

6 Steps

Y3v3

to launch, run & profit from your own 3 on 3 basketball league.

2025 DISTRICT TOURNAMENTS START IN FEBRUARY

2025 STATE TOURNAMENT MARCH 7TH – 9TH WACO, TEXAS

2025 NATIONALS MARCH 14TH – 16TH LOCATION TBD

To qualify for district tournament for the chance to advance to state and nationals, Players MUST participate in 1 full league season throughout the year.

- *Spring 2024*
- *Summer 2024*
- *Fall 2024*
- *Winter 2025*

Rosters Must be submitted before your first game.

STEP 1

Choose your dates and secure a facility!

How long will you need the facility?

Set a goal of the number of teams you hope to have and determine how long you need the facility.

Factors you'll need to consider are:

- Number of baskets available
- Number of games each team will play per day
- Length of games

TIPS

1. *When launching a brand-new league, we run it for 4 weeks. 5th week for an end of season tournament.*
2. *We recommend you add 90 minutes to your facility agreement to allow 60 minutes of set up prior to games being played and 30 minutes of clean up after games end. Most facilities will let you reduce your hours on your agreement once you have your final registration numbers, but it would be wise to ask. You don't want to pay for more gym time than you will use.*



OTHER IMPORTANT FACILITY FEATURES

COST

Depending on your area and the facilities available to you, you may be able to shop around for the most ideal facility in terms of cost and other considerations. If you happen to be using the league as a fund-raiser for a particular group, this group may be able to negotiate a more attractive facility price than a for-profit organization or individual.

ONE GYM

Ideally, all the courts will be in one gym. It is a lot easier to manage a league if everything is contained in one area. This isn't always possible, and we've made a league work with 3 different buildings (although it is a little trickier)

AIR CONDITIONING

If you are planning your league during a hot or humid time of year, it is worth your effort to seek a facility that has air conditioning.

OTHER

Make sure you will have access to 3-4 tables, spectator seating, a music system, ice, restrooms, a score clock (if you start all your games at the same time) and a concession area (optional). Ideally each basket has 3-point lines and there is plenty of room between playing areas and walls and other obstacles.

STEP 2

LAUNCH YOUR LEAGUE

Create a website (or web presence)

You want a web presence for your league. If you have an existing organization's website where you can create a page for your league, that is a fine way to start. If you plan to make a business out of this, you may want to create a site dedicated to your 3 on 3 business and your multiple leagues. You will want to display all the important details regarding your league(s) on your site

Create an online registration.

When selecting an online registration system, you'll want to research the transaction fees per registration. Also, verify that the system is reputable in protecting your client's information. Make a list of items you'll want to include on your registration form.

TIPS

1. Make your life simple and only take registrations for teams, not individual players.
2. You will need to decide if you want to use gender & grade in school as the division titles (4th Grade Boys) or something else. Currently, we use graduation years (Boys 2026) which causes less confusion when registration occurs in the summer, between grades.
3. Include your refund policy within your registration.

STEP 3

PROMOTE YOUR LEAGUE

EMAIL EVERYONE YOU CAN

You'll want to find an email tool. There are a lot to choose from. We happen to use MailChimp, which is free until your list gets large. Create campaigns to promote your league. Send out emails to everyone you know that would have interest in your league or that can help you spread the word. Do you have access to email lists from basketball camps or basketball associations? Though email is the most efficient use of your time, I would also recommend the good old-fashioned method of picking up the phone and talking to people

SOCIAL MEDIA

If you have your own personal social media accounts, use them to promote your league. Ask your followers to share your posts. If you have access to an organization with social media (i.e. a high school basketball program, a traveling basketball association), post frequently there as well.

OTHER WAYS TO PROMOTE

Create flyers to distribute at schools and basketball camps. Post the flyers in gyms that host basketball events. Posting the flyer on your social media accounts is a great idea, too! Order some yard signs to place in your community. However, a word of caution – some cities have rules about placing signs in the community so do some research before you get yourself in trouble.

Find And Train your staff

You are going to need refs. You probably know a lot of people in the basketball community who will want to see your league thrive. Start by asking them to be a ref at your league. You can reach out to certified refs or varsity-level players too! In addition to refs, you'll want someone who is very friendly and detail oriented to be the greeter who checks in each team and distributes the t-shirts. You will most likely be the Site Director of your league, over-seeing it all. Training your staff well is the step that will make or break your league. You can be the most organized person in world, creating an awesome league. However, if the players and parents aren't happy with the experience on the court created by the ref, your league could be in trouble. Establish, publish (and make sure your staff can enforce) your Rules & Philosophy.

TIPS

1. Staff your league well in advance and overstaff your league. You want to be prepared in case someone doesn't show up to work.
2. If you have more than one space where games are being played, it's a good idea to have a Site Director in each space.
3. Keep a close eye on everyone who is working for you. Be sure to compliment them when they do a great job as well as offer words of encouragement on areas where improvement is needed. Most importantly, do not be afraid to replace workers who just aren't doing an acceptable job.

YOU HAVE SOME DECISIONS TO MAKE

- How many games will teams play each day?
- Will games run for a specified amount of time or until a team reaches a certain score?
- Will you accept schedule requests?
- Will you build the entire league schedule at once or post it week-by-week?
- How will people receive their schedule?

There are scheduling services out there. Take some time to check them out. Look at the features they offer and the pricing. Weigh the pro's and con's of using a service - you may decide it is more beneficial to do your own scheduling.

TIPS

Have teams play their games either back-to-back or with only one game off in between games. Families will appreciate being in and out of the gym in a short amount of time.

PURCHASE / PRINT / PACK

Think about the items you will need on site and start shopping. You'll need pens, pencils, highlighters, a stapler, tape, first aid supplies, an air pump, clipboards, whistles, etc.

Print any documents & signs you need on site. You'll need schedules, rules and league signage, for starters.

We typically send 2 large plastic bins to carry the necessary supplies. Other things you may want to pack include music, basketballs, and staff shirts.

ON SITE

Allow at least an hour to set everything up. Become best friends with the facility supervisor and/or custodian. Your check-in person should be ready to greet teams 30 minutes prior to the first game. Teams are anxious to get there and will arrive early. Meet with your refs and go over important reminders before sending them to their courts with their clipboard containing the rules and scoresheets.

Be visible the entire time so parents, players and refs can easily find and interact with you. Always leave your facility as you found it. If you want to be allowed to run your league again at this location.

LOOKING AHEAD

Each week you will need to schedule the games as well as your staff. If issues arise, make sure to handle them prior to the next league date. Once your league has completed, send out an email thanking your participants. Include a survey in your email so you can learn what you did well and what you can improve on next time.



THAT'S IT!!

I hope you have found value in this guide to running a 3 on 3 league.

This is meant to be a quick overview of the main things you'll need to do in order to be successful. I couldn't possibly share every detail in this short guide. But I hope you can now envision yourself completing these 6 steps on your journey to launching, running and profiting from your own 3 on 3 basketball league. I promise to be back with more great stuff to help you DO THIS!

www.Y3v3.com

2024-2025 Schedule

- **March 2024** Deadline for Summer Affiliates
- **April 2024**
- **May 2024**
- **June 2024** Deadline for Fall Affiliates
- **July 2024**
- **August 2024**
- **September 2024** Deadline for Winter Affiliates
- **October 2024**
- **November 2024**
- **December 2024** Deadline for Spring Affiliates
- **January 2025** Submit Tournament Play Rosters
- **February 2025** District Tournaments begin.
- **March 2025** State Tournaments begin *March 7-9th WACO TEXAS*
- **March 2025** Nationals March 14th - 15th & 16th in Dallas, Texas
- **April 2025** Deadline for Summer Affiliates

LEAGUE SEASON STRUCTURE Summer Season 2024

Week 1 *June 22nd*

Week 2 *June 29th*

Week 3 *July 6th*

Week 4 *July 13th*

End of Season Tournament *July 20th*