

## How to Plan and Execute a Tournament

1. Communication
  - a. Early - Reach out to teams prior to the season starting
  - b. Often - Continuous communication leading up to tournament
2. Organization
  - a. Facilities - Make sure everyone in your building is on the same page
  - b. Marketing - What is expected when your team is not playing
  - c. Game Operations - Multiple teams means a lot of moving pieces
  - d. Athletic Medicine - What services they provide and cover for games your team is not playing in
  - e. Media - SIDs, Radio, TV
  - f. Staffing – Mangers, Gas, someone has to be there at all times
3. Scheduling
  - a. Practice/Shoot-around times have to be equal – on practice court and arena
  - b. Schedule with a buffer - Allowing time for teams to get on and off court
  - c. Coverage of practice/shoot-arounds - Important to have a schedule of who is in charge of what
4. Tournament Manual – Should be able to answer every question you get
  - a. Contact info of everyone involved in tournament
  - b. Ticket Info
  - c. Laundry Info
  - d. Practice schedule
  - e. Game Day Info
  - f. Food Ideas - If not providing post game meals
  - g. Transportation
  - h. Lodging
  - i. Film/Video
  - j. Attractions/Activities
5. Awards/Gifts
  - a. Trophies - What is the best option for your tournament?
  - b. Participant Gifts - Electronics, items with team logo, tangible things
  - c. Coaches Gifts - Amenities, gift cards, special touches

