



UNMATCHED 3X3 NATIONALS 2023

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 **YOUTHSports**
ACADEMY

Visualize the event...



Drawing inspiration from successful 3x3 tournaments worldwide

Unmatched basketball in partnership with **Youth Sports Academy** set out to **establish a legacy event** that would become a fixture on the national sports and entertainment calendar.

Background

Our team that's composed of avid basketball enthusiasts, recognized the growing popularity of 3x3 basketball and **saw an opportunity to create** an unforgettable sporting experience.



ABOUT THE ORGANIZERS



Is a **basketball organization** that provides personalized training to empower young players unlock their fullest potential on the basketball court. What sets the organization apart is the commitment to cultivating a positive mindset in every player; athlete mentality & teamwork skill.



A **for-purpose organization** that empowers the next generation of leaders through sports, education, and professional training. Programs are designed to address essential pillars of the United Nations' Sustainable Development Goals, helping to promote peace, prosperity, and equality through athletics.





EVENT CONCEPT & OUTLINE

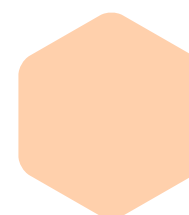
Unmatched 3x3 Event is not just a basketball tournament; it's centered around the idea that sports has the *power to unite, inspire, and entertain.*

Through the convergence of high-caliber athletes, enthusiastic fans, and the entertainment industry, we aspire to create an unparalleled experience, exceeding the conventional paradigms of sporting events.

01

Proposed Date:

1st of December



02

Time:

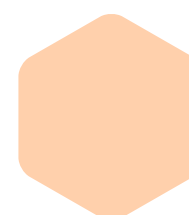
1400HRS - 0000HRS



03

Location:

WAREHOUSE, Masaki



Event Concept



TOURNAMENT PARTICIPANTS



The tournament will bring together 5 regions:

1. Dar es Salaam
2. Arusha
3. Mwanza
4. Dodoma
5. Zanzibar (Unguja)

Players are selected based on their performance in the league. **Both men and women** will participate.

Former 3x3 regional tournament organized by **Unmatched**, demonstrating the teams' experience and ability of managing such an event.



TARGET AUDIENCE

Unmatched 3x3 event aims to engage a diverse range of individuals, including:



To ensure a robust turnout, we employ a multifaceted approach to attract our target audience:

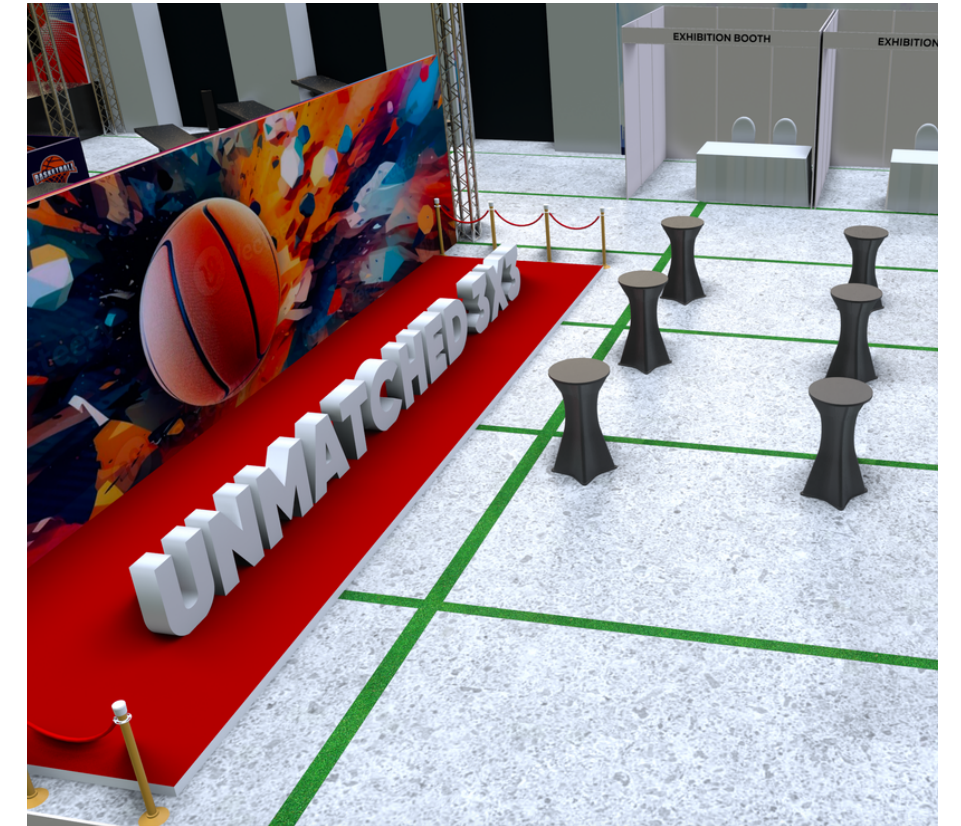
- 1 **Marketing campaigns
(Both digital & traditional)**
- 2 **Community outreach**
- 3 **Ticketing options**
- 4 **Pre tournament events**
- 5 **Entertainment**



PROJECTED ATTENDANCE

Our projection indicates that the event will draw in a crowd ranging from 500 to 800 individuals.

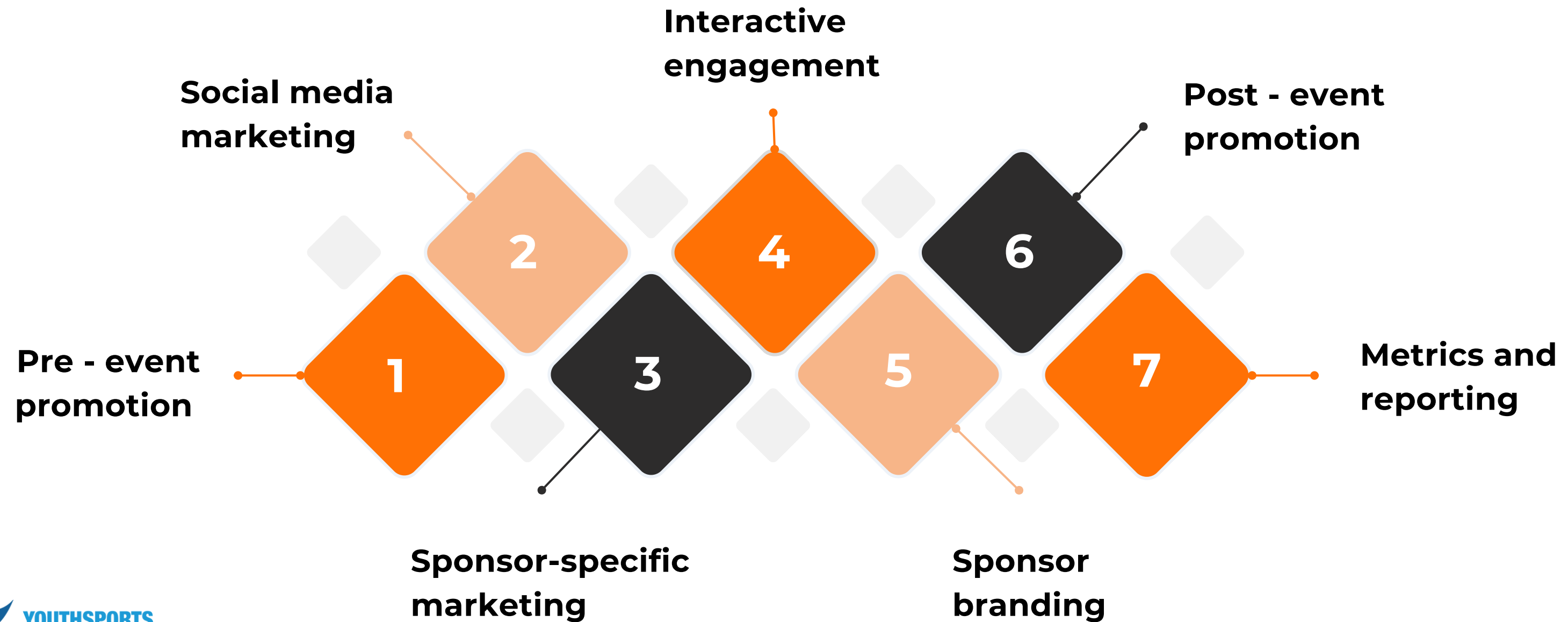
This projection factors in the capacity of the venue, past attendance at comparable events, and our marketing initiatives aimed at boosting attendance.



We possess unwavering assurance that this event's fusion of superior basketball, community participation, and amusement will establish it as an essential happening for our intended audience.

EVENT PROMOTION PLAN

To guarantee a high turnout of attendees and a good ROI, we are incorporating multiple promotional methods;



ENTERTAINMENT

To provide an unforgettable experience, we have curated a lineup of entertainment to cater to a diverse audience and make the event an inclusive experience for all attendees.

01

Live music performances from headlining artists like Marioo, Chino wanaman and Abby chams

02

Dj's and MC's

03

Dance performances

04

Food and beverage vendors

05

Interactive fan zones and merchandise vendors





BUDGET

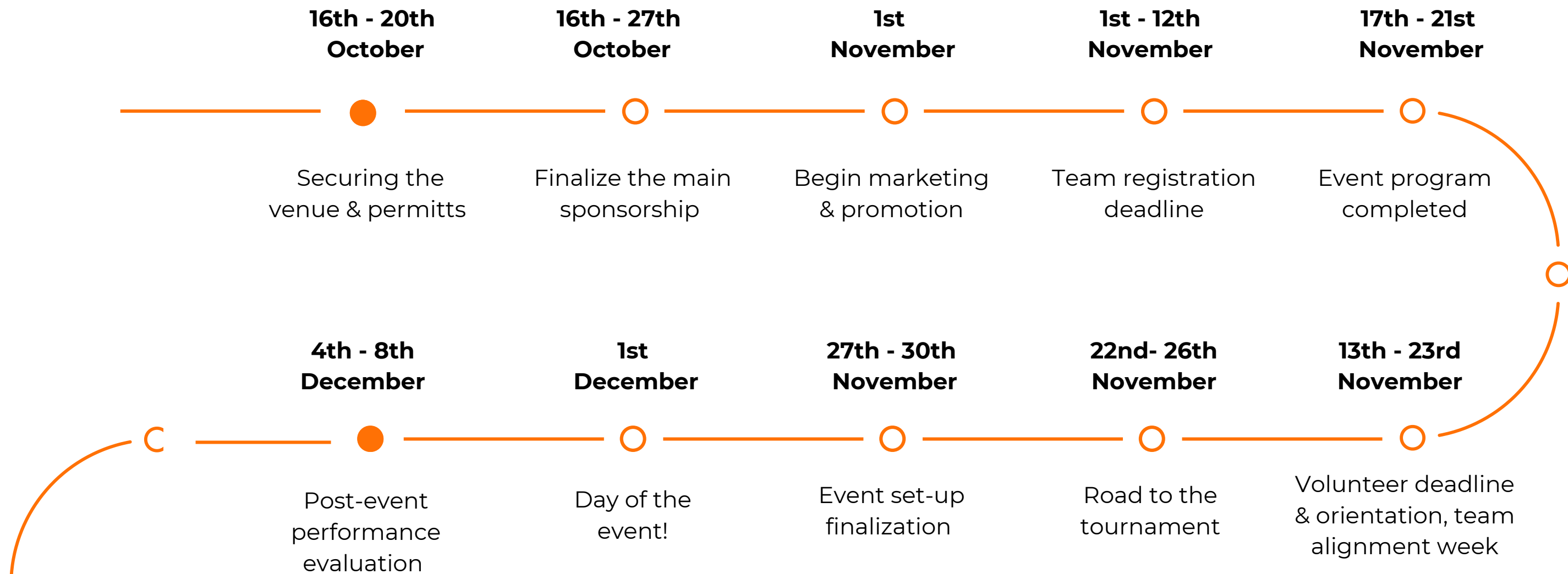
To ensure the realization of an unforgettable event, the budgetary allocations will encompass the subsequent expenses:

Total Budget Estimate: \$62,000

- 1.Venue
- 2.Prize money
3. Event set-up and infrastructure
4. Tickets and marketing
5. Artists performances
- 6.Security and safety measures
- 7.Basketball hoop and floor
- 8.Media
- 9.Accommodation
- 10.Transport



PROJECT **TIMELINE**



TESTIMONIAL



"The Dar 3x3 tournament was a turning point in my life, granting me a stage to showcase my basketball prowess and dedication. This opportunity led to my **selection to represent the U18 Tanzanian national team in Uganda** last year, which was a dream come true. Dar 3x3 has enhanced my potential in the sport, and I am deeply thankful for the doors it has opened."

- Badru Bilal



CALL TO ACTION

Seize this unique opportunity to be part of history in the making! The Unmatched 3x3 Event in partnership with Youth Sports Academy is a remarkable success story that you won't want to miss out on.

With limited sponsorship slots, **kindly secure your sponsorship today**, and connect with your audience in an impactful way. Don't delay; time is of the essence, and we are excited to collaborate with you in creating an unforgettable sports experience and powerful brand exposure.

