



# FIBA 3x3 Workbook for Organisers

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## Introduction

Welcome to the 3x3 basketball community!

The International Basketball Federation (FIBA – Fédération Internationale de Basketball) has developed this workbook for potential event organisers who are looking for guidance on how to organise a 3x3 basketball tournament.

3x3 basketball is an incredibly popular form of basketball played on playgrounds and in organised tournaments around the world. In 2010, FIBA decided to add 3x3 basketball as an official FIBA discipline as part of our mission to unite, develop and promote basketball, and in support of our vision to make basketball the most popular sports community.

Our first international 3x3 basketball event was held in August 2010 at the Youth Olympic Games in Singapore and it received fantastic feedback from fans and athletes alike. Since then FIBA has created the city-based yearly FIBA 3x3 World Tour and FIBA 3x3 All Stars, as well as stages regular national-team-based World Championships for both open and U18 in both genders. 3x3 is rolling: both at elite level and at grassroots. Whether you are a national federation, school, university, local community centre, sports club, municipality, private event organiser or private company, you can organise a 3x3 basketball tournament – and we want to support you in organising a fantastic event.

We are publishing the 2014 Edition of the workbook that outlines why a 3x3 basketball tournament may be the right event for you, what types of tournaments FIBA supports and how to go about organising such a tournament.

As an active tournament organiser you are an important part of the FIBA 3x3 basketball community – we hope that many of your questions are answered in this workbook and look forward to hearing your feedback and suggestions. Email us at [3x3@fiba.com](mailto:3x3@fiba.com).

**Patrick Baumann**  
**Secretary General**

## 1 Why organise a 3x3 basketball tournament?

3x3 basketball is the most preferred format of recreational basketball played around the world. It is also increasingly becoming a popular form of competitive basketball as new tournaments are launched every year. In this section, we outline why 3x3 basketball tournaments are appealing and how FIBA can support your event.

**The key trait of 3x3 is its simplicity:** it is very simple to play, and also very simple to organise a tournament.

Anyone can play 3x3 without requiring great skills. The basics of the game are simple and may be explained in less than 3 minutes. A beginner can have as much fun as an expert and it is suitable for all ages and genders. 3x3 can also be played in mixed teams.

Anyone can organise a 3x3 tournament. Only one hoop/basket is needed and a dozen players to form a few teams with three players each.



## 1.1 The attractiveness of the game

There are millions of 3x3 basketball players and this number continues to rise. More and more of these players are participating in organised tournaments. What is the secret behind the success of 3x3 basketball events?

### *The fun*

3x3 is a fast paced and fiercely competitive game that can showcase skill and develop urban stars. At the same time, it's a game for both genders that can be enjoyed in a recreational setting by all skill levels. This makes recreational and competitive events fun and entertaining to both players and fans, reaching out to those who have traditionally not been a part of the basketball community.

### *The flexibility*

3x3 basketball was born on the playground and has developed in a flexible and natural environment. 3x3 basketball events, therefore, can be organised on anything from one simple basketball court to an outdoor temporary venue set up in a vibrant city centre. It also makes events a perfect fit to integrate with youth festivals and concerts. The flexibility in venue lends itself to events of all sizes, formats and financial resources making it easy for organisers to find a suitable solution for their event.

### *The partners*

3x3 basketball has an organic urban culture that makes it appealing to a wide audience of fans, especially today's youth. This appeal to the youth market has encouraged a lot of support and funding for 3x3 basketball events from both corporate sponsors and public partners looking to engage with the youth audience. Media interest is rapidly developing as well as community 3x3 basketball programmes.



## 1.2 FIBA's support

FIBA is a non-profit organisation and the world governing body for basketball formed by 214 National Federations of basketball throughout the world. It is recognised as the sole competent authority in basketball by the International Olympic Committee.

FIBA has embraced 3x3 basketball with the vision of making it the number one urban sport in the world and introduced it as a FIBA discipline officially for the first time in 2010 at the Youth Olympic Games in Singapore. With the goal of taking 3x3 basketball from the streets to the world stage, to be included in the Olympic Games at the very first opportunity, FIBA has created a global 3x3 basketball community powered by an individual world ranking system.

FIBA's number one priority, therefore, is its commitment to providing the necessary support, tools and practical assistance to event organisers of 3x3 basketball tournaments to develop this tournament hierarchy and global community.

The Youth Olympic Games and the increasing number of recreational tournaments prove the appeal of 3x3 basketball. FIBA's goal is to encourage the organisation of tournaments to increase the playing opportunities and have more players playing more often.

Therefore, FIBA is providing organisers with the EventMaker freeware to facilitate the set-up and management of a tournament. In addition, FIBA developed 3x3planet.com ([www.3x3planet.com](http://www.3x3planet.com)), a digital platform that provides players with a beyond-the-court experience that will motivate them to play more often.

3x3planet.com's core pillar is a player's personal dashboard including inter alia an individual world ranking with various zooming levels, head-to-heads, search function for tournaments. Players are now able to collect ranking points at endorsed events and will be class-rated based on their playing performance and record. Only endorsed events, being the use of EventMaker an endorsement requisite, can be considered for ranking system purposes.



Why organise your event alone when you can organise a FIBA endorsed event and benefit? Through FIBA you will:

- 1) Save time and energy** – FIBA provides common rules and tournament formats as well as free use of the EventMaker. It can also assist with technical and equipment requirements.
  
- 2) Attract more participants** – working together with FIBA means that your event is part of the global 3x3 Competition Network and will benefit from FIBA's promotional experience and tools. All participating players at endorsed tournaments will be allotted with ranking points and be part of the individual ranking system.
  
- 3) Secure funding with more ease** – being a FIBA endorsed event, with the ability to use the FIBA 3x3 endorsed event logo stamp, should allow you to have attractive branding and facilitate the attraction of sponsors, partners, participants and fans, thus helping you succeed in having a more financially sound event.

FIBA provides all endorsed event organisers with the complimentary use of the FIBA 3x3EventMaker that includes but is not limited to the following features:

- State of the art competition management software
- Designed to help organisers manage all aspects of a 3x3 basketball tournament efficiently, including:
  - Player and team registrations
  - Tournament draws and scheduling
  - Automatic generation of game sheets
  - Results management
- The system will ensure the capturing of all data for FIBA's individual ranking
- Webinars are offered to organisers interested in using this software.  
Contact: [duwat@fiba.com](mailto:duwat@fiba.com)



In addition, FIBA offers seminars and workshops to organisers interested in learning more about the 3x3EventMaker and the aforementioned 3x3 Planet.com platform.

To enjoy all benefits of being part of FIBA's 3x3 Competition Network, you are advised to:

- Liaise with FIBA in advance to provide tournament information
- Follow the FIBA recommended tournament formats (see section 3.2)
- Use the FIBA 3x3 basketball official rules of the game (see section 3.3)
- Attend FIBA seminars, webinars and workshops
- Seek help from your National Federation, if applicable
- Provide FIBA with full registration details of players and tournament results (automated with 3x3EventMaker and 3x3planet.com)

Contact us at [3x3@fiba.com](mailto:3x3@fiba.com) for more information or to register your event.

## 2 What are the different types of 3x3 tournaments?

Flexibility is among 3x3 basketball's fundamental features enabling tournaments of varying sizes and audience/participation reach to take place. 3x3 basketball events enable organisers to achieve a diverse range of goals. National Federations, educational institutions, different levels of government, private organisations and event promoters may take the lead in formatting their events tailored according to their specific objectives – e.g. to promote basketball, increase sports participation, enhance or create social programmes, to achieve greater financial return, etc.

FIBA has worked on a 3x3 Competition Network based on the following types of events:

- Grassroots events
- 3x3 Tours
- FIBA 3x3 World Tour
- National-Team competitions (i.e. FIBA 3x3 World Championships)

Pick-up games will also have their place within FIBA's 3x3 Competition Network as the 3x3 Mobile App will allow players to record their results. Each of these events is glued together by the individual, personalised, world ranking system.

FIBA encourages the organisation of these types of events and further description of each is outlined in this section. For every type of event, the simple and flexible format of a 3x3 basketball tournament means that games at every level of play can be brought out of traditional venues and be played in city centres or creative new locations – allowing hosts to show off their city while basketball is promoted in new ways.

3x3 basketball events also lend themselves to being more than a simple sports event but more of a youth festival. The link with youth and urban culture makes side activities like concerts, dance shows, etc. a perfect fit. A festival approach to an event, no matter if it is grassroots or a world tour event is an effective way to engage with participants and fans. It broadens the reach an event may have in terms of audience and increases the scope for media interest. It adds value to the event and increases the impact the tournament will have in the local community and for the basketball community as a whole. Creativity in organising 3x3 basketball events is key.

## 2.1 Grassroots events

3x3 grassroots events are very easy to organise and may be run on a very small budget. Only a hoop/basket and the desire to have fun are needed. A tournament played by four teams on one half-court would take around 3 hours if played as a round robin with a final for the best two teams; all teams would have played at least three games and would have had great fun.

Grassroots events enable and encourage the general population to take part in 3x3 basketball. This means that although the event may be competitive in nature, the requirements for participation are quite open and have an aim at inspiring achievement and instilling pride through sport and physical activity while also developing basketball skills.

Grassroots event organisers have an attractive platform to integrate a broad spectrum of society – from beginners to active athletes, including all age groups regardless of gender. Large or small participation, skilled or unskilled players, the important aspect is to fulfil people's desire of playing under a look and feel that fits their interests.

Grassroots events can be organised by anyone but are especially well suited for schools or community centres/sports clubs, corporate gatherings, and are also often used as an important element of social or development programmes.

Examples of such social/development programmes are:

- a. The Danish non-profit organisation GAM3 organises a set of tournaments with 3x3 basketball as its theme in order to integrate minority youths in society and has developed a training programme to empower youths and convey conflict management tools.
- b. There is a Better Way in New Zealand uses 3x3 basketball to have a positive impact in improving communities by not allowing unlawful and anti-community behaviour to sneak into our homes & families.

## 2.2 3x3 Tours

3x3 Tours are competitions based on a series of minimum 3 linked tournaments. They can be single city tours, i.e. a series of tournaments in one city, or multi-city ones, i.e. a series of tournaments staged in several cities. 3x3 Tours taking stage in the same or adjacent cities fits best as they allow for players to take part in every tournament part of the Tour. Tours tend to have a final that acts as a qualifier for other tournaments. A country can have several 3x3 tours managed by different organisers.

3x3 Tours involve all ages (i.e. U15, U18, 35+, etc) and skill levels (i.e. recreational, competitive and professional players). The larger tournaments tend to be divided into various categories allowing for competitions with higher levels of athletes. It is a thrilling discipline and players can become iconic figures for new generations of fans.

Supporting the development of an exciting 3x3 basketball tour can create new possibilities for basketball in every country. National Federations are encouraged to integrate existing tournaments with new ones to form city-based Tours which potentially allow for solid public sector partnerships to develop.

Teams are city-based and shall be formed independent of the nationalities of the players. The tournament's dimension depends exclusively on the organiser's intentions – e.g. attracting stars to drive participation, increasing financial return, city branding, etc. The size, number of tour stops, etc., is also flexible depending on the objectives of the tournament organiser. In any case, FIBA highly recommends organising large mass events for all kinds of players to ensure a positive experience for everyone.



## Case study: Sport Arena Streetball (Romania)

Launched in 2005, the Romanian National Federation recognised Sport Arena Streetball is a tour-format competition comprised of five different weekend stages which take place over a five-month period – from May to September. Each event includes various competitions split into different categories.

### Features:

- Organised by private company 'Sport Arena'
- Participants from 16 different nationalities
- Local TV exposure
- Over 700 000 views on YouTube for some of the videos
- Over 20 000 spectators
- From 128 players in 2005 to 4000 players in 2013
- Eight categories (Under 14 years old, 14-18 years old, over 18 years old and over 35 years old for both men and women)
- No registration fee, participants even get a free 3x3 game jersey
- On top of players, major sport, political and TV stars take part
- For more information visit <http://3la3.ro/cms/index.php/stiri/stiri-generale/>

*"I first came to Sport Arena in 2008. I come back because of the pleasant atmosphere, organisation, and style of play. Oh and the massages." – Denisse Garpasan, female 3x3 player in an interview with Arena Sport*



## Case study: Hoop It Up (USA)

'Hoop It Up' is a tour-format competition with more than 20 stages taking place over a five-month period in different cities in the United States. 'Hoop It Up' includes male, female and co-ed half-court competitions, with categories ranging from eight-year-olds to adults. Anybody is eligible to participate.

Features:

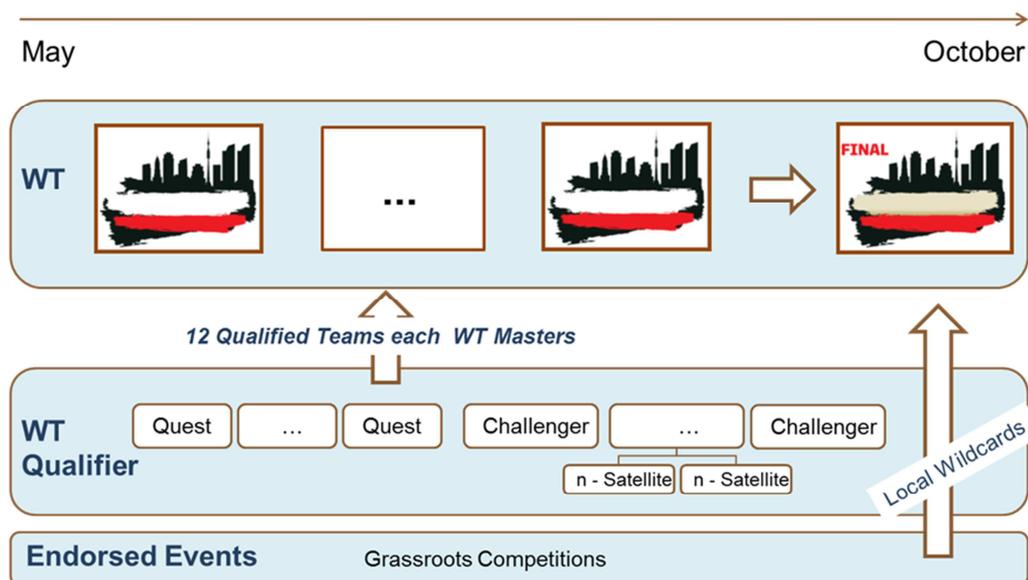
- One of the world's largest 3x3 basketball tours in the world
- More than 20 two-day tournaments in the United States taking place in various cities including New York, Dallas, Chicago, Indianapolis, and Denver
- For more information visit [www.hoopitup.com](http://www.hoopitup.com)

*"Launched in 1989, Hoop It Up tournaments provide local players in all age divisions the opportunity to compete with a focus on health, fitness and fun." – Hoop it Up Organisers*



## 2.3 FIBA 3x3 World Tour

The prize money-awarding World Tour (“WT”) in 2013 will consist of five sequential WT Masters leading to a WT final combining the best teams of the WT Masters events, whereas the participating teams represent a city and players are free to form teams without any restriction.



The underlying principle of the World Tour is to give any 3x3 Planet-registered player the chance of participating.

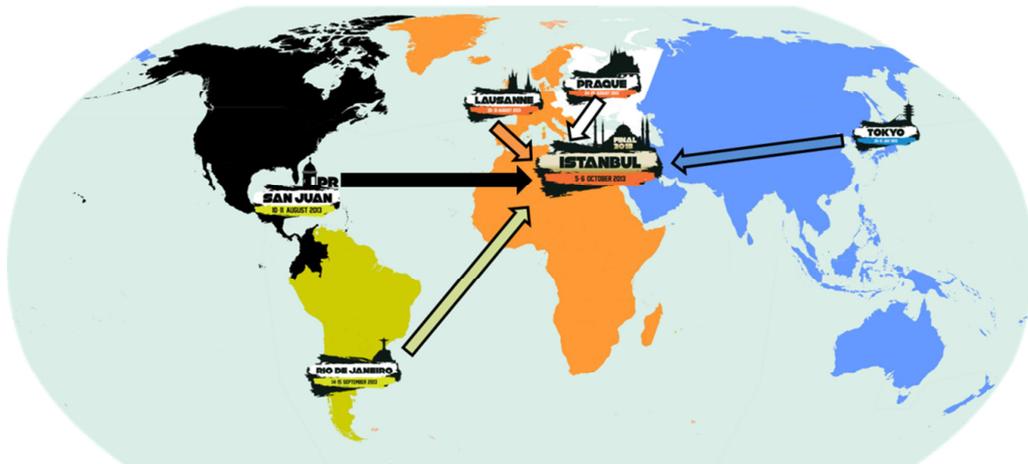
The WT Master represents a geographic catchment area and should feature its best 3x3 players. The WT Masters hosting cities are selected with the goal to cover the world and focus the main areas of 3x3 development; final selection is FIBA’s prerogative. World Tour stages will always be related to a city and its catchment area will cover several countries and even cross continental boundaries.

The World Tour will be synchronized with 3x3 National Team competitions, and will try to avoid conflict with other major basketball events and other major sport events wherever possible.

Although 3x3 is an all-year discipline, it is preferentially played outdoors. Therefore the main season in each region tend to finish at the end of its summer period. The WT Masters in each catchment area should take its 3x3

season into account and be held at the end of the good weather season insofar possible.

**Example of catchment areas for the 2013 season:**



*Rationale:*

*Overall goal of the World Tour is to reach out to as many players and fans from different countries and cities as possible. Timing is chosen to maximize playing outdoors. Number of WT Masters will grow as 3x3 expands over time.*

For additional information on the 3x3 World Tour, please refer to the 3x3 Competition Network document or check [www.fiba.com/3x3](http://www.fiba.com/3x3).

## 2.4 National-Team Competitions

National-team competitions are an exclusive prerogative of FIBA and its members. Examples of these competitions are World Championships , Universiade competitions and the Youth Olympic Games. FIBA’s medium term goal is to have 3x3 becoming an Olympic discipline.

These national-team based competitions also count towards the world 3x3 basketball Individual Ranking.

In order to have a national-team participating in official national-team competitions, the corresponding country must organise at least 3 tournaments in the 12 months before the competition. The national teams shall be composed

of players that have participated in at least two 3x3 endorsed events in the last 12 month and should be registered on 3x3planet.com.

In 2014 there will be the biannually hosted FIBA 3x3 World Championships and the U18 WC will be replaced by the Youth Olympic Games in Nanjing / China. For additional information about National-Team Competitions and qualification system please refer to [FIBA.com/3x3](http://FIBA.com/3x3) and the Competition Network document as well as the Qualification Criteria document.

### **3 How to organise a FIBA endorsed tournament?**

The following section provides recommended guidelines for the key areas surrounding the organisation of a FIBA 3x3 basketball tournament. These guidelines may be altered or further developed as FIBA continues to develop the 3x3 basketball discipline. Visit [www.fiba.com/3x3](http://www.fiba.com/3x3) for updates and refer to the FIBA 3x3 Event Manual. In any case – the very first step in order to organise a 3x3 endorsed event is to log on to 3x3planet.com, create an organizer profile and use the EventMaker, which will allow to save precious resources when planning a 3x3 tournament, including its advertisement .

#### **3.1 Venue and equipment**

The key to 3x3 basketball tournament venues is that they can be flexible. The guidelines outlined in this chapter should provide ideas and information – but creativity and new ideas are what make each and every 3x3 basketball event a unique experience. In principle, 3x3 basketball can be played anywhere at any time and at any cost.

Tournament organisers may consider using either an existing permanent venue, whether indoor or outdoor, or set up a temporary venue for a 3x3 basketball tournament. FIBA recommends to use outdoor venues, whenever possible, to capture the whole flair of 3x3 basketball events.

Organisers may want to consider a venue for the tournament that is both unique and attractive in order to make the event even more special. Setting up a temporary venue provides ample space for creativity in the choice of a location. Places such as beaches, hangars, spaces beside iconic monuments are some

of the possibilities of where an event can be held that can add to the novelty of the event.



#### Permanent venues

- Existing basketball courts, playgrounds and street basketball centres can serve as suitable tournament venues.
- Tournament size and number of teams are constrained by the size of the venue.
- Benefit of cost savings in having less equipment to set up as compared to temporary venues.

#### ***Example of a permanent venue layout***



### Temporary venues

- Temporary venues can be set up almost anywhere with a flat open space.
- Market squares, open city spaces, beaches, parking areas are all common sites.
- Offer the flexibility of setting up a large number of courts for larger tournaments.
- Disadvantage of higher set up costs as more equipment is needed compared to using existing permanent facilities.
- The area for a 3x3 basketball court is usually a playing surface with a length of 11-14m and a width of 15m.

#### ***Example of a temporary venue set up in a city square***



The use of FIBA approved sports equipment is highly recommended for consistent, high quality performance throughout the duration of the tournament. The only FIBA official 3x3 equipment is currently the courts of Sports Courts ([www.connorsportcourt.com](http://www.connorsportcourt.com)) as well as the backstop units of Schelde Sports ([www.scheldesports-international.com](http://www.scheldesports-international.com)).

More information on the list of FIBA approved outdoor sports equipment can be found on FIBA Equipment and Venue website (<http://www.fiba.com/pages/eng/fc/FIBA/fibaDept/fibaStudCent.asp>)

The following equipment is typically needed for a FIBA tournament, but again, flexibility exists depending on the size and format of the tournament:

Equipment must have:

Item	Description
Balls	Sufficient number of balls for play during the tournament.
Scoreboards	For displaying the score, the time and name of playing teams for each playing court. Scoreboards can be electronic or manual.
Backstop units	Outdoor portable backstop units that are needed for each court of play. These are only needed for temporary venues.

Equipment nice to have:

This equipment will give the tournament a more professional image.

Item	Description
Fence	For separation of playing and viewing areas. Their surfaces serve as space for advertising and branding purposes.
Bleachers	Structures for seating people in a limited space.
Outdoor shot-clocks	For counting down of the shot-clock for each playing court (only when playing full rules – see section 3.3).
Barriers	To form perimeters and block access where needed at the tournament venue.
Sound system	The sound system will normally consist of speakers spread around the venue and the control system consisting amplifiers, mixer and a computer in a central location. This will be used for announcements, music and advertisements.
Lighting equipment	To provide additional lighting should the event be conducted at night and if the permanent facility does not have sufficient lighting. Brightness usually to the level of 1000 Lux is needed.
Changing rooms and	Portable type changing rooms and WC to

toilets	complement existing facilities if the permanent facility does not offer sufficient facilities. If possible, separate ones should be available for players and audiences.
Outdoor sports surface	Synthetic outdoor surfaces for laying on ground surfaces that are unsuitable for play. Only for temporary venues.
Tents	To provide optional partial cover at the tournament venue for the stage and other key areas. To set up a tent over the entire venue would be very expensive. Only for temporary venues.

3x3 basketball tournaments also require some human resources – the number of participants, format of the tournament and number of courts that will be used all affect how many people will be needed for refereeing, officiating and volunteers. FIBA can provide guidance on the number of people needed based on the size of your event.



## 3.2 Tournament formats

There are three main tournament formats: the classic format, the double elimination bracket and the ladder format.

### Classic format

The classic format is the most widely used tournament format for week-end or day long tournaments. This format starts with a round robin phase followed by single elimination rounds.

The size of the round robins and number of teams classified for the subsequent elimination rounds are up to each organiser but should comply with the following recommendations:

- All players are guaranteed at least three games;
- Minimum round robin size should be 4;
- Minimum number of teams classified for elimination phase should be 4.

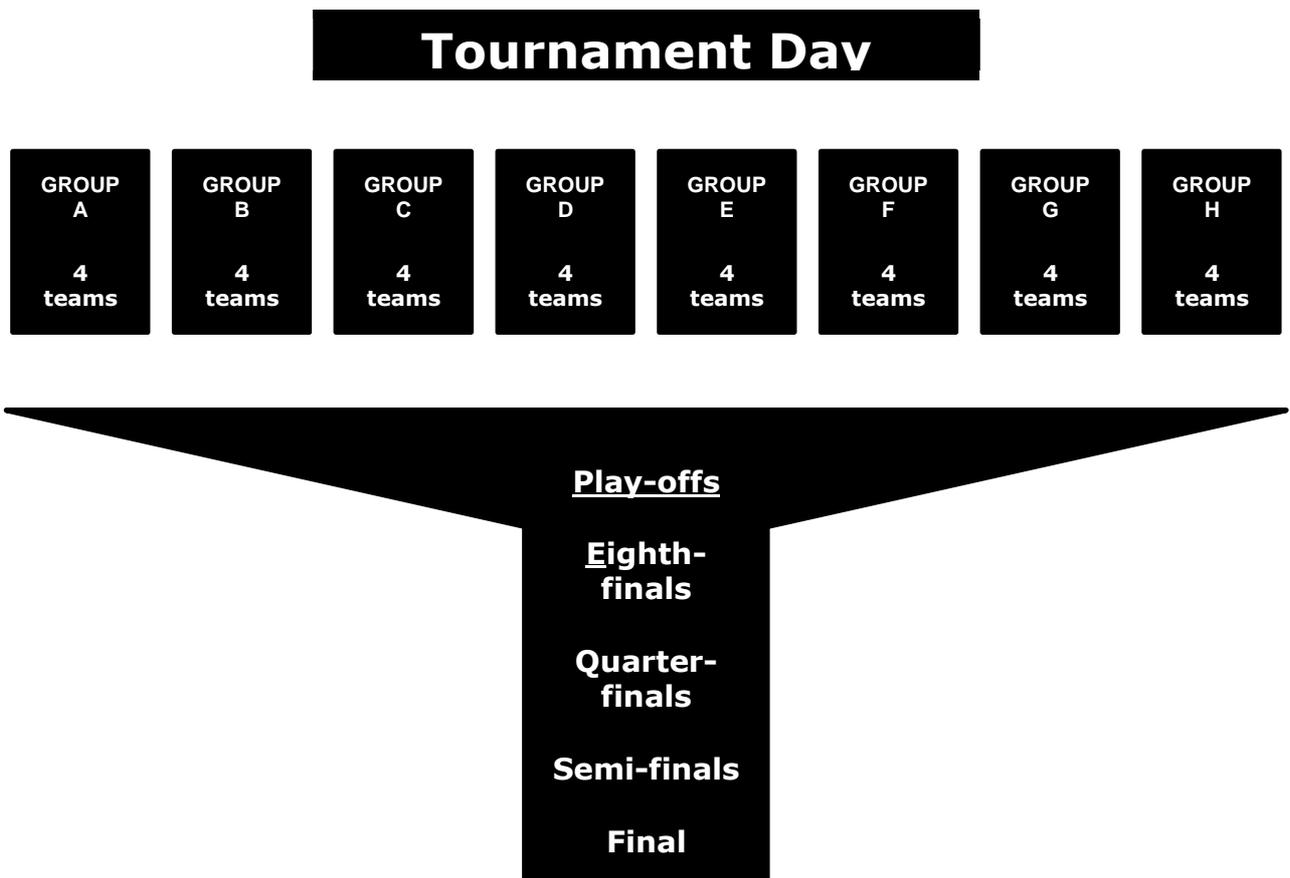
FIBA recommends maximizing the number of games per team by increasing the size of the round robins, up to six teams per pool.

Tournament organisers may split the tournament into different categories based on gender, age, skills level, etc. according to their tournament's goals and size. For whatever category organisers choose to design a tournament for, it is important to consider that the maximum age for a youth tournament is 18 years old.

The FIBA tournament management system (see section 1.2) offered with no charge to organisers sets up the tournament brackets once the input parameters (e.g. size of round robin, teams classified for single elimination round, number of elimination rounds, total number of games) are configured and court allocation is also provided.

The below format and schedule is only an example and organisers may modify and/or duplicate this according to the size and needs of the event.

Example: 32 teams compete in eight groups of four



**First round (round robin):**

- teams divided in 8 groups of four;
- 1-2 placed teams in each group at the end of the round robin move on to the play-offs

**Play-offs:**

- The best 16 teams compete in a play-off format
- Last 16, quarter-finals, semi-finals and finals

**Above tournament example full schedule:**

<b>Time Court</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
<b>10:00</b>	Group A	Group B	Group C	Group D	Group E	Group F	Group G	Group H
<b>10:30</b>	Group A	Group B	Group C	Group D	Group E	Group F	Group G	Group H
<b>11:00</b>	Group A	Group B	Group C	Group D	Group E	Group F	Group G	Group H
<b>11:30</b>	Group A	Group B	Group C	Group D	Group E	Group F	Group G	Group H
<b>12:00</b>	Group A	Group B	Group C	Group D	Group E	Group F	Group G	Group H
<b>12:30</b>	Group A	Group B	Group C	Group D	Group E	Group F	Group G	Group H
<b>13:00</b>	Last 16	Last 16	Last 16	Last 16	Last 16	Last 16	Last 16	Last 16
<b>13:30</b>	Quarter final	Quarter final						
<b>14:00</b>	Quarter final	Quarter final						
<b>16:00</b>	Semi final							
<b>16:30</b>	Semi final							
<b>17:00</b>	Final							

### **3.3 Tournament rules**

The rules of 3x3 basketball have been designed to provide an accessible, attractive and fast paced game and are applicable to tournaments with different level of equipment. Playing according to the 3x3 Rules of the Game is mandatory for an event to be endorsed by FIBA.

The updated version of the FIBA 3x3 rules of the game may be download from [www.fiba.com/3x3](http://www.fiba.com/3x3)

### 3.4 Side activities

Side events should be organised to complement the main tournament programme to add to the attractiveness of a 3x3 basketball tournament. They are also great promotional tools that can not only help to draw more players and audiences to participate in the tournament but also serve to generate more media interest.

The urban nature of the 3x3 basketball game and the street culture that it embodies is another good reason why side events work well for 3x3 basketball tournaments. Not only are basketball related side events suitable but even non-basketball side events that reflect street culture are also suited to feature on the programme of a 3x3 tournament.

The following are suggested side events that organisers may consider to incorporate as a part of their tournament programme. The best events happen when creativity and innovation is added to the event programme.

<b><i>Slam dunk contest</i></b>	<ul style="list-style-type: none"> <li>• Slam dunk contest is probably the most popular and spectacular side event activity.</li> <li>• This activity has its own heroes and the participants are usually average basketball players.</li> <li>• This side event is usually a favourite with the audience and media and is an interesting spectacle even for non-basketball fans.</li> </ul>
<b><i>'3 point' contest</i></b>	<ul style="list-style-type: none"> <li>• A contest to find the best '3 point' shooter.</li> <li>• This side event may be conducted either as a full programme on its own or as a mini-competition between 2-3 people during times when there is no activity on the main court to provide entertainment.</li> </ul>
<b><i>Free throws</i></b>	<ul style="list-style-type: none"> <li>• Normally contestants queue up behind the free-throw line; first in the queue shoots. If they score, contestant goes to the back of the queue; if they miss, then contestant is eliminated. Winner is last contestant on court.</li> <li>• Usually more convenient for younger categories.</li> </ul>
<b><i>Celebrity game</i></b>	<ul style="list-style-type: none"> <li>• A regular game of 3x3 basketball is played with invited basketball stars.</li> <li>• The attraction for this is in the star appeal of the</li> </ul>

	<p>invited players.</p> <ul style="list-style-type: none"> <li>It could also work with non-basketball stars such as celebrities or people from the media who know how to play the game.</li> </ul>
<b><i>Freestyle and skills challenges</i></b>	<ul style="list-style-type: none"> <li>Showcases the ability to perform tricks with the ball and may be conducted either in the form of a contest or a demonstration.</li> <li>Has the potential to entertain and impress non-basketball audiences.</li> </ul>
<b><i>Dance competitions</i></b>	<ul style="list-style-type: none"> <li>This usually involves an individual or team performing dance on the court accompanied with loud pumping music.</li> </ul>
<b><i>Concerts</i></b>	<ul style="list-style-type: none"> <li>A concert may be organised as a side event that takes place normally at the end of a tournament or in the beginning.</li> <li>Invited performers and DJs should represent music genres that are well liked by the tournament target audience.</li> </ul>
<b><i>Art demonstrations</i></b>	<ul style="list-style-type: none"> <li>Invite artists to perform on large platforms or with permission in public spaces.</li> <li>This is an interesting and artistic event that is very much representative of urban and street culture.</li> </ul>



### 3.5 Promotion and sponsorship

The most effective approach to promote a 3x3 basketball tournament is to have a strong media partner (locally, regionally or nationally depending on the size of the event) that can cover relevant media for the size of the event (TV, radio, newspapers and internet).

Press releases, social platforms, special media launches or media events can be used to generate media coverage for big tournaments and therefore help to promote the event. Organisers should also generate their own content, including photos and videos, and provide them to the media through online platforms and social networks to increase promotional reach through new media.

Since not all tournament organisers may be able to find a strong media partner supporting the tournament, it is important for tournament organisers to exploit various communication channels to promote the tournament in the months leading up to the event. For smaller events, local print promotion, social media and online platforms may be sufficient.

<p><b><i>Tournament website</i></b></p>	<ul style="list-style-type: none"> <li>• A well-designed and detailed tournament website is important for promotion since this is usually the primary source of information for all matters related to the tournament and is where participants, spectators and media will refer to for content and information.</li> </ul>
<p><b><i>3x3planet.com</i></b></p>	<ul style="list-style-type: none"> <li>• Endorsed tournaments are uploaded on 3x3planet.com allowing to digital promote to the 3x3 basketball community.</li> <li>• Players and fans registered on 3x3planet.com in the vicinity of the tournament venue will also be alerted about an upcoming tournament.</li> </ul>

<p><b><i>Social media (i.e. YouTube channel, Facebook, Twitter)</i></b></p>	<ul style="list-style-type: none"> <li>• Social networks are today an effective way to promote the event to friends and online communities with specific interests.</li> <li>• In the absence of television coverage, this is the next best tool to utilise to make video content available to fans, players and the public.</li> <li>• Promotional videos for the tournament, player profiles, competition videos or any interesting videos related to the tournament may be posted on a dedicated channel for the tournament.</li> <li>• Creating a Facebook group featuring the tournament and providing regular updates and news here is an effective way to promote the event to young and connected 3x3 fans and players.</li> <li>• Facebook also has tools that offer targeted advertising according to locality, age and interest which is a cost effective way to focus the promotion on people that are highly likely to be interested in the event.</li> </ul>
<p><b><i>Print publications</i></b></p>	<ul style="list-style-type: none"> <li>• Traditional posters and flyers are also useful to maximise the promotional reach of a tournament.</li> </ul>

Another key success factor in organising a tournament is the organiser’s ability to secure the needed funding for the successful operation of the event.

Sponsorships are a main source of income for events and they could come in the form of monetary contribution or value-in-kind sponsorship, for example where sports equipment or beverage supplies needed for a tournament are provided by the sponsoring company, or promotional work is subsidised by the partner.

It is usually difficult to find a company willing to sponsor an entire event. What usually works for a 3x3 basketball tournament is a sponsorship hierarchy that allows the needed funding and supplies to be split across a few sponsoring companies:

1. A main sponsor
2. Category sponsors/suppliers, typically:
  - a. Sports apparel
  - b. Sports equipment
  - c. Beverage
  - d. Food (Snacks, chocolate, etc.)

Another potential source of funding for 3x3 basketball events comes in the form of public authority grants. Due to the intrinsic ability of 3x3 basketball events to promote participation, community inclusiveness and youth engagement, public authority programmes may have the available funding to support organisers who are willing to activate or tie-in their social programmes with the event. If you are an independent promoter, National Federations can usually assist with ideas of where to find support.

### **3.6 Medical and legal issues**

There are a few things to be aware of as a tournament organiser in the areas of medical and legal issues:

1. Medical facilities are mandatory
  - A first aid area is mandatory on the competition site.
  - Qualified people need to be on site and ready to provide first aid treatment.
  - The first aid office needs to be in liaison with a medical unit or hospital in case of emergency or any injuries that would require immediate treatment
2. Risk and legal planning should be done in advance
  - Organisers should be aware of the legal issues pertaining to organising a 3x3 basketball tournament such as:

- Event organisers shall be in good standing in their country. In particular, they shall respect the laws of the country in which the event takes place and be registered with the relevant authorities if the law so requires.
- The event must be announced well in advance and all administrative authorisations (with regards to the use of public space, noise regulations, etc.) must be obtained from the relevant authorities before the event begins.
- Event organisers shall be insured against any risk or liability arising from organizing an event.
- Event organisers shall make every reasonable effort to ensure that all organised events are safe to attend, and that where applicable safety guidelines will be communicated to all participants. Insurance covering risks of accident for participants may be contracted.
- Event organisers shall respect copyright, licensing agreements and intellectual property laws. In particular, they shall not use without prior authorisation any logos, brand names, Internet domain names, sounds, material or any other property which are protected by law or in any event which are not created by the event organisers themselves.
- Event participants should sign a disclaimer, in which they take full responsibility for their own actions and health during the event.
- Event participants shall agree to release their data to the organiser and FIBA for digital platform and ranking purposes.

Contact [3x3@fiba.com](mailto:3x3@fiba.com) to discuss any medical or legal issues in more detail.

## 4 Who to get in touch with?

If you are a National Federation then contact FIBA.

If you are any other organiser then contact your National Federation or FIBA to seek support and advice early in the process to become an endorsed event and be provided with the necessary tools that will help you organise a successful 3x3 basketball tournament.

We look forward to helping you succeed with your 3x3 basketball event.

For more information, contact [3x3@fiba.com](mailto:3x3@fiba.com)

### ***FIBA Disclaimer: please read***

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*With reference to point 1.2 of this workbook entitled "FIBA's support" and more generally, FIBA does not provide any financial support to 3x3 basketball tournament and event organisers. While material support can be offered upon request and on a case by case basis only, nothing in this workbook can be construed as creating any financial obligation or liability of FIBA towards 3x3 basketball tournament and event organisers nor does FIBA make any representations or warranties of any kind with respect to financial returns in relation to the organisation of 3x3 basketball events and tournaments.*