

COMPETITION

PREP



CHECKLIST

EVENT CREATION

These should be completed at least 12-8 weeks prior to the event.

- 1) Event Name
- 2) Event Dates
- 3) Divisions: ie. Rx, Scaled, Masters, Teams...
- 4) Are t-shirts or other souvenirs being provided?
- 5) Registration Fees
- 6) Social Media: Hastags, Facebook Pages, Groups, Events
- 7) Are you increasing costs as you get closer to the event?

FACILITY

What does this site have to offer that you can utilize for your WOD's (hills, water, trails, open fields, indoor spaces, pool, outdoor structures for climbing or attaching structures to, etc.?)

Facility Considerations:

- 1) Do they allow site modification?
- 2) Do you need to bring in porta potties or running water?
- 3) Is there electricity available on the site (for PA system, laptops, etc)
- 4) Is there Wi/Fi available?
- 5) Accessibility: How far is it from accommodations (think of 2 Day events too)
- 6) Venue Cost?

NEEDS:

- 1) Signs & Sponsor Banners
 - a) Sponsors (see below)
- 2) Equipment
 - a) Clean and do maintenance leading up to event. Don't use broken equipment
 - b) Put order list together 60 days out (if applicable)
 - c) Order equipment if applicable
 - d) Have extras: collars, plates, etc
- 3) Scorecards - [Score Card Template Download >>](#)
- 4) Sponsor/Vendor area
- 5) Spectator area
- 6) Athlete Village
- 7) Parking: Talk to and write a letter to neighbors

VOLUNTEERS (OR HIRED):

Coordinate 90-60 days out:

- 1) DJ
- 2) Emcee
- 3) Photographer
- 4) Head Event Manager
- 5) Head Judge
- 6) Score Entering & Tracking
- 7) Facility Manager: check bathrooms, garbages, and facility

RENTALS:

Submit to local rental company at least 30 days prior:

- Porta Potties (1 per every 20-30 athletes)
- Tables/Chairs
- Cones/Parking Signs
- Trash Cans (extra bags and liners)
- Bleachers
- Barricades

TO BUY:

Coordinate for these the week prior to your event to save time:

- Toilet Paper
- Paper Towel
- Cleaning products for tears and blood
- Stop watches
- Clickers
- Extra Batteries
- Fill First Aide Kit with extra supplies
- Athletic Tape

SPONSORS

THE SUPPORT OF SPONSORS AND PARTNERS IS KEY TO A SUCCESSFUL EVENT.

An Affiliate Event is an incredible opportunity to get their product, company, and brand in front of an audience of young, active professionals. Having options from website exposure to on site signage and tent space, always looking for partners at both local and national levels. Events provide ample opportunities to sample, promote, and increase awareness of their business and brand to your competitors, spectators, and newsletter recipients.

WHAT DO COMPANIES LOOK FOR:

1. Social Media Coverage: Does the event have a website, facebook page, will it be on Twitter, Instagram, etc? Companies view this as extremely important since this is free advertising that reaches out to a huge amount of contacts. They want to sponsor an event that is social media savvy, especially if they aren't physically attending. If the company is providing products, they want exposure!
2. Cross Branding: Where there is one good brand, there are others. Companies like to put themselves in the company of brands that are well known in our community. This also includes the sponsored athletes that may be at your event, the location, media coverage, and other brands. Companies prefer to not be next to competitive brands (2 energy drink booths or similar supplement products next to each other is not going to work). Remember they want to benefit from your event.
3. Cost: What is your event going to cost the sponsor? Companies need to know how they will benefit from a business marketing point of view. Is it worth it for them to just send prizes, pay for a booth, or become a monetary sponsor? Have options for everything to be considered as an event they wish to sponsor.

Considering all of that now what? Write a formal letter to the company, outlining all of the above. Give all the details of your event, capitalizing on number of athletes and spectators you expect. [Sample Sponsor Letter Template Download >>](#)

LETTER TO SPONSORS:

- Give all details of event: Date, Location, Websites, etc Explain how they will benefit from exposure at your event.
- Outline price options for their consideration.
- Delve into why you want to create a mutually benefiting partnership.
- Send letter at least 6 months out and schedule reminders for follow ups.
 - a) Send sponsorship letter 5 months prior
 - b) Send reminders 3 months to those who haven't committed yet
 - c) Send a detailed event letter to committed sponsors 30 days prior
 - d) Send finalized Sponsor email with all details 1 week prior

WEEK BEFORE EVENT

1) To Print

- a) Print out all waivers
- b) Print out workout descriptions
- c) Print Score Cards - [Score Card Template Download >>](#)
- d) Remind neighbors of event
- e) Organize athlete swag bags

2) Prizes

- a) Organize and Label 72 hours prior

3) Heats

- a) Post on all sites 72 hours prior to event
- b) Print copies for each judge and extras for gym owners and spectators

4) Workouts

- a) Post at least 3 days prior to workout

DAY BEFORE EVENT

VENDOR & ATHLETE VILLAGE

- 1) Tape off area 24 hours prior to event
- 2) Tape off gym with lanes/athlete workout areas
- 3) Hang up sponsor banners, event banners, and clean gym
- 4) Put out parking cones
- 5) Have all rental equipment delivered and laid out

DAY OF EVENT

1) Score Table/Athlete Check In

- a) Volunteer to enter in scores
- b) Volunteer to check in athletes for each heat
- c) Wrist Bands
- d) Waivers
- e) Extra pens
- f) Copy of Heat Schedule and Event Map

2) Athlete Warm Up Area

- a) Enough equipment for 1 full heat to warm up
- b) Chalk and Water Bottles
- c) Fans or Heat

3) Live Leaderboard

- a) Links posted on social media
- b) Volunteer to ensure it stays updated

4) Social Media

- a) Managers posting pictures and tagging all day