

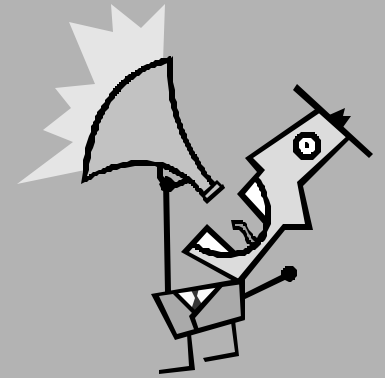
Running Effective Ultimate Tournaments

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UPA Championship Director

What's it take?

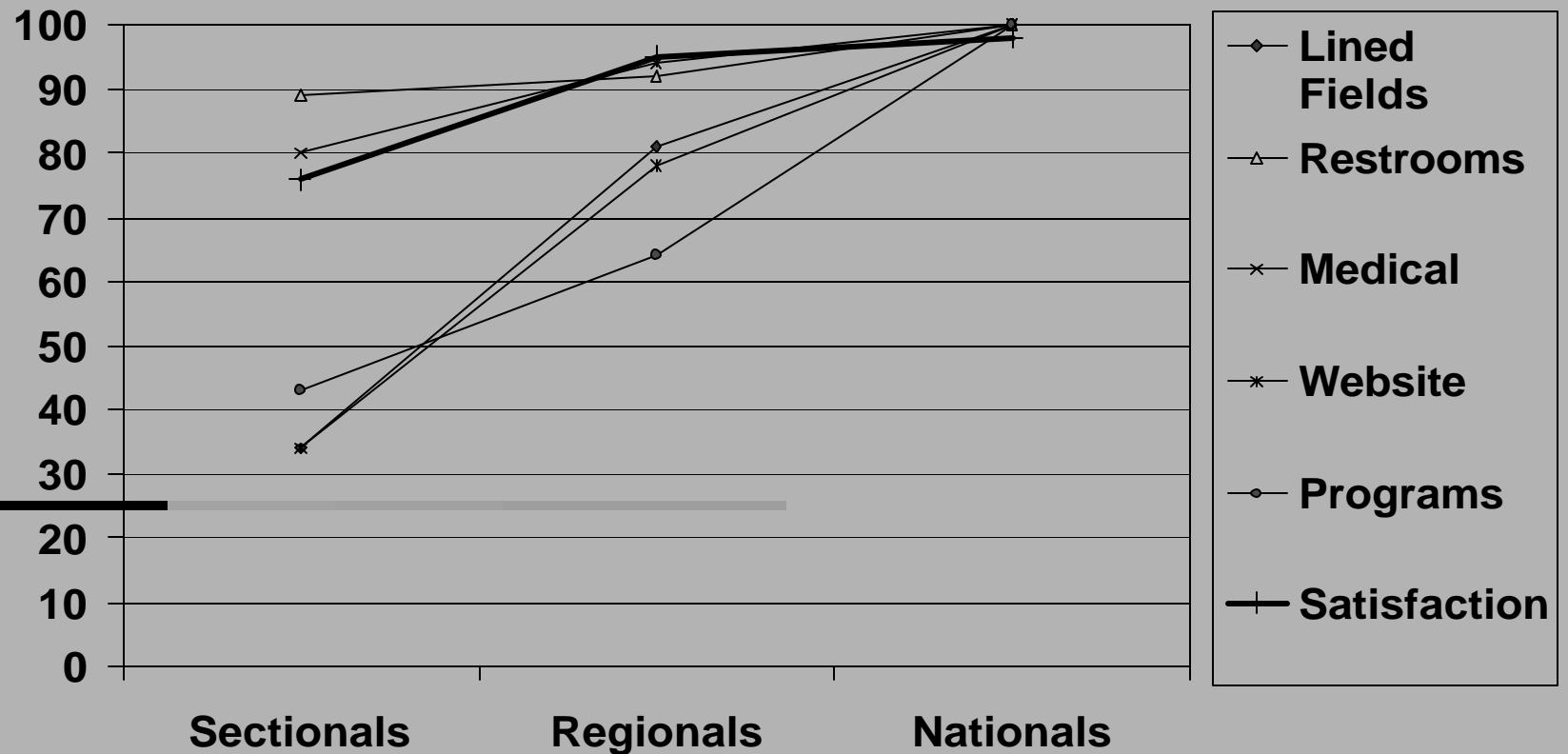
- Cones, t-shirts, and a big mouth
- Schedule, watch, and a horn
- Amenities, logistics, competition
 - Limited media, marketing, sponsorship
- Quality is Key



From Ideas to Action

- Exploratory Committee
 - Why?
 - Who?
 - Where?
 - When?

Trends in Satisfaction



Tournament Amenities

- Required
 - fields, restrooms, water, trash, medical
- Recommended
 - lined fields (portafields), shelter, website, programs, schedule board, food, social
- Optional
 - merchandise, player packs, prizes, music, massage, dinner, scoreboards

Tournament Amenities

- Travel and Accommodations
 - Hotels
 - CVB
 - Location
 - Group rates, blocks, cutoff, comp policy
 - Cars
 - Group rates, comp/kickback
 - Airlines
- Administrative tools
 - Carts, radios, cell phones, airhorn, watch w/ alarm

Tournament Budget

- Bottom line
- Baseline fee
- Added amenities?
- Final fee

Promoting Event

- How/Who?
 - Emails, RSD, UPA tools, program ads, event website
- What?
 - Date, site, amenities, fees, bid deadline, HYPE

Selecting Teams

- Goal of event?
- Fee deadline
- Wait list

Communication

- Emails/Website
- Event updates
- Build excitement
- Minimize surprises

Formats/Scheduling

- # of fields/teams, daylight (www.sunrisesunset.com)
- Purpose
- UPA tools
- # of games (3-5 Sat/2-4 Sun/5-8 total)
- Start and end times (Sat late/Sun early)
- Soft time caps (30 min); Hard time caps
- Byes

Post-tournament

- Post results – website/UPA
- Budget
- Thanks (teams, vols)
- Feedback (teams, vols)
- Breathe, smile
- Start over again

Volunteers

- Pre-event
 - Planning committee
 - Website
 - Field lining
 - Program
- Event
 - TD
 - Tourney Central
 - Water/trash
 - Dinner/social

Volunteers

- Recruiting

- Local teams
- Local league
- Friends/family
- High school
(limitations)

- Rewarding

- Pay \$ (TD)
- Fundraiser or \$-saver
- Lunch
- Schwag
- Post-event dinner
- Thanks!

Planning Tips (\$)

- Fields ~3 teams/field
- Restrooms ~ 1 jon/50 people
- Medical – supplies/emergency
- Water - ~5 gallons/team/game
- Bagels/fruit - ~1 pc./player/day, split, save
- Dinner - ~\$5/player
- Field lining - ~3 cans/field, time
- Shelter – buy 10x10/rent larger Carts - \$50-75/day
- Radios - ~\$15-20/each
- Schedule board – banners ~\$5-7/sq.ft. (\$100/4x6)
- Merchandise – at least 3 mths/logo
- Outside food vendors – 5-10% and/or free food

Planning Tips (field site)

- Fields (10)
 - Unlined, 2 people, 4-6hrs
 - Lined, 4-6 people, 8-10hrs+
 - Buffer space
- Restrooms – spread out
- Medical – arrive early, stay late; emergencies/tape/both?
- Arrive early!
- Prioritize set-up; first (cones, water, trainer), then (food, trash, scoreboards)
- Water – 1vs5 gallon, coolers, sidelines vs stations
- Carts – gas, utility
- Radios – cart, HQ/med, TD
- Caps – schedule, watch, horn
- Collecting scores – scoresheet to captains, incentive (dinner/party)
- Schedule board – banners vs poster
- Scoreboards – final/showcase
- Free food – if vendors – less
- Food vendors – schedule
- Dinner – tickets, stagger
- Social – bar, showcase, dinner

Timeline

- >1 year – Purpose, Tournament Comm.
- 1 year-8 mths – CVB, fields, date, budget
- 1 year-8 mths – website
- 1 year-8 mths – promotion (teams)
- 8-6 mths – primary vendors (water, restrooms, medical, hotels)
- 6-3 mths – primary vendors contracts
- 2-3 mths – other contracts, bids due, select

Timeline

- 2-1 mth – fees due, confirm teams, wait list
- 1 mth – field plan, vol duties
- 2 wks – 1 mth – schedule and format
- 2 wks – printing (schedule/program)
- 1 wk – supplies, execute, ?'s, troubleshooting
- **GAME TIME!**