



BALL OUT 3X3 NATIONAL TOUR

PARTNERSHIP OPPORTUNITIES 2024

SUPPORTED BY
BASKETBALL ENGLAND



NATIONAL TOUR 2024

The summer of 2023 brought about our National 3x3 Tour engaging an incredible number of participants. Hosting over 2600 basketball players Ball Out 3x3 travelled to London, Birmingham, Manchester, and Essex. For these epic events we partnered with our title sponsors JD Sports as well as Wingstop, NBA2K and Basketball England. As 3x3 basketball continues its surging popularity Ball Out 3x3 is at the forefront delivering the biggest tournament in the UK each year. This summer will celebrate year 10 for the pinnacle of 3x3 basketball in the UK and we will be delivering a minimum of 8 events in major cities across the country in 2024.





YEAR	PARTICIPATION
2014	550
2015	625
2016	730
2017	1445
2018	1550
2019	1585
2021	3120
2022	2605
2023	2638

PIONEERING SINCE 2014

3x3 basketball is increasingly becoming a key motor for the development of basketball. Ball Out 3x3 started in 2014 and has been pioneering 3x3 basketball ever since. We are part of the global network of open tournaments, from grassroots to the FIBA 3x3 World Tour. Over the summer we engage more people in basketball than any other organisation in the UK. We create a fully inclusive event that provides opportunities for all to compete and have fun.



CATEGORIES:

Elite Men
Wheelchair Basketball
Recreational Men
Women
Under 18 Men
Under 18 Women
Under 16 Boys
Under 14 Girls
Under 14 Boys



ABOUT

PARTICIPATION

BASKETBALL

LIVE STREAM

NATIONAL
TOUR

COMMONWEALTH
GAMES 2023

FIBA 3X3
WORLD TOUR

ENTERTAINMENT

MEDIA

PARTNERS

LIVE STREAM

THE NATIONAL 3X3 FINALS WERE STREAMED OVER BOTH DAYS VIA BALL OUT 3X3 AND BASKETBALL ENGLAND YOUTUBE CHANNELS [CLICK ON IMAGES](#)

TRAILER 2023 LINK



LIVE STREAM LINK



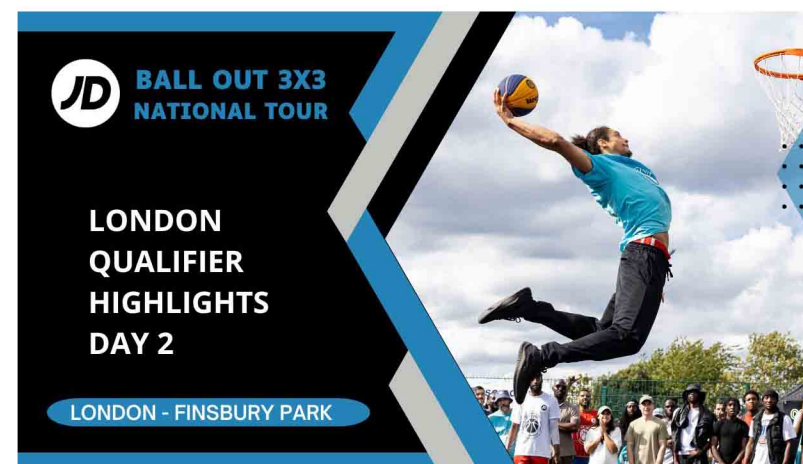
HIGHLIGHTS 2023 LINK



SHORT HIGHLIGHTS



ADULT HIGHLIGHTS



JUNIOR HIGHLIGHTS



ABOUT

PARTICIPATION

BASKETBALL

LIVE STREAM

NATIONAL
TOUR

COMMONWEALTH
GAMES 2023

FIBA 3X3
WORLD TOUR

ENTERTAINMENT

MEDIA

PARTNERS

NATIONAL TOUR PARTICIPATION

LARGEST PARTICIPATION OF ANY SUMMER TOURNAMENT IN THE UK

OF SUMMER EVENTS

9

TEAMS ON PARTICIPATING
ON THE NATIONAL TOUR

740

TOTAL PARTICIPANTS
ON THE NATIONAL TOUR

2638

WHEELCHAIR TEAMS
ON THE NATIONAL TOUR

4



OF GAMES PLAYED

1406

FEMALES PARTICIPATING
ON THE NATIONAL TOUR

490

UNDER 18'S PARTICIPATING
ON THE NATIONAL TOUR

1310

VOLUNTEER ATTENDANCES
ON THE NATIONAL TOUR

245

Team England's Men took Gold and the Women Silver as their performances lit up Birmingham at the Commonwealth Games. The Men were coached by our own CEO Julius Joseph whose wealth of knowledge of 3x3 basketball strategically lead the men to this first gold medal in the sports history.

The team features former Ball Out 3x3 participants Orlann Jackman and Kayne Henry.



BIRMINGHAM 2022



STREETS TO THE ELITE



[ABOUT](#)[PARTICIPATION](#)[BASKETBALL](#)[LIVE STREAM](#)[NATIONAL
TOUR](#)[COMMONWEALTH
GAMES 2023](#)[FIBA 3X3
WORLD TOUR](#)[ENTERTAINMENT](#)[MEDIA](#)[PARTNERS](#)

FIBA 3X3 WORLD TOUR

As an annual award in the Elite Men's category we provide travel for them to compete on the FIBA 3x3 World Tour. In 2016, 2017, 2018, 2019 and 2022 we flew the winners out to Debrecen, Hungary to play against the best 3x3 teams in the world. The Women's category winner will participate in Holland amongst Europe's best. This opportunity provides a valuable experience and obtains superior FIBA3x3 ranking points. Teams in the past have been very competitive on the World stage.



ABOUT

PARTICIPATION

BASKETBALL

LIVE STREAM

NATIONAL
TOUR

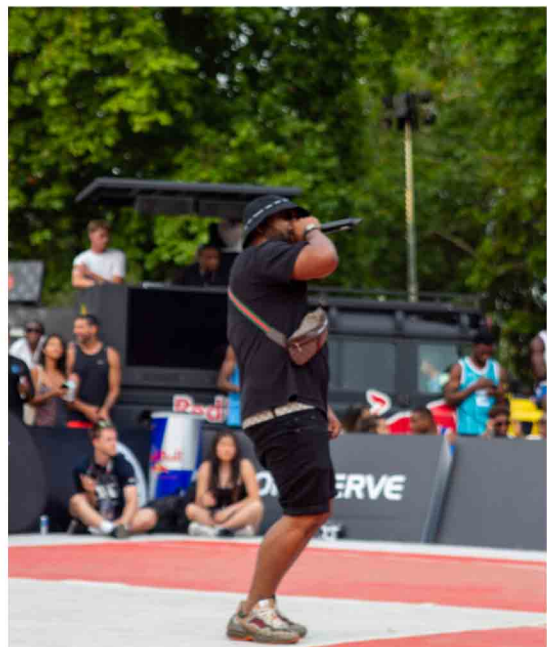
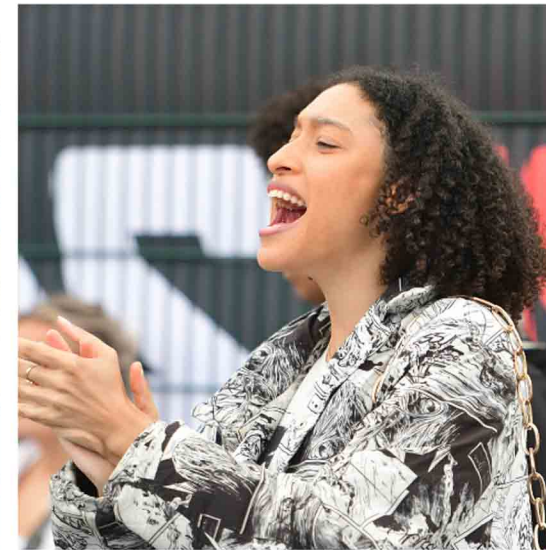
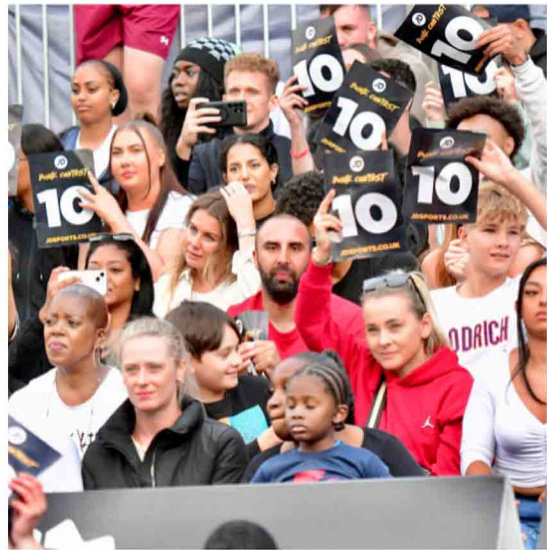
COMMONWEALTH
GAMES 2023

FIBA 3X3
WORLD TOUR

ENTERTAINMENT

MEDIA

PARTNERS



[ABOUT](#)[PARTICIPATION](#)[BASKETBALL](#)[LIVE STREAM](#)[NATIONAL
TOUR](#)[COMMONWEALTH
GAMES 2023](#)[FIBA 3X3
WORLD TOUR](#)[ENTERTAINMENT](#)[MEDIA](#)[PARTNERS](#)

2023 Marketing OTS : 56M

INSTAGRAM
IMPRESSIONS

1.2M

YOUTUBE
IMPRESSIONS

400K

TELEVISION

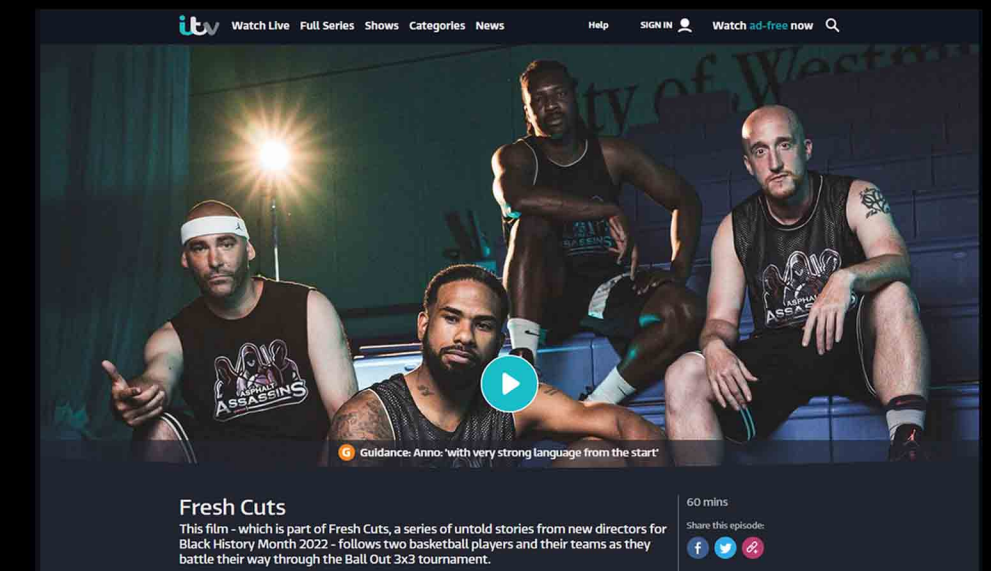
2M



**TWO FEATURES
ON PRIME TIME
BBC NEWS:
LONDON
BIRMINGHAM**

ITV DOCUMENTARY

Our documentary with ITV followed two of our participants Jon Jay Johnson and Melita Carr. The story follows their journey through the tournament capturing the magnitude and significance of competing in Ball Out 3x3 for the basketball community. The documentary was advertised regularly and shown on ITV.



ABOUT

PARTICIPATION

BASKETBALL

LIVE STREAM

NATIONAL
TOUR

COMMONWEALTH
GAMES 2023

FIBA 3X3
WORLD TOUR

ENTERTAINMENT

MEDIA

PARTNERS

NATIONAL 3X3 TOUR 2023 PARTNERS

