



**FIBA**

We Are Basketball

# HERE COMES 3X3

## A GUIDE TO HOSTING



# 3 IS THE MAGIC NUMBER

3 PLAYERS

2 TEAMS

1 CITY CENTRE LOCATION

TAKE-OFF  
THE FASTEST-GROWING  
ENTERTAINMENT PROPERTY  
IN WORLD SPORTS



# HALF COURT FULL THROTTLE

## ORIGINAL

3x3 is a whole new ball game – old-school skills in a fresh, outdoor environment. Ultra fast, ultra competitive; small on space but big on action. Guaranteed to get hearts pumping – on the court and in the crowd.

## ACCESSIBLE

From a neighbourhood pick-up game to the FIBA 3x3 World Tour Final, anyone can play: men, women, boys and girls. The FIBA 3x3 Individual World Ranking opens a pathway that can take a player from the streets to the stars. More play = more points = more opportunities.

*“It is the soul of basketball”*

*Jorge Garbajosa, Olympic Medallist*

## AUTHENTIC

3x3 is the basketball of the streets, the world’s No.1 urban team sport\*. FIBA events are staged in downtown, high-traffic locations and played against a backdrop of the most iconic cityscapes on the planet.

\* ESSEC study commissioned by the IOC

## FUN

The basketball action does not end at the buzzer. FIBA 3x3 events embrace the whole of urban culture, bringing sound systems, street dance, side shows and some of the most spectacular dunk contests you will ever see.

# SIX PLAYERS MILLIONS OF EYEBALLS

## PACKING THE COURTSIDE

3x3's unique mix of streetball skills in iconic locations helps its leading competitions draw up to 25,000 spectators a day, catching the action and playing themselves in tournament side events.

## SETTING A SCREEN

The rapid growth of 3x3 is not just an on-court phenomenon. FIBA 3x3 events enjoy global coverage thanks to worldwide broadcast agreements.

***"For us, location is key. We want people who are passing by to stop and say, 'This is cool'."***

*Patrick Baumann, Secretary General, FIBA*

## GETTING SOCIAL

When the world went online, social media became the new street corner, the place where everybody meets. That is where 3x3 hangs out, too. FIBA's dedicated YouTube channel, 3x3 planet, is key in taking the FIBA 3x3 events to millions of viewers worldwide.



# SMALL BALL BIG CULTURE

**YOU DON'T JUST PLAY 3X3, YOU LIVE IT TOO. 3X3 IS PART OF A WAY OF LIFE, AT THE HEART OF THE CULTURE OF THE STREETS.**

So when we bring the ballers downtown, the party comes too. The DJs, the dancers, the artists, the vibe.

And the best parties have the most popular hosts. Sponsors, the media and the local community alike will all love what you are putting on – it is an authenticity you cannot buy.

***"That was the best experience of my life... the organisation, the venue, the music, the party-feeling, the crowd... I'm still thinking it was a dream and I just woke up."***

*Maciej Paprocki, 3x3 player*

# THREE BENEFITS DOWNTOWN

**FIBA 3X3 EVENTS ARE THE ULTIMATE IN DESTINATION MARKETING. HERE ARE THREE GOOD REASONS ON THE BENEFITS OF HOSTING:**

## THE BALL IS IN YOUR COURT

3x3 events put your city centre stage, showcasing its appeal to a young, urban audience and beaming its landmarks around the world through broadcast, social media and marketing. That is real home advantage.

## HOOPS AND DREAMS

Basketball speaks to hard-to-reach groups; 3x3 really touches them. Simple and accessible, it is a game anyone can play, anywhere, and a game its players can own: the perfect vehicle for your social inclusion programs. 3x3 hosting can inspire the next generation. All you need is a hoop to give hope.

## VALUED VALUES

For sponsors and commercial partners, FIBA 3x3 events hit a real sweet spot. Delivering dream demographics, global audiences and high levels of fan engagement, they also offer an authenticity few other sports can match. Our values become your values, and brands want to buy in.

# FROM THE STREETS TO THE WORLD STAGE

ANY YEAR, ANY PLAYER IN ANY COUNTRY CAN MAKE IT FROM THE STREETS TO THE GAME'S BIGGEST STAGE.

## NATIONAL-TEAM CHAMPIONSHIPS

Continental and other national-team championships give more countries a chance to host a premium 3x3 event as well as the national teams to sharpen their skills.

## GRASSROOTS AND QUALIFIERS

3x3 players anywhere in the world can come together to form a team and play in a FIBA-endorsed event with the potential to qualify for the higher levels of the game.

## WORLD CHAMPIONSHIPS

Every two years, the sport's leading nations in both the men's and women's game come together to fight for the title of FIBA 3x3 World Champions; whilst the U18 players have a yearly run on the World Championships.

## WORLD TOUR

The city-based FIBA 3x3 World Tour Masters series takes place across five continents to produce the 12 teams representing their city who contest the annual World Tour Final.

## ALL STARS

Each December, the best 3x3 players of the season bring their teams representing a city to a one-day showdown with a six figure in \$ at stake. And the best dunkers bring some air.

# A WORLD TOUR OF OPPORTUNITIES

## FIBA WORLD-WIDE COMPETITION NETWORK

3x3 offers a wide range of hosting options with FIBA's simple and automated endorsement process providing the organisers with everything they need to stage a great event - access to best-practice organisation advice, event management software, branding rights and worldwide exposure.

## SIMPLE, STAND-ALONE EVENT

Organised by a local community or school or anybody.

## 3X3 TOUR

The best tours in the world are awarded a berth to the 3x3 World Tour.

## INTERNATIONAL 3X3 CHALLENGER

Brings together the best teams from multiple countries in an invitational event giving the winner a ticket to the 3x3 World Tour.

## FIBA 3X3 WORLD TOUR

Launched in 2012, 3x3's premier global series offers hosting opportunities for a series of continental Masters events and the World Tour Final.

Set over two days these weekend tournaments feature the best 12 teams to emerge from FIBA-designated qualifiers within the catchment region, or from the Masters series itself in the case of the Final.

Each event sites a Main Court at the hub of its 3x3 village, with smaller side courts, a fan zone, local competitions and an action-packed entertainment schedule completing the urban party mix.



## CASE STUDY

# FIBA 3X3 WORLD TOUR LAUSANNE

**THE LAST WEEKEND IN AUGUST SAW A TEMPORARY OUTDOOR VENUE PLACED IN THE HEART OF THE OLYMPIC CAPITAL LAUSANNE TO STAGE THE EUROPE WEST AND AFRICA WORLD TOUR MASTERS EVENT.**

Twelve teams from 12 cities in the region who qualified through a total of 70 events came to Lausanne with the aim of claiming their place at the 2013 World Tour Final and picking up their share of the dollar six figure in prize money.

Crowds of 20,000 a day came to watch the on-court action and were further entertained with the side shows, the dunk contests and shootout contests, cheerleaders, amateur games, breakdancers and the DJ who pumped up the volume into the night.

## LAUSANNE

30-31 AUGUST 2013

**"We are delighted with the number of people attending this 3x3 event. It provides a great vibe for our city."**

*Patrice Iseli, Head of Sports,  
City of Lausanne*

## CASE STUDY

# FIBA 3X3 ALL STARS DOHA



**IN DECEMBER 2013, STREETBALL TURNED BEACHBALL WHEN THE WORLD'S LEADING 3X3 BASKETBALL PLAYERS WENT HEAD TO HEAD ON THE QATARI CAPITAL'S SPECTACULAR SHORELINE.**

The FIBA 3x3 All Stars tournament, staged in a purpose-built outdoor venue on Katara Beach, was broadcasted in 84 countries by channels including Al Jazeera, DirecTV, Fuji TV, SporTV and Eurosport.

Thousands courtside and millions tuned in via TV and live streaming saw Slovenian side Brezovica repeat their FIBA 3x3 World Tour Final victory over Serbia's Novi Sad.

Their star player, Blaz 'Birdman' Cresnar, became the new world No.1.

The main event was supported by a world-class dunk contest, full entertainment programme and a school visit initiative to educate the children of Doha about 3x3, accompanied by Nike and Samsung giveaways and a donation from the Qatar Basketball Federation of 200 balls to each establishment taking part.

***"3x3 is a great catalyst for the development of basketball in Qatar. It has reached out to the schools and inspired an amazing number of children."***

*Saadoun Sabah S Alkuwari,  
Executive Director, Qatar Basketball Federation*

## CASE STUDY

# FIBA 3X3 CHAMPIONSHIPS JAKARTA

**THE 2013 UNDER-18 FIBA 3X3 WORLD CHAMPIONSHIPS WAS THE BIGGEST AND BEST YET, FEATURING 56 MEN'S AND WOMEN'S TEAMS FROM 38 COUNTRIES COMPETING AGAINST THE BACKDROP OF THE INDONESIAN NATIONAL MONUMENT IN THE HEART OF JAKARTA'S TOURIST AND LEISURE DISTRICT.**

The event was staged in a four-court complex, with the main events supported by a Samsung Shoot-out, Honda Dunk Contest, Free Throw Pursuit and Skills Competition – each of which produced a different winner – as well as a 13-team amateur tournament for local under-15s on the final day.

The championships attracted 48,000 spectators over the four days of competition, with an estimated additional 50,000 a day exposed to the event through visiting the monument and surrounding park.

Live streaming of the competition – won by Argentina and the USA in the men's and women's categories respectively – attracted 80,000 viewers while related Facebook posts received more than 2 million views and the Honda Dunk Contest highlights became the most-watched 3x3 video on YouTube with over one million views.



***"The FIBA 3x3 U18 World Championships delivered a complete world-class event. I am proud to be part of this magnificent event, and I put my highest respect to all the people in FIBA who show true professionalism and their commitment to make 3x3 a worldwide brand."***

*Hasani Abdulgani – Jakarta LOC 2013*

## CASE STUDY

# FIBA 3X3 SIDE ACTIVITIES ALL FIBA EVENTS

When a FIBA 3x3 event comes to town so does a comprehensive programme of side show activities.

From 3x3 amateur competitions for all ages to professionally led taster sessions and skills development clinics, 3x3 involves hundreds of members of the local community.

It brings sport to the people and engages the urban youth.

3x3 also presents a stage for street culture where break-dancers, street troupes and jugglers can express themselves.

The side show builds the entertainment and with it a strong legacy for the host, promoting social inclusion. It is low cost making any effort efficient and high impact.

**3X3 IS MORE THAN SPORT,  
IT IS URBAN ENTERTAINMENT FOR ALL.**

# 3X3

