FROM THE STREETS TO THE WORLD STAGE
3x3 primary tool for basketball promotion at grassroots

- schools
- playgrounds
- events

3x3 events

- Local grassroots events with elite categories
- National tour
- International events

3x3 Branding

- Social impact (inner city youth)
- Fits lifestyle contemporary youth
- Easy accessible for anybody
Success is possible

2014: Silver medal for Women at Youth Olympic Games

2015: Most Active Federation in 3x3

2016: Bronze medal for Men at European Cup

2017: #1 ranked in all categories
### FIBA 3x3 Federation Ranking*

#### MEN
- **Netherlands**: 24,865,560
- **Serbia**: 24,130,705
- **Japan**: 20,740,350

#### WOMEN
- **Netherlands**: 6,379,640
- **France**: 6,084,386
- **Italy**: 5,939,976

#### MEN U18
- **Netherlands**: 5,669,460
- **Kyrgyzstan**: 3,478,080
- **Hungary**: 2,937,400

#### WOMEN U18
- **Netherlands**: 2,211,250
- **Hungary**: 1,698,520
- **Argentina**: 1,663,280

*As of January 1st 2017*
1) Start with grassroots

- Grassroots projects help grow the game of basketball in general
- More local and national funding available for grassroots projects
- Grassroots projects activates local organisations (clubs, schools)
2) Feed off local energy to create national activity

- Connect the local clubs with 3x3 energy to each other, and make them part of the national platform
- Create and maintain the national platform
  - Universal rules and regulations
  - Universal look and feel
  - Branding as a national championship
- Use the national platform to involve more cities, clubs, funders
3) Organize events

National events
• Streetball Masters Summer Tour since 2009
• Streetball Masters Winter Tour since 2014

International events
• FIBA 3x3 Challenger since 2012
• FIBA 3x3 Europe Cup Qualifiers since 2014

Upcoming events
• FIBA 3x3 Europe Cup 2017
• FIBA 3x3 World Cup 2019
Summer & Winter

**3X3 Calender 2017**

**Z0 11 SEP** Tramkade, Den Bosch

**ZA 26 NOV** Landstede Sportcentrum, Zwolle

**Z0 27 NOV** Bijlmer Sportcentrum, Amsterdam

**DI 27 DEC** Indoor Sportcentrum, Eindhoven

**WO 28 DEC** Top Sportcentrum, Almere

**VR 30 DEC** Sportcentrum, Leek (GR)

**DO 05 JAN** Sporthal De Doelen, Breda

**ZA 07 JAN** Sporthal, Den Oert, Spijkenisse

**Z0 08 JAN** Maaspoort Sport Events, Den Bosch

17 APRIL **Streetball Masters** Utrecht, The Sport Box

6 MEI **Streetball Masters** Alkmaar, Paardenmarkt

13 MEI **Streetball Masters** Amersfoort, Eemplein

20 MEI **Streetball Masters** Breda, Pier 15

27/28 MEI **Streetball Masters** Amsterdam, Olympisch Stadion

3 JUNI **Streetball Masters** Barneveld, Torenplein

10 JUNI **Streetball Masters** Den Haag, Spuiplein (OVB)

10 JUNI **The Hague 3X3 Challenger** Spuiplein (OVB)

17 JUNI **Streetball Masters** Den Helder, Willemsoord

24 JUNI **Streetball Masters** Heerenveen, Sportstad Heerenveen

25 JUNI **Streetball Masters** Weert, Nieuwe Markt

7/8/9 JULI **Fiba 3X3 Europe Cup 2017 Amsterdam**

8 JULI **Streetball Masters** Amsterdam

15 JULI **Streetball Masters** Rotterdam, Schouwburgplein

21/22 JULI **Streetball Masters Final** Amsterdam, Hoekenrodeplein
Growth tournaments

- 2009
- 2011
- 2013
- 2015
Growth players

The chart shows the growth of participants from 2009 to 2015, with a significant increase in the number of participants from 2013 to 2015.
The Queen – fan & player
Lessons learned

• Try to avoid one-and-done events, long-term commitment from both sides helps build legacy
• Sell 3x3 as a product. Don’t give it away for free.
• Better to start slow and in control, than fast and out of control.
• Register players on play.fiba3x3.com from the start, takes some time for players to adjust but once they are in, they stay in.
• Pay attention to Elite players
• Ride along with FIBA’s Olympic dream, it opens ears and sometimes doors
• Community commitment is key
Still plenty of work to do

- Attract elite players to 3x3
- Find ways to co-exist with basketball national team programs
- Motivate more clubs in doing grassroots projects
- Recognition for 3x3 as a serious discipline by NOC
- Find balance between basketball season and 3x3 events
Crew