



The Rush Tournament TTP

This document is to provide a timeline of events for Rush Tournament Directors. I have broken down the tournament process into 5 categories:

- Start-Up and Set up
- Marketing
- Logistics
- Operations
- Post event

Some of the categories overlap, so I have color coded it per category.

Date	Description	Completed
9 months out	Set date and pick location: Location, location, location! Real Estate is prime. Make sure you are choosing a facility that is convenient for the number of teams that you want. Get everything in a contract that includes description of services for trash, bathrooms (cleanings), porto potties (cleanings), goals (how many of each size?), painting, etc. Be very clear about pricing and lights. Make sure your date is perfect and doesn't conflict with league play, etc.	
	Sanctioning Event: US Club? US Youth? USSA? Which is right for your club? In many situations, dual sanctioning is most ideal.	
	Establish Your Housing Company: Ask the local club for the best rates for a hotel chain (most clubs have a chain they work with for their tournaments) Make sure to ask for a \$15-\$20 rebate on the rooms or parent purchased rooms. Check to see if the hotel is close to the fields (within at least 30 minutes or less). See if the hotel has a meeting space for opening ceremonies as well as a coaches meetings (Try to get this for free). Send them the Rush Tax Exempt Form. Tax Exempt Form might be per state.	
	Contract Referees: Check with local host club for the best local ref assignor. On average it's about \$135 per game for the referees. Again, make sure to get a contract. Know all your rates! Rates can include ref assignor fees (% or per game), site coordinator fees, ref food, standby pay, etc	
	Secure Housing Company: SPI Rush has established a corporate relationship with Pellucid Travel . They are the official housing company of Rush tournaments. Pellucid and Rush have worked together to develop a housing strategy of securing comp rooms, meeting space, other methods for assisting clubs on putting on a top notch professional event. Contact Laura Dermody	



	Determine Registration System: SINC? Gotsoccer? Gotsport? Different regions in the US require different platforms. Make sure you choose the right one for you. Make sure you can navigate the system. Open registration and put links on website.	
	Transportation: We have a national partnership with Avis Budget. The contact for the account currently is Shelley at AVIS/Budget to book ground transportation. Shelley.Gray@avisbudget.com or 800-525-7537x33462. But keep in mind that it is good to provide local details about airport info,	
	Budget: SAMPLE BUDGET - Make sure to include all aspects of the event: registration revenue, referee fees, tournament awards, field fee, hotel for staff, porta potties & cleanings, golf carts, athletic trainers, transportation fees, stage rental, and miscellaneous.	
	Marketing Plan/Strategy: It is time to get the word out. Organize your thoughts in a strategic marketing plan. Define your audience and decide if this is a regional or national event. Determine from your budget how much you can spend. What advertising are you going to use? Here are some options: <ul style="list-style-type: none"> • Soccerwire • Back of the net • Top drawer soccer • Soccer America • Soccer Journal • Soccer Master and Soccer.com 	
	Social Media Marketing: SPI Rush marketing team has developed 10-15 graphics for Rush club members to use for their events. But develop a social media calendar and strategically plan your posts. Stay relevant and in the spotlight	
	Digital Marketing: SAMPLE INVITE Put together an invite with all the details for the event. Include information about Rush Select, give an overview of the event, registration fee, hotel, field address, times to fly in and out, . Invite will go out after the centers. Centers are first or second week of July	
	Order Awards: Wilson Trophy is the official awards supplier for Rush. Contact Kelly Wilson to see their offerings and discounts.	
	Event Gifts: Are you providing co-branded items for referees? Coaches/Managers? Players? Order in advance and make sure your logo is all over everything. Keep in mind that Capelli has fantastic tournament items from balls, water bottles, shirts, gloves, etc.	
	Verifying Rosters: Each team must pass a credential check to ensure proof of age and proof of insurance. Make sure to have detailed instructions as to how you are going to carry this out. Whether it is on site before the first game or online check-in for convenience, it is important to vet each team prior to each game.	
	Vendors: Secure vendors to support your atmosphere. Make sure that the event gets a percentage of sales. Sample vendors include apparel, photographer/team posters, kona ice, food trucks, etc. SIMAX sports is the official tournament apparel provider for Rush tournaments. Simax carries Capelli gear at all Rush events, which is a nice perk! Contact Yuriy Radchuck with SIMAX	
	Game Schedule: SAMPLE GAME SCHEDULE A couple of factors go into making the schedule. The first is timing on the games, second is availability of the fields, and third is the number of teams in each group. For the U13, and U14 age groups they play 30 minute halves and the	



	<p>U15s play 35 minutes halves. Once the game time is decided check the amount of time the fields are available. If a game has 30 minutes halves then with half time and warm up it will take about 100 minutes total.</p> <p>ex. 30 minute warm up + 30 minute half + 30 minute half + 10 minute half time= 100 minutes total game time.</p> <p>If field access starts at 4:00pm the next game should start at 5:40pm and then 7:10pm in order to maintain the schedule. Depending on how many fields are available to play on will decide how to set up the schedule. With 4 fields and 4 teams per gender and age group the schedule was set to have each age group play at the same time.</p> <p>ex. 2008s all played at 4:00pm, 2007s all played at 5:40pm, and 2006s all played at 7:10pm</p> <p>For the championships the games were staggered so the first place and the third place were not at the same time. If the third place game ended regulation in a tie the game went straight to penalty kicks and for the first place game if it ended regulation in a tie the game went into two 5 minute overtimes and then penalty kicks if still tied.</p>	
	<p>TD & Site Director Books: Make sure to develop thorough and organized books for your staff. This will help others on your staff answer questions. Your TD and Site Director books should include the following:</p> <ul style="list-style-type: none"> • Contact Info: Referee, trainers, site coordinators, TD for quick reference • Schedules • Maps • Finals/Awards Schedule • Rules • Approved stamped rosters • Scoring input procedures 	
	<p>Staffing: Make sure to secure your paid staff for each event. Differentiate between Tournament Directors, Site Coordinators, and Field Marshalls. Make sure to send out a volunteer list with job descriptions with plenty of time for people to step up and help out. Sign up genius and DIBS are very helpful.</p>	
	<p>Video: We used VEO cameras for the event. We had 1 camera and stand per field. Cameras were borrowed from Colorado, Missouri, and Chicago Rush. Video was started a few minutes before the game and stopped at the end of the game. Video was then uploaded each night and cameras were charged so they were fresh each day.</p>	
	<p>Athletic Trainers: Make sure to secure and organize your athletic trainers. Here are some things to discuss:</p> <ul style="list-style-type: none"> • Game schedule and times • What equipment are they providing? • Do they need golf carts? • Tents? Tables? Ice? Coolers? Radios? • Do they have an AED? • Are they providing injury reports • Emergency action plan 	



	Bathrooms: Based on the size of your event, make sure to have adequate facilities. It is paramount if porto-potties are used to have scheduled cleanings. Make sure you have ordered enough units. If you have flush facilities, they still need to be cleaned.	
	Fan Store: Capelli will send a list of options they have in stock HERE . Select the amount of items needed. Coordinate the address and date needed for arrival.	
	Post Tournament Work: Make sure to send out thank you emails/letters. Prepare and send out tournament survey and post it on the website, social media, etc. Each state association will likely require post event reports and red card reports.	
	Secure facilities for following Year	
	Follow up with CVB: Get the stats from your event for marketing purposes next year. What is the hotel rebate?	
	Post Mortem: After the tournament, get together key people that contributed to the event. Come armed with survey results and do your due diligence on analyzing how the event went. Take lots of notes and create action items for improvement.	