



THE NORTHEAST'S ULTIMATE 3X3 BASKETBALL TOURNEY + FESTIVAL



JUNE 21-23, 2024

HOSTED BY:



HUNDREDS OF GAMES ON 70+ COURTS.
THOUSANDS OF PLAYERS AND FANS.
THREE DAYS OF BASKETBALL MANIA.

THE ONE AND ONLY BIRTHPLACE OF BASKETBALL



THE LARGEST BASKETBALL
PLAYING EVENT AND FESTIVAL ON THE EAST COAST



HOOPLANDIA

A COMPETITION. A CELEBRATION.

KEY DETAILS

3x3 TOURNAMENT

- 🏀 **Thousands of players, hundreds of games on 70+ Courts**
- 🏀 **June 21-23:** Events on Friday night, with games on Saturday and Sunday.
- 🏀 **Multiple Divisions.** Brackets set by age, height and experience for youth, adult, high school and college elite players.
- 🏀 **Contests for 3-Point Shot, Free Throw, Skills Course and More**

Amenities and more...

- 🏀 Information Booths
- 🏀 Merchandise Shops
- 🏀 Health and Injury Centers
- 🏀 Mascot and Cheerleader Appearances
- 🏀 Live Music and Entertainment



DIVISIONS

REGISTRATION OPENS FEB 15

YOUTH DIVISIONS

- 6 (K)
- 7U (1st Grade)
- 8U (2nd Grade) FREE
- 9U (3rd Grade)
- 10U (4th Grade)
- 11U (5th Grade)
- 12U (6th Grade)
- 13U (7th Grade)
- 14U (8th Grade)

HIGH SCHOOL DIVISIONS

- 15U (9th Grade)
- 16U (10th Grade)
- 17U (11th Grade)
- 18U (12th Grade)

ADULT DIVISIONS

- College (Entering College or 19-23 years old)
- Under 35
- 50U (36-50)
- OG's (51+)



A WINNING ADDRESS

EASTERN STATES EXPOSITION

New England's great regional entertainment destination, with a 175-acre campus and infrastructure, accessible and activated for Hooplandia. Tremendous resources in place for an outdoor street tournament:

- 🏀 **Grid for games on roadways and lots**
- 🏀 **Ample parking**
- 🏀 **Existing concession, retail and restroom facilities**
- 🏀 **Easy access from I-91 and Mass Pike**
- 🏀 **Expo Buildings available for games**

Select division championship games held at the prestigious Basketball Hall of Fame on Sunday.

HOOPLANDIA IS NEW ENGLAND'S HOME COURT FOR THE CULTURE, COMMUNITY AND CELEBRATION OF ALL THINGS BASKETBALL.

Hooplandia isn't just a tournament; it's an economic boon for our community. The event is poised to generate additional revenue by attracting participants, spectators and vendors, providing a welcome boost to local businesses, hotels and restaurants. The tournament's vibrant atmosphere promises to create a thriving hub of activity that benefits the entire community.



**BOYS & GIRLS CLUBS
OF AMERICA**

Hooplandia has designated Boys & Girls Clubs throughout Western Massachusetts as our philanthropic partner. This partnership underscores our commitment to fostering positive change in the lives of young individuals within our community. Together, we aim to support and enhance the programs provided by Boys & Girls Clubs, creating a lasting and meaningful impact on the youth of Western Massachusetts.



GET IN THE GAME.

CONTACT:

HOOPLANDIA@THEBIGE.COM



HOOPLANDIA.COM