



CHAPTER MERIT AWARD CATEGORY: SPECIAL EVENT

CHAPTER NAME: NORTH TEXAS

CHAPTER SIZE: MEDIUM CHAPTER

The Low-Hoop Slama Jama was created by one of our Developing Leaders. He had the idea of doing an outdoor basketball tournament and partnering with two other associations with young professional groups in Dallas -- TREC and NTCAR. The planning was extensive since this would be an outdoor event. The marketing strategy was to make this a "street ball" type event in the parking lot next to a high rise building in a popular part of Dallas called Uptown. We would have team brackets and start in the early afternoon and go until all the teams had played. We had to get sponsors as well as secure vendors for equipment, fencing, security, tents, light towers, bleachers, etc. We purchased and installed our own basketball goals for three full courts. We also purchased scoring machines and hired referees for the games. This event was something that had never been done before by any group or association in the Dallas market. We followed the theme of March Madness and held the tournament a week after a March Madness lunch which was a precursor to the Low Hoop event.

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

NORTH TEXAS CHAPTER



The logo features a blue silhouette of a basketball player on the left, holding a ball and in a jumping pose. To the right, the text "LOW-HOOP" is written in blue, uppercase letters on a light brown, textured rectangular background. Below this, the words "SLAMA JAMA" are written in large, bold, black, uppercase letters. At the bottom, a red horizontal line is followed by the text "Benefitting Boys & Girls Club" in red, with a red dash on the right side.

LOW-HOOP
SLAMA JAMA
Benefitting Boys & Girls Club —