



Coaches,

Welcome to the first Annual Hoop Culture Showcase Event! We wanted to create an event experience around the culture of basketball integrated with our grassroots brand.

Hoop Culture was established in 2010 and now is a worldwide brand sold in over 80 countries and has 14 trademarks including Eat Sleep Ball and Ice in my Veins. Most recently over the last 3 years we have been working on developing a uniform that we are proud of and now we work with organizations all over the country to provide uniforms and team apparel. We are very excited to outfit the winning teams with our uniform packages to be able to showcase the quality to you.

Hoop Culture has always focused on quality and relationships and we intend to do the same on the event side. Obviously it's our first one, but we have some great partners helping so you have a good experience. If you have any feedback we would appreciate hearing it to help make the event bigger and better in the future.

If there are any issues we are here to help, but we do ask you and your spectators to represent a positive and inspirational message to the kids with our brand, this event, and with the facility. We want this to be a fun experience and we realize in these times we need to come together as a community more than ever. Please let's lift each other up at this showcase by being positive role models and enjoy the process of helping these young kids grow on and off the court together. Thank you again for attending the event and being part of something not only special but different. Let's go year 1!

Mike Brown

Founder / President
Hoop Culture