



About the Jr. NBA Flagship Network

The Jr. NBA Flagship Network is a collection of 15 best-in-class youth sports organizations across the U.S. that aims to enhance the youth basketball experience for players, coaches, and parents.

- ▶ Pursues the highest standards of operation in the industry
- ▶ Shares insights and best practices around youth basketball programming
- ▶ Adheres to the NBA and USA Basketball Youth Guidelines
- ▶ Requires all coaches to be licensed
- ▶ Executes impactful and scalable programming

About the Jr. NBA

- ▶ NBA's Official youth basketball participation program
- ▶ Aims to encourage and support participation and improve the overall youth basketball experience
- ▶ Aims to develop a lifelong passion for basketball in boys and girls ages 6-14
- ▶ Teaches fundamentals of basketball and instills core values through sports
- ▶ Free membership-based program for existing youth basketball leagues/organizations

Get Involved with the Jr. NBA

- ▶ Register at JrNBA.com
- ▶ Open to any organization that has a youth basketball program/league/event that serves kids ages 6-14
- ▶ All new organizations receive a Jr. NBA welcome kit
- ▶ Member organizations receive a Jr. NBA newsletter that shares specific program details

See reverse side for information on key programs.

Jr. NBA Skills Challenge

PRESENTED BY
Under Armour

The Jr. NBA Skills Challenge provides boys and girls, ages 13 and younger, the opportunity to showcase their skills through a dribbling, shooting, and rebounding skills competition. Participants compete annually at the local level hosted by Jr. NBA registered organizations in the winter, the regional level hosted by the NBA in the spring, and finally at the national level in the summer during NBA Draft activities. **To learn more, visit jr.nba.com/skillschallenge**

Jr. NBA 3v3

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The Jr. NBA 3v3 Leagues provide a fun on-court experience for 10U through 13U. The 3v3 playing structure helps to improve long-term youth development and ensures that team fundamentals are learned and reinforced in a game-like setting along with the development of individual skills. Leagues typically run for four to six weeks in the winter with winners advancing to the National Championship in the spring. **To learn more, visit jr.nba.com/3v3**

Jr. NBA Leadership Conference

PRESENTED BY
Under Armour

The Jr. NBA Youth Basketball Leadership Conference, is an annual two-day forum in May for youth basketball coaches, administrators, and key industry stakeholders to discuss topics shaping youth basketball at the grassroots level. The conference includes panel discussions, breakout sessions, oncourt demonstrations, and networking events. **To learn more, visit jr.nba.com/youthbasketballleadershipconference**

Jr. NBA Global Championship

The Jr. NBA Global Championship is a youth basketball tournament for the top 13- and 14-year-old boys and girls from around the world. The tournament features boys and girls divisions, each comprised of 16 regional champions (eight U.S. teams and eight international teams) that will participate in a week of on-court competition and off-court programming every August. **To learn more, visit jr.nba.com/globalchampionship**

Youth Basketball Guidelines

The NBA and USA Basketball have partnered to develop guidelines designed to promote a positive and healthy youth basketball experience. The guidelines feature age appropriate participation and rest recommendations, player segmentation, and rules and standards such as the proper height of the basket and size of the ball at specific age segments. **To learn more, visit youthguidelines.nba.com**

Jr. NBA Curriculum

The Jr. NBA has developed a turnkey instructional curriculum designed to better the youth basketball experience for players, parents, and coaches. The curriculum features four levels – Rookie, Starter, All-Star, and MVP – that provide proper instruction to youth players at every level of skill development. The curriculum features 48 practice plans over a progression of four levels and includes over 250 videos that demonstrate drills within practice. These resources are also available on the Jr. NBA Coach App which allows coaches to customize their own practice plans as well. **To learn more, visit jr.nba.com/jr-nba-instructional-curriculum**