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MAJOR EVENTS IN SMALL TOWNS

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COUNCIL BUY IN

- **Background**
 - past events
- **Rationale**
 - outline the positives
- **Financial considerations**
 - Major renovations
 - Day to day operations
- **Budget considerations**
 - actual Event Budget
- **Economic Impact**
 - be conservative

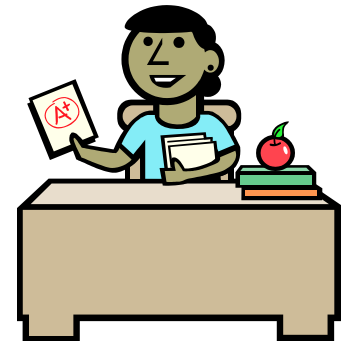
PUBLIC BUY IN

- **Key Volunteers**
 - time commitment
 - expertise
 - trust
- **Service Clubs**
- **Local Business**
 - what is in it for them
- **Minor Sport group**
 - what do they give up



SCHOOL BUY IN

- **Adopt a team**
 - Principal / Teacher participation
- **Attendance at games**
 - cost implications
 - curriculum implications
- **Event participant visits**
 - time commitment with event
- **Team Mascots**
 - can student afford time away from school
 - process to apply
 - parent / student commitment



THE FACILITY

- **Playing Surface Size**
- **Seating Capacity**
 - general or individual
- **Dressing Rooms**
 - can participants stay in room
 - drying area
 - space to set up shop



SPECIAL REQUIREMENTS

- **Seating**
 - physically challenged, indoor/outdoor seating
- **Equipment**
 - maintenance, repairs, sharpening
- **Press Box**
- **Television**
 - lighting, power, camera placement
- **Concessions**
 - ‘pouring’ rights
- **VIP Requirements**
 - lounge, refreshments
- **Meeting rooms**



THE BID

- **Characteristics of Community**



- Accommodations
- Eateries
- Entertainment
- Attractions / Tourism
- Industry
- History
- Fan Base



MEDIA PLAN

- **When do we start**
- **Who do we involve**
 - Press
 - Officials, Members of Council, MP, MPP
 - Players
 - General Public
 - Committee Members
- **How do we get them here**
 - Enticement (hook / carrot)

ORGANIZING COMMITTEE

- **KEY PERSONAL**

- SPORT EVENT MANAGER
- SPORT SPECIFIC REPRESENTATIVE
- COMMUNITY CHAIR PERSON

- **JOB DESCRIPTION / POSITION**

- ESTABLISH SUB-COMMITTEES REQUIRED
- RECRUIT SUB-COMMITTEE CHAIR PEOPLE
- AFFORD ASSISTANCE TO SUB-COMMITTEES
- SECURE CONTRACTS FOR FACILITY USE & ACCOMMODATIONS
- SIGN-OFF ON FINANCIAL & MARKETING AGREEMENTS

TRANSPORTATION SUB-COMMITTEE

- **PLAYER / COACHES**
 - **COACHES**
 - **OFFICIALS**
 - **V.I.P.**
 - **EMERGENCY**
 - **COMMUNICATIONS**
- **VOLUNTEER**
 - Students
 - Hostess





FINANCIAL SUB-COMMITTEE

RECEIVABLES

- SPONSORSHIP
- DONATIONS
- TICKET SALES
- PROGRAM SALES
- BANQUET
- PHOTOS
- LOTTERIES
 - CHUCK-A-PUCK
 - RAFFLE TABLE

EXPENSES

- FACILITY RENTAL
- OFFICIATING
- HOSPITALITY
- ACCOMMODATIONS
- BANQUET
- OFFICIALS
- TRANSPORTATION

MARKETING & ACCOMMODATIONS SUB-COMMITTEES

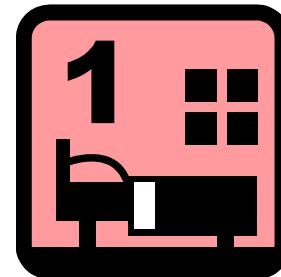
MARKETING

- BOARD ADS
- WALL ADS
- TICKET SALES
- PROGRAM ADS
- AWARDS



ACCOMMODATIONS

- PLAYERS / COACHES
- OFFICIALS
- SPECTATORS



MEDIA SERVICES & HOSPITALITY SUB-COMMITTEES

MEDIA SERVICES

- STATS PACKAGE
- PHONE LINES
- FAX LINES
- INTERNET



HOSPITALITY

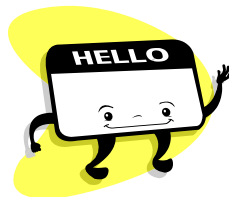
- PLAYERS
- COACHES
- V.I.P. / OFFICIALS
- VOLUNTEERS



VOLUNTEERS & MEDICAL SUB-COMMITTEES

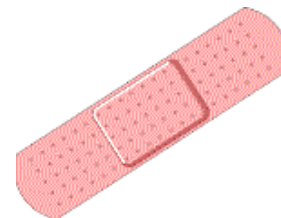
VOLUNTEERS

- RECRUITMENT
- JOB DESCRIPTION
- TRAINING
- IDENTIFICATION
- COMMUNICATION
- TRUST / COMMITMENT
- SAYING THANKS



MEDICAL

- DOCTORS
- DENTISTS
- PARAMEDICS
- TRAINERS
- FACILITY SPACE
- FACILITY EQUIPMENT



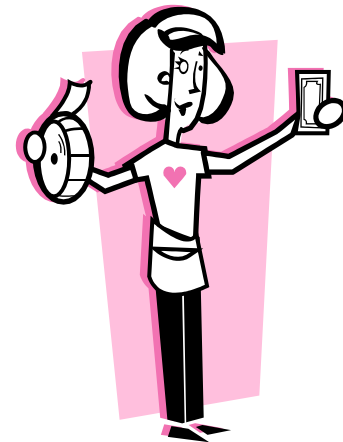
GAME DAY OPERATIONS SUB-COMMITTEE



- **SPORT TECH**
- **GAME TIME**
- **GAME SCRIPT**
- **OFF-ICE OFFICIALS**
 - TIME KEEPERS
 - SCORE KEEPERS
 - GATE OPERATORS
- **INTERMISSIONS**
- **COMMUNICATION**
- **WARM-UP**
- **PROTOCOL**
 - BILINGUAL
 - PUCK DROP
 - ANTHEM
 - PLAYER OF GAME
 - PRESENTERS
 - RED CARPET
- **OPENING CEREMONIES**
- **CLOSING CEREMONIES**

OTHER SUB-COMMITTEES

- **ACCREDITATION**
 - TEAM ROSTERS
 - REGISTRATION
- **OFFICIALS**
- **OPENING CEREMONIES**
- **CLOSING CEREMONIES**
- **BANQUET**
- **SPORT TECH**
- **PROTOCOL**
- **STATS**
- **TICKET SALES**
- **PROGRAM**
- **AWARDS**
- **COMMUNICATIONS**



SPONSORS

- **How much do we need**
- **Who can we not approach**
- **What have we got to sell**
 - board ads, banners, fence ads, program ads, size of ads
- **What is in it for the Sponsor**
- **Sponsorship packages**
 - Cash or contra



OFF/ON SITE EVENTS

- **Opportunity to introduce public to the sport**
- **Special fund raising events**
 - who can we involve to promote event
 - cost involved vs income
- **Entertainment during intermission**
 - chuck-a-puck
 - hit the target
 - throw / kick the ball
 - find the cash



CRITICAL PATH

- **Plan to follow**

- Media Campaign
- Selection of Volunteer Committee
- Installation of logos, banners, board ads
- Ticket Sale Campaign
- Printing of Program
- Attendance to previous event
- Where/when can we promote event



SPORT GOVERNING BODY

- CAN WE DELIVER
- THE LEGACY



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