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.