

Castrol named official motor oil partner of the NBA and WNBA

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- *Multiyear agreement makes Castrol title partner of NBA Rising Stars and presenting partner of NBA Pick'Em: Bracket Challenge*

NEW YORK and WAYNE, N.J. – Castrol, the National Basketball Association (NBA) and Women's National Basketball Association (WNBA) today announced a multiyear partnership that makes [Castrol](#) the Official Motor Oil Partner of both the NBA and WNBA.

As part of the partnership, Castrol will become official entitlement partner of NBA Rising Stars which takes place annually at NBA All-Star. The premier event showcases the league's top first- and second-year players as they compete in a nationally televised four-team bracket style tournament coached by NBA legends. Castrol Rising Stars will tip off on Friday, Feb. 14 on TNT at Chase Center as part of NBA All-Star 2025 in San Francisco. Tickets for the event will go on sale in the coming weeks and will be available on [NBAAEvents.com](#) or via the NBA Events App.

The agreement also includes presenting partnership of the NBA Pick'Em: Bracket Challenge for the NBA Playoffs, which allows fans to fill out a Playoffs bracket with their postseason predictions for a chance to win exclusive prizes.

The partnership comes on the heels of Castrol's 125-year anniversary and delivers the brand a dynamic platform to engage audiences both on-and-off the court for years to come.

"Throughout its 125-year history, Castrol has demonstrated a unique ability to engage its consumers through innovation and authenticity," said Julie Morris, NBA Senior Vice President of Commercial Development and Media. "We look forward to working hand-in-hand with Castrol and its family of brands to create exciting experiences for our global fanbase year-round."

"The WNBA resonates with Castrol's innovative spirit and pursuit of positive change," said WNBA Chief Growth Officer Colie Edison. "We are eager to leverage our shared reach to amplify women's sports among Castrol's global audience."

"We are incredibly excited to team up with NBA and WNBA, two world-leading organizations committed to driving progress," said Andreas Osbar, CEO of Castrol Americas. "Through the partnership, we'll garner inspiration from the world's best athletes who push boundaries every day and embody what it means to keep moving forward."

In addition to Castrol's primary position, partner brands including [bp](#), [Amoco](#), [bp pulse](#), [Thorntons](#), [ampm](#), and [TravelCenters of America](#) will bolster the sponsorship.

Castrol will also receive media exposure through on-court virtual signage during NBA and WNBA broadcasts as well as the leagues' social and digital platforms to further bring the partnership to life for fans.

To tip off the partnership and celebrate the start of the 2024-25 NBA season, consumers who purchase five quarts of Castrol motor oil or get a Castrol oil change between October and December can enter for a chance to win an exclusive experience at Castrol Rising Stars at NBA All-Star 2025 in San Francisco (terms and conditions can be found at [Castrol.com/NBA-Promo](#)). Additional programs will offer unique opportunities for NBA and WNBA fans to connect with their favorite leagues.

About NBA

The National Basketball Association (NBA) is a global sports and media organization with the mission to inspire and connect people everywhere through the power of basketball. Built around five professional sports leagues: the NBA, WNBA, NBA G League, NBA 2K League and Basketball Africa League, the NBA has established a major international presence with games and programming available in 214 countries and territories in 60 languages, and merchandise for sale in more than 200 countries and territories on all seven continents. NBA rosters at the start of the 2023-24 season featured a record 125 international players from 40 countries and territories. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with more than 2.3 billion likes and followers globally across all leagues, team and player platforms. NBA Cares, the NBA's global social responsibility platform, partners with renowned community-based organizations around the world to address important social issues in the areas of education, inclusion, youth and family development, and health and wellness.

About Castrol

Castrol, one of the world's leading lubricant brands, has a proud heritage of innovation and fueling the dreams of pioneers. Our passion for performance, combined with a philosophy of working in partnership, has enabled Castrol to develop lubricants and greases that have been at the heart of numerous technological feats on land, air, sea, and space for over 125 years.

Castrol is part of the bp group and serves customers and consumers in the automotive, marine, industrial and energy sectors. Our branded products are recognized globally for innovation and high performance through our commitment to premium quality and cutting-edge technology. For more information, please visit: www.castrol.com.

Further information

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