

PLAYIN'PARIS

laPlace

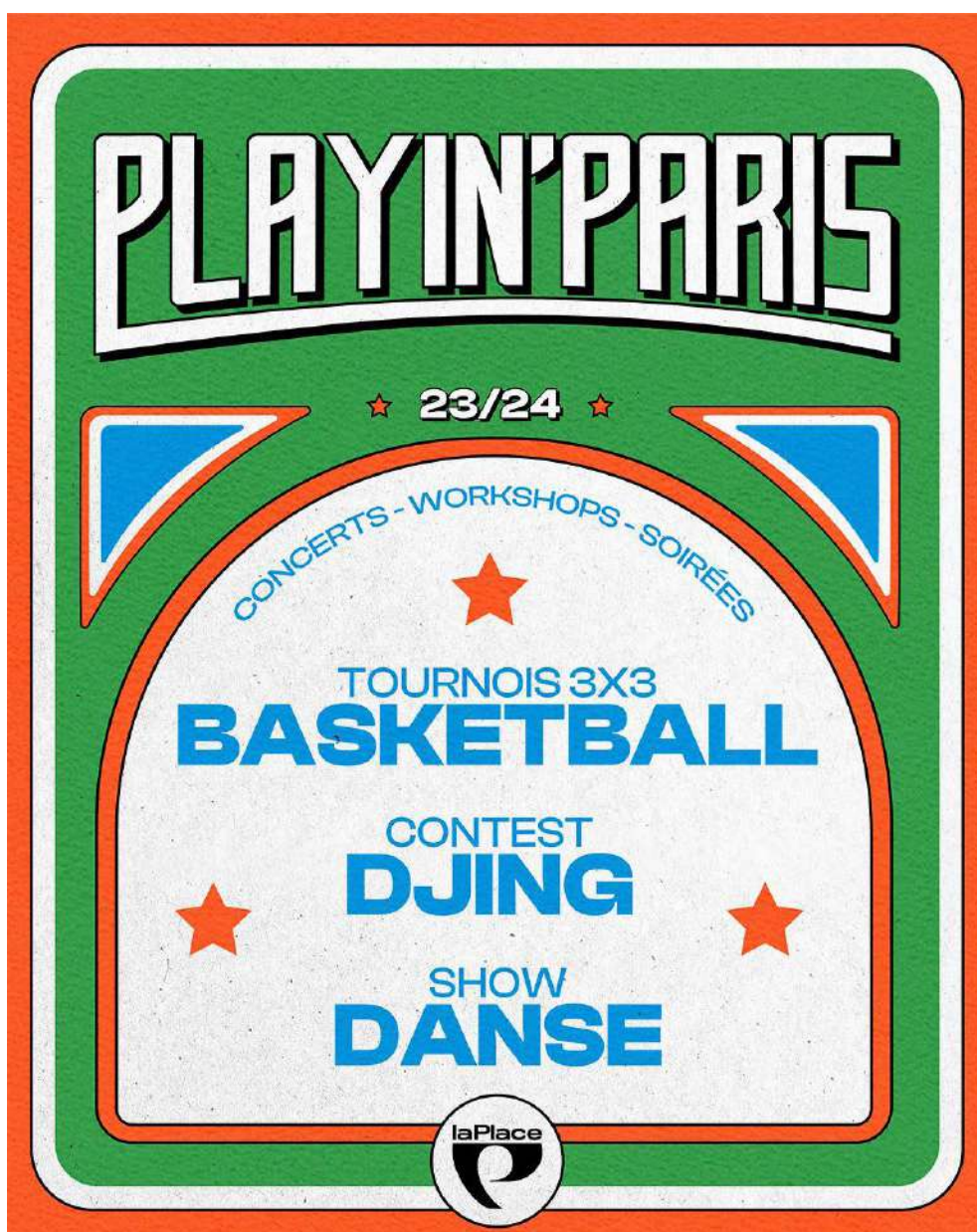
2023 - 2024

PLAYIN'PARIS : THE 3X3 BASKETBALL, DJING AND DANCE EVENT

Playin'Paris, by La Place, brings together sport, music and dance, comes back this summer for a second edition. This year again, 3x3 basketball, DJing and hip-hop dancing will be in the spotlight.

As in the first edition, the qualifying phase of the 3x3 basketball tournament in August will precede the high point of Playin'Paris 2023 : the weekend of September 15 and 16. The event will take place in the heart of the capital under the exceptional open air site of La Canopée des Halles, and at La Place.

This year, Playin'Paris will live throughout 2024 with training camps for basketball, breaking, DJing and a large cultural program.



PLAYIN'PARIS WEEKEND SEPTEMBER 15 & 16 2023

Friday September 15

La Place (indoor)
Qualifications of the DJ Contest

Saturday september 16

Westfield Forum des Halles (outdoor)

Highlight of the event – Grand finale of Playin'Paris : 3x3 basketball tournaments, last phase of the DJ Contest, hip-hop dance shows and concerts

La Place (indoor)

Official Playin'Paris after party with a program of French and international DJs



5000 PEOPLE EXPECTED

15 BASKETBALL TEAMS SELECTED TO COMPETE
4 FINALIST DJS
RAP SHOWCASES
DANCE DEMOS
... AND MORE !

FIRST EDITION AFTERMOVIE



A TERRITORIAL ANCHORING, AN INTERNATIONAL OUTLOOK

Playin'Paris is labeled Olympiade Culturelle and Formes Olympiques, and presented as La Place's flagship project in connection with the Paris 2024 Olympic Games. It allows both the detection and support of sporting and artistic talents from the Parisian and Ile-de-France districts, awareness of sport and culture as a means of emancipation and a major cultural and sporting celebration free for all.



The project also creates international ties through actions developed in partnership with the Franco-German Youth Office. In addition, La Place will offer a series of cultural and sporting initiatives in the run-up to Los Angeles 2028. This is part of the dynamic cooperation between the City of Paris, the Departmental Council of Seine-Saint-Denis, City of Los Angeles and Los Angeles County.

SPORTS AND CULTURAL DAYS FOR QUALIFICATIONS DURING SUMMER

The qualifications for the Playin'Paris 3x3 basketball tournament will take place on three Parisian playgrounds from August 26 to September 2.



SCHEDULE

- Saturday August 26: Jules Ladoumègue Sports Center Playground, Paris 19th
- Wednesday August 30: Philippe Auguste Sports Center Playground, Paris 11th
- Saturday 02 September: Jardins d'Eole Playground, Paris 18th

Three days celebrating sport and culture, in collaboration with local prescribers of Parisian basketball (Unlocked, Paris Basketball...), with DJ sets and basketball and hip-hop dances workshops.



PLAYIN' PARIS: AN ESSENTIAL EVENT IN THE RUN-UP TO THE 2024 OLYMPIC GAMES

Playin'Paris will continue throughout 2024 with many **cultural and sporting events**: street art and photo exhibitions, basketball training camps, breaking and DJing.

CENTRAL PLACE X PLAYIN'PARIS

This exceptional year will end in apotheosis with a special edition **Playin'Paris XXL**, integrating the indoor / outdoor rap festival Centrale Place, in May 2024.

5 DAYS OF FESTIVAL

**3X3 BASKETBALL AND DJ CONTEST TOURNAMENTS
CONCERTS, DJ SETS**

**MAJOR STREET ART AND PHOTOGRAPHY PLAYIN'PARIS
EXHIBITION IN THE CENTER OF PARIS**

20,000 PEOPLE EXPECTED



BECOME A PARTNER OF PLAYIN'PARIS: FEDERATE AND PROMOTE SPORT AND CULTURE

Getting involved in the Playin'Paris project with La Place means :

PARTNER WITH WELL-KNOWN INSTITUTIONS IN THE WORLD OF BASKETBALL

- The Parisian Basketball Committee
- The French Basketball Federation
- Paris Basketball club

STRENGTHEN YOUR BRAND IMAGE AND REPUTATION

Integration into an annual dynamic associated with the Paris 2024 Olympic Games through the official labeling of the project in the Olympiade Culturelle.



A 360° COMMUNICATION OVER A YEAR

BRAND ACTIVATION BY CREATING DEDICATED CONTENT

- Tournament recap videos
- Aftermovie
- Photo recap
- Digital campaigns

MEDIA RELATIONS

- Support by a specialized press agency
- Advertising campaigns, partnerships and media buying





- ADVERTISEMENT DISPLAY**
- Several advertisement campaigns throughout Paris (Clear Channel, RATP...)
 - Local communication on the boroughs: flyers / posters
 - Campaigns in Westfield Forum des Halles (biggest commercial center in Paris)

VISIBILITY ON STRATEGIC SITES

- Featured on Parisian playgrounds and on one of the busiest places in Paris : the Canopy of Les Halles

Westfield
FORUM DES HALLES



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