

HOOP SCOOP

★ ★ ★ ★ ★ April 2024



SCORE BIG WITH THE OFFICIAL HOOPLANDIA GAME BALL AND 2024 COMMEMORATIVE EDITION!



Introducing the must-have items for basketball enthusiasts and collectors alike: the official Hooplandia game ball and its limited edition 2024 commemorative counterpart. Crafted with precision by Spalding and adorned with the vibrant Hooplandia logo, these balls are not just equipment; they're pieces of history. The official game ball embodies the spirit of competition, designed for optimal performance on the court, while the commemorative ball serves as a timeless keepsake, a momentous event in basketball history. Whether you're a player looking to elevate your game or a collector seeking a prized addition to your memorabilia collection, these balls offer unmatched quality and significance. Don't miss your chance to own a piece of basketball history – grab your official Hooplandia game ball and exclusive 2024 commemorative ball today at [Hooplandia.com](https://www.hooplandia.com).

DJ MEECHIE AT HOOPLANDIA!

Get ready to groove to the beat at Hooplandia with none other than DJ Meechie, the official DJ of the UConn Huskies! Bringing his electrifying energy and unmatched musical talent to the courtside, DJ Meechie is set to elevate the atmosphere to new heights. With his signature mixes and dynamic playlist, he'll keep the crowd pumped up and the adrenaline flowing throughout the tournament. Don't miss out on the ultimate fusion of basketball and music – catch DJ Meechie in action at Hooplandia for an experience you won't forget!

INTRODUCING HOOPS & HEROES!



The Hoops & Heroes division at Hooplandia, a special category crafted exclusively for active and retired First Responders and Military personnel. Sponsored by the **Hampden County Sheriff's Department** and supported by the prestigious Naismith Memorial Hall of Fame, this division stands as a tribute to the courage and commitment of our everyday heroes. Providing a platform for these individuals, aged 18 and older, to showcase their skills on the court, Hoops & Heroes embodies the spirit of camaraderie. Join us in honoring and celebrating the service of our First Responders and Military members through this distinctive division at Hooplandia.

THE INSIDE HOOP

Mark your calendars and get ready to play because registration for the highly anticipated **Hooplandia 2024 Tourney + Festival** is underway! Scheduled to take place from June 21 to June 23, this year's event promises three days of thrilling basketball action, fierce competition, and unforgettable moments. Whether you're a seasoned pro or just love the game, Hooplandia offers a unique opportunity to showcase your skills on the court and connect with fellow basketball enthusiasts from around the globe. **Register online at [Hooplandia.com](https://www.hooplandia.com).**

HOOP SCOOP

★ ★ ★ ★ ★ **March 2024**



REGISTRATION IS OPEN!



Attention all basketball enthusiasts! The clock is ticking and the court is calling! Hooplandia registration is now open, and you don't want to miss your shot at glory. Gather your team, lace up your sneakers, and dribble your way to victory in the ultimate hoops extravaganza. But don't wait until the buzzer sounds - secure your spot before it's too late! Join the excitement, showcase your skills, and be part of the slam-dunk action. Register your teams now and let the games begin!

VOLUNTEERS NEEDED!

Hooplandia is gearing up for its Friday Night Hoopacular and two days of sizzling on-court action, and we're in need of enthusiastic volunteers to make it a slam dunk success! As the premier basketball festival in the region, Hooplandia brings together players and fans from all walks of life to celebrate the game we love. Whether you're a basketball aficionado or just eager to lend a helping hand, we have opportunities for everyone. From assisting with event setup and registration to managing concessions and ensuring the smooth flow of activities, volunteers play a vital role in creating an unforgettable experience. Plus, volunteering with Hooplandia is not only a chance to give back to the community, but also an opportunity to be part of something truly special. Come join us under the Friday night lights and throughout the weekend to be a part of the excitement that is Hooplandia!

ARCY LIVE AT HOOPLANDIA!



ARCY, renowned for his vibrant, paint-splashed style of street art, has spent over a decade refining his craft. In 2015, he launched his first North American live event mural tour, captivating audiences with his skills on 8' x 12' walls across major cities. Since then, ARCY has adorned countless locations in North America, Australia, and Europe with his striking murals, earning commissions from prestigious institutions like The Smithsonian Institute and Major League Baseball. Currently collaborating with The Walt Disney Company as a Disney Fine Artist, ARCY's passion for leaving a lasting impact through public art is evident as he travels the globe. Now, at Hooplandia, ARCY brings his dynamic talent to the court, infusing the event with his signature artistic flair.

THE INSIDE HOOP

Hooplandia is thrilled to announce its partnership with Spalding to craft a groundbreaking new game ball, setting a new standard for basketball excellence. Collaborating closely with Spalding's team of experts, Hooplandia aims to design a ball that enhances players' performance and elevates the game to new heights.

HOOP SCOOP

★ ★ ★ ★ ★ February 2024



REGISTRATION OPENS FEBRUARY 15!



Hooplandia, the premier 3x3 basketball tournament, is gearing up for an exciting season as registration opens on February 15. Basketball enthusiasts from across the globe are eagerly anticipating the chance to showcase their skills in this highly anticipated event. With a reputation for fostering intense competition and sportsmanship, Hooplandia has become a must-attend tournament for players of all levels. The registration launch on February 15 marks the beginning of the journey for aspiring teams and players looking to make their mark in the world of hoops.

FRIDAY NIGHT HOOPTACULAR!

Skills Challenges Extravaganza: Dive into the heart of the game with a diverse selection of skills challenges designed to test and showcase the talents of participants. From three-point shootouts to dazzling dribbling displays, the Hooptacular allows players of all levels to shine.

Rivalry Roundup - A Clash of High School Titans:

Immerse yourself in the intensity of local high school rivalries at Hooplandia's first-ever Rivalry Roundup. Building on the success of the 2023 Mayors' Cup Battle of the Springfields, where Mayor Reichelt of West Springfield and Mayor Sarno of Springfield assembled teams for a showcase game, this year's event expands the invitation to local high schools. Witness iconic rivalries unfold on the court as teams battle it out in this thrilling showdown. Interested in bringing your high school team to the Friday night Rivalry game? Email us at Hooplandia@TheBigE.com to get in on the action and be part of the hoops excitement at Hooplandia!

SATURDAY AND SUNDAY TOURNAMENT PLAY!



Courts Across The Big E: Hoops will soon be strategically installed throughout the fairgrounds, creating a dynamic basketball landscape where the majority of games will unfold. Witness the excitement as players of all ages and abilities compete in the beloved game, founded right here in our hometown of Springfield, Massachusetts.

Hall of Fame Showdown on Sunday: Sunday afternoon is the highlight with select division final games held at the prestigious Hall of Fame. Experience the thrill as the competition reaches its peak in this iconic basketball venue.

Don't miss the chance to be part of this unique celebration where the spirit of basketball thrives in the city where it all began. Bring your enthusiasm, grab a seat, and let the games, fun and excitement of Hooplandia unfold before your eyes!

THE INSIDE HOOP

Excitement is brewing in the basketball world as Hooplandia is collaborating with Spalding, the iconic sports company, to bring you a new colorful basketball for this year's tournament and contest courts. The partnership aims to add a touch of flair to the game while still adhering to Spalding's signature quality and performance standards.



THE NORTHEAST'S
**ULTIMATE
3X3
BASKETBALL
TOURNEY + FESTIVAL**

JUNE 21-23, 2024