond the game of basketball.**







# Crayon Supplier Sponsorships & Partnerships

**Most recently, Crayon has partnered with various brands and businesses to promote each other and to further grow each others' businesses.**

**Currently Crayon's main training facility supplier is Club 360, an internationally based private gym located in Roppongi, provided state-of-the-art weightlifting and training facilities multiple times a week for Crayon team members.**

**In addition to Club 360, Crayon has a partner in Tokyo American Club, where they practice every week, as well as hosted Holiday Crayon parties.**

**Crayon also secured an official game uniform supplier in the global brand APPLEBUM, whose inspiration stems from American hip-hop and sports culture. In the past, Crayon has partnered with brands such as DADA, Moon Eyes, Coach Me, InTheHood, and more.**

**Crayon always is looking to partner with like-minded, international brands and businesses to help each other grow and achieve collaborative success together.**

