



PROPOSAL FOR DIRECT INVITATION: PHYGITAL BASKETBALL

LAS ROZAS 3x3 — SPAIN



Official Submission for **Games of the Future Astana 2026**

DIRECT INVITATION PROPOSAL

PHYGITAL BASKETBALL

Made with **GAMMA**



General Team Information

Las Rozas 3x3 is a professional 3x3 basketball club based in Madrid, Spain, officially endorsed by Phygital Games Spain. Our proposal combines the best of elite physical competition with cutting-edge digital performance, creating a unique hybrid roster designed to represent Spain at the highest level in Astana 2026.

Club Identity

Las Rozas 3x3 — Professional 3x3 Basketball Club headquartered in Madrid, Spain, with a proven track record in national and international circuits.

Official Endorsement

Fully endorsed by Phygital Games Spain, the national governing body for phygital sports, guaranteeing institutional backing and compliance.

The Key Formula

3 Elite Physical Athletes with ACB/FEB experience + 1 International Digital Champion — a balanced roster built for hybrid dominance.

Competitive Component — Roster

EXPECTED SCORE: INTERNATIONAL — 13 TO 15 POINTS

Our roster blends proven physical excellence with digital championship pedigree. Each player brings a distinct competitive profile, collectively forming a team capable of competing at the highest international phygital level.

Player	Role	Profile & Achievements
Daniel Burgueño	Digital Captain	Champion of the first Games of the Future (Kazan). 100% win rate in hybrid formats. The cornerstone of our digital strategy.
Fabio Santana	Physical Pro	Former Liga ACB player (Gran Canaria, Zaragoza). Elite professional background in Spain's top-tier basketball league.
Germán Kasanzi	Physical Pro	FEB Leagues veteran and 3x3 international circuit specialist. Extensive experience in European competition formats.
Adrián Latorre	Physical Pro	National league center. Dominant force in the 2x2 physical stage, providing interior presence and defensive solidity.

Audience & Reach

EXPECTED SCORE: VERY HIGH – 24 TO 30 POINTS

Las Rozas 3x3 commands a highly engaged digital community across Spain and Latin America. Our combined follower base, above-average engagement rate, and strategic player profiles create a powerful amplification channel for the Games of the Future brand.

+250K

Combined Followers

Total reach across club and player social media channels, verified and actively growing.

4.8%

Engagement Rate

Significantly above the industry average for sports content, reflecting a loyal and active community.

85%

Spain Core Audience

Primary geographic concentration, with the remaining 15% representing a strong LATAM presence.

 All player profiles include integrated links to official **Transfermarkt** pages and verified social media accounts, ensuring transparency and credibility for the selection committee.

Promotional Value & Content Plan

EXPECTED SCORE: VERY HIGH — 18 TO 20 POINTS

Our content strategy is designed to maximize global visibility for the Games of the Future, generating authentic storytelling that extends well beyond the competition itself. We propose a three-pillar content plan that builds narrative momentum from pre-event to post-event.

1	2	3
The Return of the Champion A documentary series following Daniel Burgueño's legacy — from his historic victory at the first Games of the Future in Kazan to his quest for redemption in Astana 2026. Emotional, human-driven storytelling.	Phygital Bootcamps Weekly Twitch live streams showcasing hybrid training sessions where physical and digital athletes train together. Transparent, educational, and highly engaging for both basketball and esports audiences.	Astana Takeover Daily vlogs and real-time coverage during the GOTF event, plus a comprehensive post-event video documentary. Full narrative arc from arrival to competition to legacy.

Projected Score Summary

Based on the Games of the Future evaluation criteria, Las Rozas 3x3 projects a strong cumulative score across all three assessed dimensions. Our combination of competitive credibility, audience reach, and promotional commitment positions us as a high-value direct invitation candidate.

15

International Score

Maximum projected points (13–15 range) based on roster credentials and digital championship pedigree.

30

Audience Score

Maximum projected points (24–30 range) driven by +250K followers and 4.8% engagement rate.

20

Promotional Score

Maximum projected points (18–20 range) backed by a structured three-pillar content plan.

65

Total Projected

Combined maximum score across all three evaluation categories, placing us in the top tier of candidates.

✔ Las Rozas 3x3 meets or exceeds the projected threshold in every evaluation category, making a compelling case for direct invitation to Games of the Future Astana 2026.

Why Las Rozas 3x3?

Beyond scores and metrics, Las Rozas 3x3 represents a unique value proposition for the Games of the Future: a team with **proven championship DNA**, institutional backing, and a genuine commitment to growing the phygital movement globally.



Championship Pedigree

Daniel Burgueño is a reigning GOTF champion from Kazan. His presence guarantees competitive credibility and a compelling narrative of legacy and return.



Institutional Backing

Endorsed by Phygital Games Spain, ensuring full compliance with national and international regulations, and access to official support structures.



Global Amplification

With a combined reach of +250K followers across Spain and LATAM, we are positioned to amplify the GOTF brand to new and diverse audiences.



Content Excellence

Our three-pillar content plan — documentary, bootcamps, and event takeover — delivers sustained visibility before, during, and after Astana 2026.

Our Commitment to Astana 2026

What We Bring to the Games

- A championship-caliber hybrid roster ready to compete at the highest level
- A proven digital champion with GOTF victory experience
- A structured content production plan with professional output quality
- Institutional endorsement from Phygital Games Spain
- A loyal and engaged audience of +250K followers across key markets

What We Ask in Return

We respectfully request a **Direct Invitation** to compete in the Phygital Basketball discipline at Games of the Future Astana 2026. In exchange, Las Rozas 3x3 commits to:

- Full participation in all official promotional activities
- Delivery of the complete three-pillar content plan
- Professionalism and competitive excellence
- Acting as ambassadors for the phygital sports movement globally

About Las Rozas 3x3

Las Rozas 3x3 is more than a basketball club — it is a **pioneer of the phygital sports movement in Spain**. Based in the Madrid metropolitan area, the club was founded with a clear mission: to bridge the gap between traditional athletic competition and the digital frontier, creating a new model for 21st-century sport.

Founded on Innovation

Las Rozas 3x3 was established with the vision of combining elite physical basketball with competitive digital performance, positioning itself at the forefront of the emerging phygital sports category.

Rooted in Excellence

With players from Liga ACB, FEB leagues, and international 3x3 circuits, the club maintains the highest standards of athletic preparation and competitive integrity.

Connected to the World

Through strategic digital presence and multilingual content, Las Rozas 3x3 engages audiences across Spain, Latin America, and beyond — serving as a cultural bridge for phygital sports.

Let's Make History in Astana

Las Rozas 3x3 is ready to represent Spain and elevate the Games of the Future to new heights.

We invite the Games of the Future Astana 2026 selection committee to recognize the unique value that Las Rozas 3x3 brings: a proven champion, a compelling story, a powerful audience, and an unwavering commitment to excellence. We are not just asking to compete — we are asking to **contribute to the legacy** of phygital sports on the world stage.

Contact	Endorsement
Las Rozas 3x3 — Madrid, Spain	Phygital Games Spain
Event	
Games of the Future Astana 2026	

OFFICIAL SUBMISSION

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