



RUN A #GAMETIME EVENT

One of the best ways to show people that they can get involved with basketball – whether 5v5 or 3x3 – is to run a #GameTime event.

Your event will need to bring together people who know nothing about basketball with those who do. Having face-to-face conversations about the power of basketball can help engage a new and diverse basketball family, by:

- Positively engaging with your local community
- Exposing a wider audience to the benefits of basketball
- Providing further information about basketball through face-to-face conversations
- Signposting those interested to basketballengland.co.uk to see all the ways they can get involved.

YOUR EVENT

Here are some of the key things you'll need to get an event organised.

1. Event activity: What are you going to do? A 3x3 taster? A 3x3 Commonwealth Games tournament?
2. Date and time.
3. Venue: Where are you going to host your event? Outdoor courts are more inclusive by nature: attracting more attention and larger audiences, but you might need to contact your local authority for permission to use them for an event. You will also need to decide what facilities you will need nearby, such as toilets and access to drinking water, and what measures to take if the weather is bad. Indoor events, on the other hand, will be immune to bad weather and have facilities on-site. However, they might cost more to hire. Choose an easy-to-get-to venue that has ample parking and wheelchair accessibility.
 - a. Local organisations, clubs and national partners may have a venue you could use. Remember it's who you know. So, use your contacts and ask for a favour.
4. Materials: What basketball resources will you need? 3x3 balls, etc? Are you going to take flyers and leaflets with information about the game and the sessions you run with you?

5. Volunteers: How many will you need? How might you recruit and support them?
6. Collaborating: Contact other clubs and organisations, as well as national partners, and ask them to join you in running an event. This could help you reach a wider audience and strengthen your resources.
7. Budget: Whether you are expecting lots of people or just a handful, it's a good idea to plan a budget before you start. Work out how much you have to spend, where costs will occur, eg venue hire, printing of leaflets and flyers, refreshments etc.
8. You may also want to think about the following things:
 - a. Health and safety: What are your legal responsibilities about people coming to your event? You may need to complete a risk assessment.
 - b. Insurance: Make sure that your club or the venue you are hiring has a policy that covers the activities you are planning.
 - c. Accessibility: Make sure your event is as inclusive as possible for people with disabilities.
 - d. Health and first aid: Have qualified first-aiders at your event to respond quickly in the event of an emergency.
 - e. Child protection: If you're working with children (anyone under the age of 18), you will need a child protection policy. All adults who have direct contact with children or vulnerable adults (who are not being accompanied by a parent/carer) will need a valid Disclosure and Barring Service (DBS) check.

HOW TO GET OUT INTO YOUR COMMUNITY

Getting out into your community will be the best way to implement your event. Social interactions go further when explaining the benefits of basketball.

1. Buddy up with another organisation or club
 - a. Use your contacts and knowledge of other organisations and local clubs to build new relationships and revitalise old ones. Come up with ways that your clubs could work together to implement a basketball event.
2. Write articles for your local newspaper or join in with a community radio station
 - a. Part of getting out into the community is interacting with people outside your normal remit. Think about how you can communicate with people who wouldn't normally be interested in basketball. Local newspapers are still a great way of distributing information to a local and differing audience.
3. Get in touch with local businesses
 - a. Create connections with local businesses and share the power of basketball.

4. Host an event with a local charity
 - a. Local charities often host events in the community to raise funds and recruit more members to champion their cause. Why not join forces? Promoting basketball alongside another cause will widen your audience and logistically make creating an event easier to arrange. You could contact a charity's event or fundraising team to ask for some advice on creating an event.

PROMOTING YOUR EVENT

Making sure people know about your event and in good time is crucial for getting them to come.

There are lots of ways to promote your event

- **Social media:** Take advantage of free social media platforms such as Twitter, Facebook, Instagram and TikTok to promote your event. Use our social messages to help you promote #GameTime and your event across social media.
- **Put it on your website.**
- **Flyers and poster:** An old way to canvass but still useful in getting your event out there. Add your event details to our poster/leaflet template and use them to promote your event.
- **Local media:** Local news is still a valuable source of information. Use our press release template to create and send out information about your basketball event to your main local newspaper or BBC studio. Why not include an invitation? You might even get a reporter to come down to your event.
- **Tell us about your event:** We want to hear about the great things you're doing. Keep us in the loop using media@basketballengland.co.uk.