

## HOOPLA ASSOCIATION, INC.

**The Hoopla Association, Inc.** is a Salem, Oregon-based non-profit organization that is committed to operating events for local community betterment. Founded in 1999, the Hoopla Association currently is running three great Mid-Willamette Valley events. Hoopla events not only are geared to be experientially rich for their participants, they also are volunteer-driven and as such are able to generate significant funds for important community groups. Both objectives are important to the Hoopla Association.

**Hoopla** is the grand-daddy of all 3x3 basketball tournaments in Oregon. Believed to be the 2<sup>nd</sup> largest tournament of its kind in the world, Hoopla will enjoy its 20<sup>th</sup> year in 2018. The tournament features roughly 1,000+ teams, 4,000 participants, 1,000 volunteers, 50,000+ spectators and one of the best imaginable venues – in the shadows of the Oregon State Capitol Building on Court, State and surrounding streets in downtown Salem.

Hoopla took over the operation of **The Bite & Brew of Salem** before the 2012 event, and has successfully re-tooled that event. Most recently, Hoopla rebranded the event with a new name, **Cherryfest NW**, and look. Moving into its 7<sup>th</sup> year under the Hoopla Association umbrella in 2018, Cherryfest NW has become a family-friendly festival attended by 15,000 people, with an upbeat, clean vibe in Salem's expansive downtown Riverfront Park. The new and improved Cherryfest NW will take place July 4-8 and features 4<sup>th</sup> of July activities and fireworks, the inaugural NW Cornhole Classic tournament, Stars & Stripes 5K Run, live music all day, roughly 20 food booths, 80+ microbrews from more than 40 breweries, attractions that include a Kids' Zone and Carnival, and more throughout a five-day celebration.

In 2015 the Hoopla Association launched **The Salem Winter Brewfest**, a four-day event located in a heated tent structure across from the State Capitol Building in Salem's Capitol Mall State Park. Highlighted by yet another incredible venue, the Salem Winter Brewfest enjoys attendance of more than 4,000 guests and features live entertainment, more than 100 different microbrews and ciders from more than 50 breweries plus many food booths as well.

All told, Hoopla Association events and activities will generate more than \$65,000 for Salem-area youth and other groups in 2017. These youth groups enter into service agreements with Hoopla Association events, performing a service at a particular event to earn funds for their organization or cause. The total generated for such youth group over the years now exceeds a total of more than \$600,000. A listing of the Hoopla Association's 2017 youth group and other partners is included on the page that follows.



# HOOPLA ASSOCIATION, INC 2017 SERVICE AGREEMENT PARTNERS

## High School Programs & Activities

Amity High Boys Basketball  
Amity High Girls Basketball  
Cascade High Girls Basketball  
Chemeketa Community College Women's Basketball  
Crosshill Christian High Boys Basketball  
Dallas High Boys Basketball  
Dallas High Girls Basketball  
Gervais High Girls Basketball  
Lebanon High Boys Basketball  
McKay High Baseball  
McKay High Cheerleading  
McKay High Football  
McNary High Boys Basketball  
North Salem High Boys Basketball  
North Salem High Volleyball  
Scio High Girls Basketball  
Scio High Volleyball  
Sprague High Volleyball  
West Salem High Boys Basketball  
West Salem High Lacrosse  
West Salem High Track & Field  
Western Mennonite High Boys Basketball

## Other Organizations

Isaac's Room (Ike Box)  
Liberty House  
Salem Area Young Life  
Salem Bible Students  
South Salem Rotary

