

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 2nd largest tournament of its kind in the world, Hoopla enjoyed its 20th 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 8th year under the Hoopla Association umbrella in 2019, Cherryfest NW has become a family-friendly festival attended by 25,000+ people, with an upbeat, clean vibe in Salem's expansive downtown Riverfront Park. Cherryfest NW will take place July 4-7 and features 4th of July activities and fireworks, the NW Cornhole Classic tournament, the Stars & Stripes 5K & 10K 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 four-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 6,000 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 \$60,000 for Salem-area youth and other groups in 2018. 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 \$650,000. A listing of the Hoopla Association's 2018 youth group and other partners is included on the page that follows.



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2018 SERVICE AGREEMENT PARTNERS

High School Programs & Activities

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

Other Organizations

Down Under Sports
Isaac's Room (Ike Box)
Salem Area Young Life
Salem Bible Students

