



NFL ALUMNI ASSOCIATION EVENT PLANNING GUIDE

A Complete Resource for Organizing NFL Alumni Events

C O N T E N T S

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PREPARED BY
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PART I

FOOTBALL CAMP PLANNING GUIDE

Section 1: Concept & Goals

Defining your camp's purpose, audience, and structure up front saves time and prevents costly changes later. A clear concept also makes it easier to recruit staff, attract sponsors, and market to families.

1.1 Define the Camp Type

- One-day skills clinic vs. multi-day residential/overnight camp
- Age groups: youth (6–12), middle school (13–14), high school (15–18), or combined
- Camp focus: general skills development, position-specific, combine training, or flag football
- Contact vs. non-contact (7-on-7) format
- Maximum camper capacity based on field space and staff ratio

1.2 Set Goals & Success Metrics

- Total camper enrollment target
- Revenue goal and break-even analysis
- Community impact objectives (scholarships, local school outreach)
- Brand awareness and alumni visibility goals

1.3 Build Your Planning Team

- Camp Director — primary decision-maker and point of contact
- Head Football Director — oversees curriculum and coaching staff
- Position Coaches / Drill Instructors — on-field skill development
- Registration & Admin Coordinator — sign-ups, payments, communications
- Marketing Lead — promotions, social media, sponsor relations
- Medical / Athletic Trainer — on-site safety officer

Section 3: Budget, Sponsors & Staffing

A solid financial plan and early sponsorship outreach are critical to delivering a high-quality camp. Staff quality directly determines camper satisfaction — invest here.

3.1 Budget & Revenue Planning

- Set a per-camper registration fee (typical range: \$75–\$250/day depending on market and format)
- Line-item budget: facility rental, staff compensation, equipment, apparel, food/water, insurance, marketing
- Identify scholarship or reduced-fee slots for underserved youth
- Build in a 10–15% contingency buffer for unexpected costs

3.2 Sponsorship Opportunities

- Title Sponsor: naming rights, premier field signage, featured in all marketing materials
- Gold / Silver / Bronze tiers: signage, program recognition, social media features
- In-kind sponsors: footballs, water, meals, apparel, or equipment donations
- Create a sponsorship packet with clear benefits at each level

3.3 Staffing & Coaches

- Target a 1:10 coach-to-camper ratio minimum (1:8 for younger age groups)
- Recruit NFL Alumni Association members as featured guest coaches or speakers
- Confirm coaching staff compensation and honorariums in writing
- Require background checks and SafeSport/concussion certification for all staff

Section 4: Curriculum & Camp Schedule

A well-structured schedule maximizes camper development, maintains energy levels, and keeps the day running on time. Balance competitive drills with education and recovery.

4.1 Sample Daily Schedule

- 7:30 AM — Staff arrival, field setup and station prep
- 8:00 AM — Camper check-in, jersey/gear distribution
- 8:30 AM — Opening ceremony, introductions, and camp rules
- 9:00 AM — Dynamic warm-up and stretching
- 9:30 AM — Individual position drills (QB, WR, RB, OL, DL, LB, DB, K/P)
- 11:00 AM — Group competitions and 1-on-1 periods
- 12:00 PM — Lunch break and hydration
- 1:00 PM — Off-field session: film room, nutrition talk, or alumni Q&A
- 2:00 PM — Team and 7-on-7 competitive periods
- 3:30 PM — Cool-down, closing evaluations
- 4:00 PM — Awards ceremony, group photo, camper dismissal

4.2 On-Field Drill Stations

- Quarterback Station: footwork, drop mechanics, accuracy, pocket presence
- Wide Receiver / Tight End Station: route running, releases, hands drills
- Running Back Station: ball security, footwork, pass protection
- Offensive Line Station: stance, blocking fundamentals, pass protection sets
- Defensive Line / Linebacker Station: first step quickness, gap control, tackling
- Defensive Back Station: backpedal, breaks, man and zone coverage technique
- Kicker / Punter Station: approach mechanics, consistency drills

4.3 Off-Field Programming

- Film & classroom session: scheme basics, reading defenses/offenses
- NFL Alumni Q&A panel: career journeys, mindset, and advice
- Life skills talk: leadership, teamwork, academic performance
- Nutrition and sports medicine session: fueling for performance, injury prevention

Section 5: Marketing & Registration

5.1 Marketing Channels

- Email blast to NFL Alumni membership and past camper families
- Social media campaign: countdown graphics, coach spotlights, alumni features
- Outreach to local high school and youth football coaches
- Partnerships with youth leagues, AAU programs, and athletic associations
- Flyer distribution at community events, schools, and recreation centers

5.2 Registration Setup

- Online registration form: camper name, age, grade, position, jersey size
- Collect emergency contact, medical history, allergy info, and insurance details
- Require signed liability waiver and photo/media release at registration
- Set registration deadline 2–3 weeks before camp
- Send confirmation email with camp info packet, schedule, and gear checklist

Section 6: Equipment & Apparel

6.1 Field Equipment

- Footballs: minimum 1 per 4–5 campers; additional balls for each station
- Agility ladders, speed cones, and boundary markers
- Blocking bags, hand shields, and tackling dummies (contact camps)
- Whiteboards or portable play-display boards for classroom sessions

6.2 Camper & Staff Gear

- Custom camp T-shirt or reversible jersey (order 10% extra for late registrants)
- Helmet and shoulder pads required for all contact camp participants
- Staff polo or coach's shirt for easy identification on the field
- Awards and trophies: MVP, top performer by position, best effort, and team awards
- Participation certificates for all campers

Section 7: Health, Safety & Compliance

7.1 Medical Requirements

- Certified athletic trainer on-site for the full duration of camp — mandatory
- AED (defibrillator) accessible and staff trained in CPR/AED use
- Review all camper medical forms for allergies, conditions, and restrictions
- Know the nearest emergency room and have transportation plan ready

7.2 Heat & Hydration Protocol

- Mandatory water break every 20–25 minutes during on-field sessions
- Monitor heat index — modify or suspend activity above 105°F heat index
- Recognize signs of heat exhaustion and heat stroke; post protocol at all stations

7.3 Legal & Compliance

- Collect signed waivers and medical releases for every camper before they take the field
- Require background checks for all coaches, staff, and volunteers — no exceptions
- Confirm camp liability insurance coverage is active for all camp dates
- All staff must complete concussion recognition and SafeSport training

Section 8: Day-of Execution

8.1 Setup (Arrive 60–90 Minutes Early)

- Prep all drill stations with equipment, cones, and footballs
- Set up check-in table with name badges, jerseys, and team packets
- Place sponsor banners and event signage throughout the facility
- Brief all coaches and volunteers on the day's schedule and their assignments

8.2 Run of Show

- Opening ceremony: welcome remarks, introduce coaching staff and NFL Alumni guests
- Execute drill rotations on schedule — assign a timekeeper for each period
- Midday: lunch break, rest, and off-field programming session

- Closing ceremony: award presentations, group photo, sponsor recognition
- Camper dismissal — verify all campers are picked up by authorized adults

Section 9: Post-Camp Wrap-Up

9.1 Follow-Up Communications

- Send thank-you emails to all families within 48 hours
- Send sponsor thank-you with post-event metrics and photo highlights
- Share event photos, highlights, and results on social media
- Distribute a post-camp survey to parents and campers
- Issue individual camper evaluation sheets or report cards

9.2 Financial & Administrative Close-Out

- Collect all outstanding registration fees and sponsor payments
- Reconcile all expenses against the approved budget
- Prepare a final profit & loss summary for leadership
- Document lessons learned and improvement recommendations for the next camp

PART I — MASTER TIMELINE & CHECKLIST

NFL Alumni Association Football Camp

PHASE 1 — Concept & Goals | 10–12 Weeks Before

	Task	Timeline	Owner
☐	Confirm camp type (clinic, multi-day, contact vs. non-contact)	12 wks out	
☐	Define age groups and maximum camper capacity	12 wks out	
☐	Establish overall budget and revenue targets	12 wks out	
☐	Appoint Camp Director and core planning team	12 wks out	
☐	Select camp date(s) and timeframe	10 wks out	
☐	Set scholarship / reduced-fee slot allocation	10 wks out	

PHASE 2 — Venue & Facilities | 8–10 Weeks Before

	Task	Timeline	Owner
☐	Research and visit potential field / facility options	10 wks out	
☐	Reserve football field(s) for all camp dates	9 wks out	
☐	Confirm locker rooms, restrooms, and shade areas	9 wks out	
☐	Sign facility use agreement	8 wks out	
☐	Confirm parking, spectator access, and ADA compliance	8 wks out	
☐	Identify nearest ER and plan emergency access routes	8 wks out	

PHASE 3 — Budget, Sponsors & Staffing | 8–10 Weeks Before

	Task	Timeline	Owner
☐	Finalize registration fee and build line-item budget	10 wks out	
☐	Create sponsorship tier packages and outreach packet	9 wks out	
☐	Begin sponsor outreach — title sponsor first	9 wks out	

☐	Confirm head coaching staff and honorariums	8 wks out	
☐	Recruit NFL Alumni guest coaches / speakers	8 wks out	
☐	Collect background checks from all staff and volunteers	6 wks out	
☐	Confirm all staff hold current concussion certification	6 wks out	

PHASE 4 — Curriculum & Schedule | 6–8 Weeks Before

	Task	Timeline	Owner
☐	Design daily schedule with timed drill rotations	8 wks out	
☐	Assign position coaches to specific stations	7 wks out	
☐	Plan off-field programming: film, Q&A, life skills	7 wks out	
☐	Create drill station guides and coaching instruction sheets	6 wks out	
☐	Finalize award categories	6 wks out	

PHASE 5 — Marketing & Registration | 6–8 Weeks Before

	Task	Timeline	Owner
☐	Design camp flyer and social media graphics	8 wks out	
☐	Open online registration with all required fields and waivers	7 wks out	
☐	Send announcement email to membership and past families	6 wks out	
☐	Launch social media campaign	6 wks out	
☐	Outreach to local school coaches and youth leagues	6 wks out	
☐	Set and communicate registration deadline	4 wks out	

PHASE 6 — Equipment & Apparel | 4–6 Weeks Before

	Task	Timeline	Owner
☐	Inventory all field equipment: balls, cones, bags, ladders	6 wks out	
☐	Order custom camp T-shirts / jerseys (+10% buffer)	5 wks out	

☐	Order trophies, awards, and participation certificates	5 wks out	
☐	Confirm helmet and pad availability (contact camp)	4 wks out	
☐	Procure hydration supplies	3 wks out	
☐	Confirm sponsor banners and signage are printed	3 wks out	

PHASE 7 — Health, Safety & Compliance | 3–4 Weeks Before

	Task	Timeline	Owner
☐	Confirm certified athletic trainer is booked	4 wks out	
☐	Verify AED on-site and staff CPR/AED certified	4 wks out	
☐	Collect all camper medical forms and emergency contacts	3 wks out	
☐	Confirm camp liability insurance is active	3 wks out	
☐	Post heat/hydration protocol at all field stations	Day before	
☐	Brief all staff on emergency action plan	Day before	

	Task	Timeline	Owner
☐	Arrive 60–90 min early — set up all stations and check-in	Camp day	
☐	Distribute jerseys, name badges, and camper packets	Camp day	
☐	Opening ceremony and rules overview	Start	
☐	Execute drill rotations per schedule	Morning	
☐	Lunch break, rest, off-field programming	Midday	
☐	Team and competitive periods	Afternoon	
☐	Closing ceremony, awards, group photo	Closing	
☐	Camper dismissal — verify authorized pickup	Close	
☐	Teardown and equipment inventory	Post-camp	

PHASE 9 — Post-Camp Wrap-Up | Within 1 Week

	Task	Timeline	Owner
☐	Send family thank-you and recap email (within 48 hrs)	Day 1–2	
☐	Send sponsor thank-you with attendance stats and photos	Day 1–2	
☐	Share highlights and photos on social media	Day 1–3	
☐	Distribute post-camp survey to families	Day 3–5	
☐	Issue camper evaluations or report cards	Day 3–7	
☐	Collect outstanding payments; finalize P&L summary	Week 1	
☐	Archive all waivers and medical forms	Week 1	
☐	Document lessons learned for next camp	Week 2	

PART II

BOWLING EVENT PLANNING GUIDE

Section 1: Event Overview & Goals

Before any planning begins, define the purpose, scope, and team for your bowling event. Clear goals ensure every decision — from venue selection to sponsorship tiers — supports your mission.

1.1 Define Your Event Goals

- Determine the event type: fundraiser, membership networking, community outreach, or team-building
- Identify your target audience: members, sponsors, general public, or a combination
- Set an attendance goal (number of bowlers / teams)
- Establish a total event budget, including projected revenue and expenses
- Confirm the event date, start time, and estimated duration (typically 3–4 hours)

1.2 Assemble Your Planning Team

- Event Chair — overall point of contact and decision-maker
- Sponsorship Coordinator — responsible for securing and managing sponsors
- Registration Manager — handles sign-ups, payments, and communications
- Logistics Lead — venue liaison, day-of setup, volunteer coordination
- Marketing Lead — social media, email, flyers, and public outreach

Section 2: Venue & Logistics

Securing the right bowling alley is the most critical early step. The number of lanes determines your maximum capacity, so book early — especially for weekend events.

2.1 Lane Planning

- Formula: 1 lane per team (4–5 bowlers per team)
- Request exclusive or partial buyout for privacy and control
- Confirm the number of frames / games included in the rental
- Ask about shoe rental, ball availability, and bumper options

2.2 Venue Checklist

- Confirm date, time block, and total duration with the venue
- Review food & beverage packages; confirm if outside catering is permitted
- Check A/V capabilities: microphone, speaker system, scoring displays
- Confirm available space for registration table, raffle, and awards area
- Verify parking availability and ADA accessibility
- Sign venue contract; note cancellation and weather policy
- Obtain or verify event liability insurance coverage

Section 3: Sponsorships & Fundraising

Sponsorships are the primary revenue driver for most bowling events. Create tiered packages that offer clear value and recognition at every level.

3.1 Sponsorship Tiers

- Title Sponsor: Lane naming rights, premier signage, verbal recognition, logo on all materials
- Gold Sponsor: Signage at assigned lane(s), logo on event flyer and email blast
- Silver Sponsor: Recognition in program, logo on sponsor banner
- Bronze / In-Kind Sponsor: Acknowledgment at awards ceremony, listing on materials

3.2 Additional Revenue Streams

- Team registration fees (suggested range: \$100–\$300 per team)
- Raffle tickets sold throughout the event
- Silent auction items (donated goods, experiences, memorabilia)
- 50/50 drawing
- Mulligan upsells (extra throws) — \$5–\$10 each

3.3 Sponsorship Outreach

- Build a professional sponsorship packet / deck with tier details and benefits
- Begin outreach 8–10 weeks before the event
- Follow up within one week of initial contact
- Confirm all sponsor logos and materials at least 3 weeks before the event

Section 4: Marketing & Registration

4.1 Promotion Channels

- Email blast to full membership and past event attendees
- Social media posts: announcement, countdown, sponsor highlights, and day-of coverage

- Digital flyer / graphic distributed via email and social
- Word-of-mouth outreach through Board members and team captains

4.2 Registration Setup

- Create an online registration form (team name, number of bowlers, contact info)
- Collect T-shirt sizes if ordering custom apparel
- Set a registration deadline (recommended: 2 weeks before the event)
- Send confirmation emails immediately upon registration
- Send reminder emails 1 week and 2 days before the event
- Maintain a waitlist if event reaches capacity

Section 5: Event Format & Rules

5.1 Tournament Format

- Recommended team size: 4–5 bowlers per team
- Play 2–3 games per team (adjust based on time and lane availability)
- Use handicap scoring to level the playing field for mixed skill levels
- Assign lanes via blind draw or pre-arranged matchups

5.2 Awards & Prizes

- 1st, 2nd, and 3rd place team trophies or medals
- Highest individual game of the night prize
- Best team name or best costume award (crowd favorite)
- Raffle prizes distributed to all attendees throughout the event

Section 6: Day-of Execution

6.1 Setup (Arrive 1–2 Hours Early)

- Set up check-in table with name badges, team packets, and lane assignments
- Place all sponsor banners, signage, and branded materials
- Set up raffle table, silent auction items, and merchandise (if applicable)
- Brief all volunteers on their specific roles and station locations
- Coordinate with venue staff on catering, A/V, and scoring system setup

6.2 Run of Show

- Welcome remarks and sponsor recognition from event emcee
- Explain tournament rules and format to all participants
- Volunteers circulate to assist teams, manage raffle sales, and monitor scoring

- Announce raffle drawings and 50/50 at midpoint of event
- Award ceremony: recognize winners, thank sponsors, closing remarks

Section 7: Post-Event Wrap-Up

7.1 Follow-Up Communications

- Send thank-you emails to all sponsors within 48 hours
- Send thank-you and recap email to all participants within 1 week
- Share event photos and results on social media
- Distribute post-event survey to gather feedback

7.2 Financial Reconciliation

- Collect all outstanding sponsor payments
- Reconcile all expenses against the original budget
- Prepare a final profit & loss summary for leadership
- Document lessons learned and recommendations for the following year

PART II — MASTER TIMELINE & CHECKLIST

NFL Alumni Association Bowling Event

PHASE 1 — Planning & Concept | 8–12 Weeks Before

	Task	Timeline	Owner
☐	Confirm event purpose (fundraiser, networking, team-building)	12 wks out	
☐	Define target audience and estimated attendance	12 wks out	
☐	Establish total event budget	12 wks out	
☐	Appoint Event Chair and core planning team	12 wks out	
☐	Select event date and general timeframe	10 wks out	

PHASE 2 — Venue & Logistics | 8–10 Weeks Before

	Task	Timeline	Owner
☐	Research and tour bowling venue options	10 wks out	
☐	Reserve lanes — confirm count based on team size	9 wks out	
☐	Negotiate exclusive use or partial buyout	9 wks out	
☐	Sign venue contract; note cancellation policy	8 wks out	
☐	Verify event liability insurance	8 wks out	
☐	Confirm parking, signage, and ADA accessibility	8 wks out	

PHASE 3 — Sponsorships & Fundraising | 6–8 Weeks Before

	Task	Timeline	Owner
☐	Design sponsorship tier packages	8 wks out	
☐	Create sponsorship packet / deck	8 wks out	
☐	Begin sponsor outreach to top prospects	8 wks out	
☐	Confirm and collect signed sponsor agreements	6 wks out	
☐	Plan raffle, silent auction, and 50/50 logistics	6 wks out	

☐	Solicit in-kind prize donations	6 wks out	
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PHASE 4 — Marketing & Registration | 4–6 Weeks Before

	Task	Timeline	Owner
☐	Design event flyer and digital graphics	6 wks out	
☐	Open online registration	6 wks out	
☐	Send event announcement email to full membership	5 wks out	
☐	Post on all social media channels	5 wks out	
☐	Set and communicate registration deadline	4 wks out	

PHASE 5 — Event Format & Prizes | 3–4 Weeks Before

	Task	Timeline	Owner
☐	Finalize tournament format (number of games, scoring method)	4 wks out	
☐	Order trophies, medals, and winner prizes	3 wks out	
☐	Purchase raffle prizes and auction items	3 wks out	
☐	Finalize lane assignments and create team brackets	3 wks out	
☐	Confirm all sponsor logos and artwork received	3 wks out	



	Task	Timeline	Owner
☐	Arrive 1–2 hours early for setup	Event day	
☐	Set up check-in table, name badges, and team packets	Event day	
☐	Brief volunteers at their stations	Event day	
☐	Welcome remarks and sponsor recognition	Start	
☐	Bowling begins — volunteers circulate	During	
☐	Raffle drawings and 50/50 at midpoint	Midpoint	
☐	Award ceremony and closing remarks	Closing	

☐	Tear down and venue clean-up	Post-event	
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PHASE 7 — Post-Event Wrap-Up | Within 1 Week

	Task	Timeline	Owner
☐	Send sponsor thank-you emails (within 48 hours)	Day 1–2	
☐	Send participant thank-you and recap email	Day 3–5	
☐	Share photos and results on social media	Day 1–3	
☐	Distribute post-event feedback survey	Day 3–5	
☐	Reconcile expenses and prepare final P&L summary	Week 1	
☐	Document lessons learned for next year	Week 2	

PART III

GOLF TOURNAMENT PLANNING GUIDE

Section 1: Concept & Goals

A golf tournament is one of the most prestigious and financially productive events in any organization's calendar. With proper planning, it delivers a premium experience for participants, meaningful exposure for sponsors, and a significant fundraising return.

1.1 Define the Tournament

- Determine the primary purpose: fundraiser, donor cultivation, membership appreciation, or community outreach
- Set format: shotgun start (recommended for events 100+ players) vs. tee-time start
- Skill level: open to all vs. invitation-only vs. alumni/celebrity pairing
- One-day tournament or multi-day event with evening gala/dinner
- Establish maximum field size (typically 72–144 players in foursomes)

1.2 Set Goals & Success Metrics

- Total player registration target (in foursomes or individual registrations)
- Overall revenue goal including sponsorships, registrations, and on-course fundraising
- Net proceeds goal for charitable giving or organizational programming
- Sponsor relationship objectives — new prospects, renewals, and upgrades

1.3 Build Your Planning Team

- Tournament Director — primary lead for all logistics and decisions
- Sponsorship Coordinator — manages all sponsor packages, fulfillment, and recognition
- Golf Course Liaison — works directly with the club's pro shop and events team
- Registration Manager — handles player sign-ups, foursomes, and communications
- On-Course Operations Lead — manages contests, hole signs, carts, and volunteers
- Evening Event Coordinator — oversees dinner, awards, auction, and entertainment

Section 2: Course & Venue Selection

The golf course is the centerpiece of the experience. Select a course that reflects the prestige of the NFL Alumni brand and matches the expectations of your player and sponsor base.

2.1 Course Selection Criteria

- Course reputation, condition, and overall player experience
- Capacity to host a shotgun start (all foursomes begin simultaneously at different holes)
- Availability of a clubhouse, banquet room, or tent for registration, lunch, and dinner
- On-site catering capabilities and bar services
- Cart fleet availability sufficient for all players
- Practice facilities: driving range and putting green for pre-round warm-up

2.2 Venue Logistics

- Reserve the course exclusively for the full event day
- Sign course contract; confirm rain date or weather cancellation policy
- Confirm hole signage placement, sponsor banner locations, and cart staging areas
- Coordinate on-course contest hole locations (hole-in-one, longest drive, closest to pin)
- Arrange adequate parking for players, staff, sponsors, and guests
- Confirm A/V setup for dinner and awards ceremony

Section 3: Tournament Format

Choosing the right format ensures a fun, competitive, and pace-of-play-appropriate experience. Most charity tournaments use a scramble to keep the round moving and welcome all skill levels.

3.1 Recommended Formats

- Scramble (Best Ball): All 4 players tee off; team selects the best shot and all play from there — most popular for mixed skill levels
- Shamble: All players tee off; team selects best drive, then each plays their own ball from that point
- Stableford: Points-based scoring system — rewards risk-taking and keeps morale high
- Four-Ball (Best Ball): Each player plays their own ball; best score per hole counts for the team

3.2 On-Course Contests & Activities

- Hole-in-One Contest: Partner with a sponsor; major prize (car, trip, or cash) for a hole-in-one on designated par-3
- Longest Drive: Men's and women's divisions; sponsored hole with distance marker
- Closest to the Pin: Multiple par-3 holes; small prizes for each
- Putting Contest: Pre-round activity on the practice green with entry fee
- Mulligan Sales: Sell 2–4 mulligans per player at registration (\$20–\$50 each)
- Poker Holes: Players draw a playing card at designated holes; best hand wins a prize

3.3 Pace of Play

- Publish a pace-of-play standard (e.g., 4 hours 30 minutes maximum for 18 holes)
- Assign a pace-of-play marshal to monitor and assist slow groups
- Use a shotgun start to ensure all groups finish close to the same time
- Communicate on-course rules (preferred lies, out-of-bounds, local rules) in each cart

Section 4: Budget, Sponsors & Fundraising

Golf tournaments have significant earning potential. A well-structured sponsorship program and on-course fundraising activities can generate substantial revenue well beyond registration fees.

4.1 Budget Planning

- Line-item budget: course fee, catering (lunch + dinner), gifts, awards, signage, printing, insurance, A/V
- Estimate revenue from all streams before finalizing expenses
- Build in a 10–15% contingency buffer
- Explore complimentary or reduced course fees in exchange for naming rights or enhanced sponsor recognition

4.2 Sponsorship Tiers

- Presenting / Title Sponsor: Tournament naming rights, prominent signage throughout the course, logo on all materials, featured in all communications, complimentary foursome
- Eagle Sponsor: Named hole (featured hole — usually 18th or 1st), on-course signage, logo in program, one complimentary foursome
- Birdie Sponsor: Named hole, on-course signage, logo in program, two individual registrations
- Par Sponsor: Hole signage with company logo, listing in event program
- Cart Sponsor: Logo on all golf carts for the day
- Beverage / Refreshment Sponsor: Branded signage at on-course beverage stations
- Prize Sponsor: Recognition tied to the hole-in-one, longest drive, or closest-to-pin contests

4.3 Additional Fundraising Opportunities

- Individual player and foursome registration fees (\$150–\$350 per player)
- Mulligan packages sold at registration and on the first tee
- Live auction or fund-a-need appeal during the dinner
- Silent auction of memorabilia, experiences, and donated items
- 50/50 raffle during the dinner
- Premium player gifts with optional upgrade packages

Section 5: Marketing & Registration

5.1 Marketing Channels

- Personal outreach from Board members and NFL Alumni to top prospects and foursomes

- Email campaign to full membership, past tournament players, and donor database
- Social media campaign: early-bird registration, sponsor spotlights, alumni features
- Tournament website or dedicated landing page with online registration
- Press release and local sports media outreach
- Printed save-the-date and invitation mailed to VIP prospects

5.2 Registration Setup

- Online registration capturing: player name, company, handicap index, foursome partners, and cart/meal preferences
- Option to register as an individual (will be paired into a foursome)
- Collect emergency contact and any dietary restrictions
- Set early-bird registration deadline with a modest discount incentive
- Set final registration deadline 2 weeks before the tournament
- Send confirmation with course details, schedule, dress code, and packing list

Section 6: Pairings, Prizes & Player Gifts

6.1 Pairings & Hole Assignments

- Release official pairings and tee/hole assignments 3–5 days before the tournament
- Strategically pair VIP sponsors, celebrity alumni, and key donors with top prospects
- Mix skill levels within foursomes to ensure an enjoyable round for all
- Provide each player a cart card with their hole assignment, local rules, and the day's schedule

6.2 Player Gifts

- Quality branded gift bag: logo golf balls, custom tees, ball marker, and divot tool
- Premium apparel item: polo shirt, quarter-zip, or hat with event and NFL Alumni branding
- Gift certificates, experience vouchers, or premium add-ons for title-level registrants
- Personalized items (monogrammed towel, bag tag) for VIP/celebrity alumni participants

6.3 Awards & Prizes

- 1st, 2nd, and 3rd place team trophies or crystal awards
- Hole-in-one prize: insure the prize through a specialty underwriter if offering high-value item
- Longest drive award (men's and women's divisions)
- Closest to the pin awards at multiple holes
- Straightest drive, most accurate iron, or putting contest winners
- Last place / most honest team award (crowd favorite)

Section 7: Day-of Execution

7.1 Morning Setup (Arrive 2 Hours Early)

- Set up registration / check-in table in the clubhouse or staging area
- Place sponsor signs, banners, and contest markers at designated holes
- Load cart bags: rules sheet, scoring card, pencils, and mulligan tickets
- Set up on-course beverage stations and refreshment stops
- Brief all volunteers, contest monitors, and on-course marshals
- Confirm dining room / tent setup for lunch and dinner service

7.2 Pre-Round Activities

- Welcome breakfast or continental spread in the clubhouse
- Registration, gift bag distribution, and player check-in
- Driving range and putting green open 60 minutes before shotgun start
- Putting contest available for pre-round participation (entry fee collected)
- Opening remarks: welcome, sponsor recognition, rules review, and shotgun start signal

7.3 During the Round

- Pace-of-play marshal circulates the course to assist slow groups
- Beverage cart makes continuous rounds; refreshment stations stocked
- Score collection at each hole by designated volunteers or via scoring app
- On-course contests monitored and winners recorded at each respective hole

7.4 Post-Round & Dinner

- Cocktail hour / reception with drinks and hors d'oeuvres as players finish
- Tabulate scores and confirm flight winners and contest results
- Dinner service: plated, buffet, or stations
- Program: welcome remarks, sponsor recognition, live auction or fund-a-need, 50/50 drawing
- Awards presentation: contest winners, flight winners, overall champions
- Closing remarks and thank-you to sponsors, players, and volunteers

Section 8: Post-Tournament Wrap-Up

8.1 Follow-Up Communications

- Send thank-you emails to all players within 48 hours
- Send personalized sponsor thank-you with post-event metrics, photos, and attendance summary
- Share event photos, scores, and highlights on social media
- Distribute post-tournament survey to players and sponsors
- Publicly recognize top sponsors in newsletter and social media posts

8.2 Financial Close-Out

- Collect all outstanding auction, raffle, and sponsor payments
- Reconcile all expenses against the approved budget
- Prepare a final profit & loss summary and present to leadership
- Document all sponsor benefits delivered vs. promised for future reference
- Begin planning file for next year's tournament

PART III — MASTER TIMELINE & CHECKLIST

NFL Alumni Association Golf Tournament

PHASE 1 — Concept & Goals | 12–16 Weeks Before

	Task	Timeline	Owner
☐	Confirm tournament purpose and target audience	16 wks out	
☐	Select tournament format (scramble, shotgun, etc.)	16 wks out	
☐	Set player capacity and foursome target	14 wks out	
☐	Establish overall budget and revenue goals	14 wks out	
☐	Appoint Tournament Director and core planning team	14 wks out	
☐	Select tournament date	12 wks out	

PHASE 2 — Course & Venue | 10–12 Weeks Before

	Task	Timeline	Owner
☐	Research and visit golf course options	12 wks out	
☐	Negotiate and sign course contract; confirm exclusive use	10 wks out	
☐	Confirm rain date / cancellation policy	10 wks out	
☐	Confirm clubhouse / banquet room availability for dinner	10 wks out	
☐	Identify hole locations for contests (HIO, longest drive, CTP)	10 wks out	
☐	Confirm sponsor signage placement locations with course	8 wks out	

PHASE 3 — Sponsorships & Fundraising | 10–12 Weeks Before

	Task	Timeline	Owner
☐	Design sponsorship tier packages (Title through Par)	12 wks out	
☐	Create golf tournament sponsorship packet / deck	12 wks out	
☐	Begin outreach — title and eagle sponsors first	12 wks out	

☐	Confirm hole-in-one insurance underwriter	10 wks out	
☐	Plan live auction, silent auction, and 50/50 logistics	8 wks out	
☐	Confirm and collect signed sponsor agreements	8 wks out	
☐	Confirm all sponsor logos received for signage production	6 wks out	

PHASE 4 — Marketing & Registration | 8–12 Weeks Before

	Task	Timeline	Owner
☐	Launch tournament landing page / registration site	12 wks out	
☐	Send save-the-date to VIP prospects and past players	10 wks out	
☐	Send email announcement to full membership and donor database	8 wks out	
☐	Launch social media campaign	8 wks out	
☐	Set early-bird registration deadline	8 wks out	
☐	Set final registration deadline (2 wks before event)	Ongoing	
☐	Send confirmation emails to all registered players	Ongoing	

PHASE 5 — Pairings, Gifts & Prizes | 3–5 Weeks Before

	Task	Timeline	Owner
☐	Order player gift bags and branded apparel items	6 wks out	
☐	Order trophies and awards for all prize categories	5 wks out	
☐	Purchase or source hole-in-one prize (or confirm insurance)	4 wks out	
☐	Create foursomes and assign hole / tee assignments	1 wk out	
☐	Print cart cards, scorecards, and local rules sheets	1 wk out	
☐	Release pairings to all players	3–5 days out	

PHASE 6 — Final Prep | 1–2 Weeks Before

	Task	Timeline	Owner
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☐	Send reminder email with course address, parking, and schedule	1 wk out	
☐	Confirm final headcount with course / catering	1 wk out	
☐	Print sponsor signage, banner, and hole markers	1 wk out	
☐	Brief all volunteers, marshals, and contest monitors	2 days out	
☐	Confirm A/V setup for dinner and awards	2 days out	
☐	Confirm auction items / raffle prizes are on-site or en route	2 days out	

	Task	Timeline	Owner
☐	Arrive 2 hours early — set up check-in, signage, and cart loads	Tournament day	
☐	Brief all volunteers and on-course marshals	Tournament day	
☐	Open registration, distribute gift bags and cart assignments	Morning	
☐	Driving range and putting contest open	Pre-round	
☐	Opening remarks and shotgun start	Tee time	
☐	Monitor pace of play and on-course contests	During round	
☐	Cocktail hour as players finish	Post-round	
☐	Tabulate scores; confirm all contest results	Post-round	
☐	Dinner, program, live auction / fund-a-need, awards	Evening	
☐	Closing remarks and guest departure	Evening close	

PHASE 8 — Post-Tournament Wrap-Up | Within 1 Week

	Task	Timeline	Owner
☐	Send player thank-you and event recap email	Day 1–2	
☐	Send personalized sponsor thank-you with metrics and photos	Day 1–2	
☐	Post event highlights and photos on social media	Day 1–3	
☐	Collect all outstanding auction and raffle payments	Day 1–5	

☐	Distribute post-tournament survey	Day 3–5	
☐	Reconcile expenses; prepare final P&L summary	Week 1	
☐	Document all sponsor fulfillment for records	Week 1	
☐	Begin planning file for next year's tournament	Week 2	

PART IV

CHEERLEADER CLINIC & CAMP GUIDE

Section 1: Concept & Goals

A cheerleader clinic or camp provides participants with skill development, performance training, team building, and an unforgettable experience connected to the NFL Alumni brand. With strong programming and proper planning, these events attract significant community interest and sponsor support.

1.1 Define the Clinic or Camp

- Clinic (1 day) vs. Camp (multi-day, 2–5 days) — determine format based on budget and audience
- Age groups: youth (5–10), junior (11–14), high school (15–18), or all-ages combined
- Focus area: cheer fundamentals, advanced stunts & tumbling, dance & performance, or competition prep
- Residential (overnight) vs. day-program format for multi-day camps
- Maximum participant capacity based on facility space and instructor ratio

1.2 Set Goals & Success Metrics

- Total participant enrollment target
- Revenue goal and break-even analysis
- Community impact goals (scholarship spots, school partnerships)
- Brand visibility and NFL Alumni community engagement objectives

1.3 Build Your Planning Team

- Clinic / Camp Director — overall lead and decision-maker
- Head Cheer Instructor / Clinician — designs and leads the curriculum
- Assistant Instructors — support skill stations and group coaching (1:10 ratio recommended)
- Registration & Admin Coordinator — sign-ups, waivers, and communications
- Safety Officer / Athletic Trainer — on-site medical and safety oversight
- Marketing Lead — promotions, outreach, and social media

Section 2: Venue & Facilities

Cheerleading requires a safe, properly equipped indoor or outdoor space with appropriate flooring, ceiling height for stunts, and adjacent areas for rest, instruction, and parent viewing.

2.1 Facility Requirements

- Sprung or rubberized flooring strongly preferred for tumbling and stunting — avoid hard concrete
- Minimum 12-foot ceiling height required for any stunting or toss elements
- Gymnasium, arena floor, or dedicated cheer/dance facility recommended
- Separate warm-up and stretching area
- Dedicated space for classroom/lecture sessions and team building activities
- Parent/spectator viewing area clearly separated from the performance floor

2.2 Facility Logistics

- Reserve the facility for all clinic/camp dates plus setup and teardown time
- Sign facility use agreement; confirm insurance and liability requirements
- Confirm access to restrooms, changing rooms, and water stations
- Verify ADA accessibility for participants and spectators
- Arrange seating, mats, and equipment storage within the space

Section 3: Budget, Sponsors & Staffing

3.1 Budget & Revenue Planning

- Set per-participant registration fee (typical range: \$75–\$200/day for clinics; \$300–\$800 for multi-day camps)
- Line-item budget: facility rental, instructor fees, uniforms/apparel, equipment, meals/snacks, insurance, marketing, awards
- Plan scholarship or reduced-fee spots for underserved participants
- Build a 10–15% contingency buffer into the overall budget

3.2 Sponsorship Opportunities

- Title Sponsor: naming rights, premier signage, logo on all uniforms and materials, complimentary clinic registrations
- Gold / Silver / Bronze tiers: facility signage, social media features, program recognition
- In-kind sponsors: apparel, pom-poms, snacks, music equipment, or photography
- Local businesses, dance/cheer supply companies, and sports apparel brands are strong prospects

3.3 Staffing & Instructors

- Head clinician: certified cheer instructor with competition or professional cheer experience
- Stunt and tumbling coaches: certified in safety and spotting techniques

- Dance and performance coaches: experienced in cheer-style choreography
- Target a 1:10 instructor-to-participant ratio (1:8 for stunting groups)
- Require background checks and SafeSport certification for all staff
- Consider featuring an NFL Alumni cheerleader or professional cheer guest as a headline clinician

Section 4: Curriculum & Clinic Schedule

A great cheer clinic curriculum balances foundational technique, high-energy performance, and team bonding. Structure each session with clear objectives, appropriate progressions, and rest periods.

4.1 Sample Daily Schedule

- 8:00 AM — Staff arrival, floor setup and equipment staging
- 8:30 AM — Participant check-in, gear distribution
- 9:00 AM — Opening ceremony: welcome, introductions, spirit warm-up
- 9:30 AM — Dynamic warm-up, stretching, and conditioning
- 10:00 AM — Cheer fundamentals: motion technique, voice projection, and jumps
- 11:00 AM — Station rotations: stunting, tumbling, and dance (by skill group)
- 12:30 PM — Lunch break and team bonding activity
- 1:30 PM — Choreography workshop: learning a performance routine
- 3:00 PM — Group practice and team run-throughs
- 4:00 PM — Clinic showcase performance for parents and guests
- 4:30 PM — Awards ceremony, certificates, group photo, and dismissal

4.2 Skill Stations

- Motions & Technique: sharp arm motions, hand placement, body alignment, and timing
- Jumps & Flexibility: toe touch, herkies, pikes, spread eagles — spotting required
- Stunting Group: based and flyer roles, two-legged and one-legged stunts, safety progressions
- Tumbling: forward/backward rolls, cartwheels, round-offs, back walkovers (by skill level)
- Dance & Performance: cheer-style choreography, facial expressions, showmanship
- Cheer Writing Workshop: participants create and perform an original team cheer

4.3 Off-Floor Programming

- Team building games and icebreakers at the start of each day
- Guest speaker session: NFL Alumni cheerleader, professional dancer, or sports psychologist
- Life skills workshop: confidence, leadership, teamwork, and resilience
- Nutrition and wellness talk tailored for young athletes
- Friendship bracelet or spirit craft activity during rest breaks

Section 5: Marketing & Registration

5.1 Marketing Channels

- Email outreach to past clinic families, school cheer coaches, and local youth organizations
- Social media campaign: countdown posts, instructor spotlights, past clinic highlight videos
- Flyer distribution at schools, gymnastics studios, dance schools, and recreation centers
- Partnerships with local cheer / dance clubs, Pop Warner programs, and school booster clubs
- Press release to local community media and school district newsletters
- Word-of-mouth through existing NFL Alumni member networks

5.2 Registration Setup

- Online registration form: participant name, age, experience level, group size, T-shirt/uniform size
- Collect emergency contact, medical history, allergy information, and insurance details
- Require signed liability waiver, photo/media release, and stunt participation consent
- Set registration deadline 2–3 weeks before the clinic
- Maintain a waitlist if maximum capacity is reached
- Send confirmation email with schedule, gear checklist, parking info, and parent FAQs

Section 6: Equipment, Uniforms & Supplies

6.1 Floor Equipment & Safety

- Certified cheer mats or gymnastics crash mats — required for tumbling and stunting
- Spotting belts for advanced tumbling and aerial skills
- Portable speaker system for music during drill and performance sessions
- Whiteboard or screen for displaying formations and choreography notes
- First aid kit, ice packs, and ace bandages accessible at all times

6.2 Participant Gear

- Custom clinic T-shirt or uniform top — branded with NFL Alumni Association logo
- Pom-poms (provided or participants bring their own — confirm at registration)
- Hair ties, bow, or spirit accessories — themed for the clinic
- Awards: ribbons, medals, or trophies for showcase performance categories
- Participation certificate personalized with participant name and clinic date
- Branded camp bag or backpack (budget-dependent)

6.3 Music & Performance Prep

- Curate a licensed music playlist for warm-up, drills, and performance
- Choreograph the showcase routine at least 4 weeks before the clinic
- Prepare a music mix for the closing showcase — energetic and age-appropriate
- Confirm audio levels and speaker placement in the performance space in advance

Section 7: Health, Safety & Compliance

Cheerleading safety — particularly for stunting and tumbling — requires strict protocols, certified coaching, and clear communication with participants and families.

7.1 Safety Standards

- All stunting must follow AACCA (American Association of Cheerleading Coaches and Administrators) safety guidelines
- All spotters must be trained and positioned before any stunt attempt
- Group participants by skill level — never place beginners in advanced stunting groups
- No stunting or tumbling without adequate mats in place
- Certified athletic trainer or first-aid-certified staff member on-site at all times

7.2 Medical & Emergency Protocols

- Collect and review all medical forms before any participant takes the floor
- Flag any participants with restrictions (recent injuries, conditions affecting activity)
- AED accessible and staff trained in CPR/AED use
- Know the nearest emergency room and have a transportation plan ready
- Designate a quiet rest area for any participant who needs to step away from activity

7.3 Legal & Compliance

- Collect signed waivers, medical releases, and stunt participation consent from all families
- Require background checks and SafeSport training for every instructor and volunteer
- Confirm event liability and participant accident insurance is active
- Follow all local minor protection protocols — no 1:1 adult-child situations
- Photo and social media release required for all showcase performances

Section 8: Day-of Execution

8.1 Setup (Arrive 60–90 Minutes Early)

- Lay out all mats and confirm floor is clear of hazards
- Set up check-in table with name badges, gear, and participant packets
- Test and position speaker system; confirm music playlist is ready
- Place sponsor banners and event signage in the facility
- Brief all instructors and volunteers on safety protocols and the day's schedule

8.2 Run of Show

- Opening ceremony: welcome, energy warm-up, and spirit chants
- Dynamic stretching and conditioning led by head instructor
- Skill station rotations — instructors lead each group through progressions
- Lunch break: structured rest, team bonding activity, and off-floor programming
- Afternoon choreography and performance rehearsal
- Parent/guest arrival for the closing showcase (30 minutes before performance)

- Closing showcase performance — participants demonstrate what they have learned
- Awards ceremony, certificates, group photo, and camper dismissal

Section 9: Post-Clinic Wrap-Up

9.1 Follow-Up Communications

- Send thank-you emails to all families within 48 hours
- Send sponsor thank-you with post-event metrics and photo highlights
- Share showcase highlights and group photos on social media
- Distribute a post-clinic survey to families
- Issue individual participant performance notes or feedback cards
- Recognize top volunteers and instructors publicly

9.2 Financial & Administrative Close-Out

- Collect all outstanding registration payments
- Reconcile expenses against the approved budget
- Prepare a final profit & loss summary for leadership
- Archive all waivers, medical forms, and photo releases per retention policy
- Document lessons learned and curriculum improvements for the next clinic

PART IV — MASTER TIMELINE & CHECKLIST

NFL Alumni Association Cheerleader Clinic & Camp

PHASE 1 — Concept & Goals | 10–12 Weeks Before

	Task	Timeline	Owner
☐	Confirm clinic vs. camp format and number of days	12 wks out	
☐	Define age groups, skill levels, and maximum capacity	12 wks out	
☐	Establish overall budget and revenue targets	12 wks out	
☐	Appoint Clinic Director and core planning team	12 wks out	
☐	Select clinic date(s) and general timeframe	10 wks out	
☐	Set scholarship / reduced-fee slot allocation	10 wks out	

PHASE 2 — Venue & Facilities | 8–10 Weeks Before

	Task	Timeline	Owner
☐	Identify and visit gym / cheer facility options	10 wks out	
☐	Confirm sprung/rubberized flooring and ceiling height	10 wks out	
☐	Reserve facility for all clinic dates plus setup/teardown	9 wks out	
☐	Sign facility use agreement	8 wks out	
☐	Confirm restrooms, changing areas, and water access	8 wks out	
☐	Plan parent viewing area and spectator seating	8 wks out	

PHASE 3 — Budget, Sponsors & Staffing | 8–10 Weeks Before

	Task	Timeline	Owner
☐	Finalize registration fee and build line-item budget	10 wks out	
☐	Create sponsorship tier packages and outreach packet	9 wks out	
☐	Begin sponsor outreach — title sponsor first	9 wks out	

☐	Confirm head clinician and assistant instructors	8 wks out	
☐	Pursue NFL Alumni cheerleader guest clinician	8 wks out	
☐	Collect background checks and SafeSport certification for all staff	6 wks out	
☐	Confirm athletic trainer / first-aid coverage for all dates	6 wks out	

PHASE 4 — Curriculum & Schedule | 6–8 Weeks Before

	Task	Timeline	Owner
☐	Develop daily schedule with skill station rotations	8 wks out	
☐	Assign instructors to specific stations and skill groups	7 wks out	
☐	Choreograph showcase performance routine	6 wks out	
☐	Plan off-floor programming: guest speakers, life skills, team building	6 wks out	
☐	Curate licensed music playlist for drills and showcase	5 wks out	
☐	Finalize award categories for the showcase	5 wks out	

PHASE 5 — Marketing & Registration | 6–8 Weeks Before

	Task	Timeline	Owner
☐	Design clinic flyer and social media graphics	8 wks out	
☐	Open online registration with waivers and consent forms	7 wks out	
☐	Send announcement email to past families and school coaches	6 wks out	
☐	Launch social media campaign	6 wks out	
☐	Distribute flyers at schools, dance studios, and gyms	5 wks out	
☐	Set and communicate registration deadline	4 wks out	

PHASE 6 — Equipment, Uniforms & Supplies | 4–6 Weeks Before

	Task	Timeline	Owner
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☐	Confirm cheer mat inventory — rent additional if needed	6 wks out	
☐	Order custom clinic T-shirts / uniform tops (+10% buffer)	5 wks out	
☐	Order pom-poms and spirit accessories	5 wks out	
☐	Order awards, ribbons, and participation certificates	5 wks out	
☐	Test and stage speaker system and music setup	1 wk out	
☐	Confirm sponsor banners and signage are printed	3 wks out	

PHASE 7 — Health, Safety & Compliance | 3–4 Weeks Before

	Task	Timeline	Owner
☐	Confirm athletic trainer / first-aid staff is booked	4 wks out	
☐	Verify AED on-site and staff CPR/AED certified	4 wks out	
☐	Collect all participant medical forms and emergency contacts	3 wks out	
☐	Confirm event liability insurance is active	3 wks out	
☐	Review AACCA stunt safety guidelines with all instructors	1 wk out	
☐	Brief all staff on emergency action plan	Day before	

	Task	Timeline	Owner
☐	Arrive 60–90 min early — lay out mats and prep floor	Clinic day	
☐	Set up check-in table and distribute gear	Clinic day	
☐	Place sponsor banners and facility signage	Clinic day	
☐	Brief all instructors and volunteers	Clinic day	
☐	Opening ceremony and spirit warm-up	Start	
☐	Execute skill station rotations per schedule	Morning	
☐	Lunch break and off-floor programming	Midday	
☐	Afternoon choreography and performance rehearsal	Afternoon	
☐	Parent/guest arrival for the closing showcase	Pre-showcase	

☐	Closing showcase performance	Late afternoon	
☐	Awards, certificates, group photo, and dismissal	Closing	
☐	Teardown and facility clean-up	Post-clinic	

PHASE 9 — Post-Clinic Wrap-Up | Within 1 Week

	Task	Timeline	Owner
☐	Send family thank-you and recap email (within 48 hrs)	Day 1–2	
☐	Send sponsor thank-you with photos and attendance metrics	Day 1–2	
☐	Share showcase highlights and photos on social media	Day 1–3	
☐	Distribute post-clinic survey to families	Day 3–5	
☐	Issue participant feedback notes or performance cards	Day 3–7	
☐	Collect outstanding payments; finalize P&L summary	Week 1	
☐	Archive all waivers and medical forms	Week 1	
☐	Document curriculum improvements for next clinic	Week 2	

PART V

PICKLEBALL TOURNAMENT PLANNING GUIDE

Section 1: Concept & Goals

Pickleball is the fastest-growing sport in America, making it an ideal draw for a broad, multi-generational audience. A well-run tournament delivers an energetic, accessible experience for players of all skill levels while generating meaningful sponsorship and fundraising returns.

1.1 Define the Tournament

- Determine the primary purpose: fundraiser, membership engagement, community outreach, or alumni/celebrity exhibition
- Set the format: round-robin pool play, single/double elimination bracket, or social “open play” rotation
- Skill divisions: recreational (2.5–3.0), intermediate (3.5–4.0), advanced (4.5+), or open to all
- Play type: doubles (most popular), mixed doubles, and/or singles brackets
- Establish maximum field size based on available courts and time blocks

1.2 Set Goals & Success Metrics

- Total player / team registration target
- Overall revenue goal including sponsorships, registrations, and on-site fundraising
- Net proceeds goal for charitable giving or organizational programming
- Brand awareness, alumni visibility, and new-member engagement objectives

1.3 Build Your Planning Team

- Tournament Director — primary lead for all logistics and decisions
- Sponsorship Coordinator — manages sponsor packages, fulfillment, and recognition
- Facility Liaison — works directly with the courts/venue and parks staff
- Registration Manager — handles player sign-ups, brackets, and communications
- Court Operations Lead — manages referees, scorekeeping, and court flow
- Marketing Lead — promotions, social media, and sponsor relations

Section 2: Venue & Court Selection

The courts are the heart of the event. Choose a facility with enough dedicated pickleball courts to keep play moving and spectators comfortable, and book early — court availability is the most common bottleneck for pickleball events.

2.1 Court & Facility Criteria

- Number of dedicated pickleball courts (rule of thumb: 1 court per 6–8 players in bracket play)
- Indoor vs. outdoor — indoor protects against weather; outdoor offers more capacity
- Quality and condition of court surface, nets, and line markings
- Adequate spacing and fencing between courts for safe play
- Shade, seating, and clearly defined spectator viewing areas
- Restrooms, parking, and ADA accessibility

2.2 Venue Logistics

- Reserve all courts for the full event window plus setup and teardown time
- Sign facility use agreement; confirm rain date or weather cancellation policy
- Confirm access to electricity for sound system, scoreboards, and vendor needs
- Coordinate space for registration, sponsor banners, food/beverage, and awards
- Confirm event liability insurance coverage is active for all dates
- Identify the nearest emergency room and plan first-aid station placement

Section 3: Tournament Format & Rules

Choosing the right format keeps play competitive, fair, and on schedule. Most charity pickleball events use round-robin pool play feeding into a bracket so every player is guaranteed multiple games.

3.1 Recommended Formats

- Round-Robin Pools: players grouped into pools; top finishers advance to a playoff bracket — guarantees multiple games for all
- Double Elimination: players/teams get a second chance after one loss — popular for competitive divisions
- Single Elimination: fastest format — best when court time or daylight is limited
- Social Round-Robin (Shuffle): partners rotate each round — ideal for mixers and networking events

3.2 Rules & Scoring

- Follow USA Pickleball (USAP) official rules for play and equipment standards
- Standard games to 11, win by 2; use shorter games to 9 or rally scoring if time is tight
- Confirm whether games are self-officiated or staffed with referees for later rounds
- Provide approved balls and confirm paddle compliance for competitive divisions
- Publish the format, scoring, and tiebreaker rules to all players in advance

3.3 Pace & Court Flow

- Build a master schedule with assigned courts and start times for each round
- Assign a court monitor or “court marshal” to keep matches moving on time
- Use a central scoring table or app to track results and post live brackets
- Stagger division start times to avoid bottlenecks at registration and on courts

Section 4: Budget, Sponsors & Fundraising

Pickleball's surging popularity makes it attractive to sponsors looking to reach an active, community-minded audience. A tiered sponsorship program combined with on-site fundraising can generate revenue well beyond entry fees.

4.1 Budget Planning

- Line-item budget: court/facility rental, balls and equipment, referees, awards, signage, food/beverage, insurance, marketing
- Set a per-player or per-team entry fee (typical range: \$40–\$100 per player depending on format and market)
- Build in a 10–15% contingency buffer for unexpected costs
- Identify scholarship or reduced-fee slots to keep the event accessible

4.2 Sponsorship Tiers

- Title / Presenting Sponsor: tournament naming rights, premier court and banner signage, logo on all materials, featured in all communications
- Court Sponsor: branded signage at an assigned court (“Court 1 presented by...”)
- Gold / Silver / Bronze tiers: signage, program recognition, and social media features
- In-kind sponsors: paddles, balls, apparel, water, food, or prize donations
- Prize Sponsor: recognition tied to division champions or skills-challenge winners

4.3 Additional Fundraising Opportunities

- Player and team registration fees
- Raffle and silent auction of memorabilia, experiences, and donated goods
- 50/50 drawing during the event
- Skills challenge or “dink-off” contest with a small entry fee
- Merchandise and concession sales

Section 5: Marketing & Registration

5.1 Marketing Channels

- Email blast to NFL Alumni membership and past event participants
- Social media campaign: countdown graphics, player spotlights, and alumni features
- Outreach to local pickleball clubs, recreation centers, and racquet facilities

- Partnerships with regional pickleball leagues and ambassadors
- Flyer distribution at courts, gyms, and community centers

5.2 Registration Setup

- Online registration form: player name, skill rating, division, partner name, and T-shirt size
- Allow players to register as a team or as an individual seeking a partner
- Collect emergency contact and any medical or accessibility needs
- Require a signed liability waiver and photo/media release at registration
- Set a registration deadline 1–2 weeks before the event to finalize brackets
- Send confirmation with schedule, court info, parking, and what to bring

Section 6: Prizes, Gifts & Awards

6.1 Player Gifts

- Branded gift bag: tournament T-shirt, custom pickleball, towel, and sponsor items
- Welcome packet with schedule, court map, and player wristband or credential
- Premium add-on items (paddle cover, hat, water bottle) for VIP or title-level registrants

6.2 Awards & Prizes

- 1st, 2nd, and 3rd place medals or trophies for each skill division
- Mixed doubles and singles division awards where offered
- Skills challenge / “dink-off” winner prize
- Sportsmanship or best-team-name award (crowd favorite)
- Participation ribbon or certificate for all players

Section 7: Day-of Execution

7.1 Setup (Arrive 90 Minutes Early)

- Set up check-in table with name badges, brackets, and player gift bags
- Confirm court nets, lines, and balls are in place on every court
- Place sponsor banners, court signage, and the central scoring board
- Set up first-aid station, hydration stations, and shade/rest areas
- Brief referees, court marshals, and volunteers on the schedule and rules

7.2 Run of Show

- Player check-in, gift bag distribution, and warm-up courts open
- Opening remarks: welcome, sponsor recognition, format and rules review
- Begin pool play / bracket rounds on schedule — court marshals keep play moving
- Midday: break for lunch, raffle drawings, and 50/50 announcement

- Playoff and championship matches on the featured center court
- Awards ceremony: division champions, contest winners, sponsor thank-yous, group photo

Section 8: Post-Tournament Wrap-Up

8.1 Follow-Up Communications

- Send thank-you emails to all players within 48 hours
- Send sponsor thank-you with post-event metrics and photo highlights
- Share brackets, results, and photos on social media
- Distribute a post-event survey to players and sponsors
- Publicly recognize top sponsors in the newsletter and on social media

8.2 Financial & Administrative Close-Out

- Collect all outstanding registration, sponsor, raffle, and auction payments
- Reconcile all expenses against the approved budget
- Prepare a final profit & loss summary for leadership
- Archive all signed waivers and media releases per retention policy
- Document lessons learned and improvements for next year's tournament

PART V — MASTER TIMELINE & CHECKLIST

NFL Alumni Association Pickleball Tournament

PHASE 1 — Concept & Goals | 10–12 Weeks Before

	Task	Timeline	Owner
☐	Confirm tournament purpose and target audience	12 wks out	
☐	Select format (round-robin, elimination, social) and divisions	12 wks out	
☐	Set field size and player / team capacity	11 wks out	
☐	Establish overall budget and revenue goals	10 wks out	
☐	Appoint Tournament Director and core planning team	10 wks out	
☐	Select tournament date and rain / backup date	10 wks out	

PHASE 2 — Venue & Courts | 8–10 Weeks Before

	Task	Timeline	Owner
☐	Research and visit court / facility options	10 wks out	
☐	Reserve courts for full event window plus setup	9 wks out	
☐	Confirm indoor/outdoor plan and weather policy	9 wks out	
☐	Sign facility use agreement	8 wks out	
☐	Confirm parking, restrooms, and ADA accessibility	8 wks out	
☐	Verify event liability insurance is active	8 wks out	

PHASE 3 — Budget, Sponsors & Fundraising | 8–10 Weeks Before

	Task	Timeline	Owner
☐	Finalize entry fees and build line-item budget	10 wks out	
☐	Create sponsorship tier packages and outreach packet	9 wks out	
☐	Begin sponsor outreach — title and court sponsors first	9 wks out	

☐	Confirm and collect signed sponsor agreements	7 wks out	
☐	Plan raffle, silent auction, and 50/50 logistics	6 wks out	
☐	Solicit in-kind prize and equipment donations	6 wks out	

PHASE 4 — Format & Rules | 6–8 Weeks Before

	Task	Timeline	Owner
☐	Finalize format, scoring, and tiebreaker rules	8 wks out	
☐	Determine referee / court marshal needs and recruit	7 wks out	
☐	Build master court schedule and round timing	6 wks out	
☐	Select scoring method or bracket app	6 wks out	
☐	Order approved balls and confirm equipment supply	6 wks out	

PHASE 5 — Marketing & Registration | 4–6 Weeks Before

	Task	Timeline	Owner
☐	Design event flyer and social media graphics	6 wks out	
☐	Open online registration with divisions and waivers	6 wks out	
☐	Send announcement email to membership and past players	5 wks out	
☐	Launch social media campaign	5 wks out	
☐	Outreach to local pickleball clubs and ambassadors	5 wks out	
☐	Set and communicate registration deadline	2 wks out	

PHASE 6 — Prizes, Gifts & Final Prep | 2–4 Weeks Before

	Task	Timeline	Owner
☐	Order player gift bags and branded T-shirts (+10% buffer)	4 wks out	
☐	Order medals, trophies, and award materials	3 wks out	
☐	Purchase raffle and auction prizes	3 wks out	
☐	Finalize divisions, brackets, and court assignments	1 wk out	

☐	Confirm all sponsor logos and signage are printed	1 wk out	
☐	Brief referees, marshals, and volunteers	2 days out	

PHASE 7 — Tournament Day

	Task	Timeline	Owner
☐	Arrive 90 min early — set up check-in, courts, and signage	Tournament day	
☐	Distribute gift bags, brackets, and player credentials	Morning	
☐	Opening remarks, sponsor recognition, and rules review	Start	
☐	Run pool play and bracket rounds on schedule	During	
☐	Lunch break, raffle drawings, and 50/50	Midday	
☐	Championship matches on center court	Afternoon	
☐	Awards ceremony, group photo, and sponsor thank-yous	Closing	
☐	Teardown and equipment inventory	Post-event	

PHASE 8 — Post-Tournament Wrap-Up | Within 1 Week

	Task	Timeline	Owner
☐	Send player thank-you and recap email (within 48 hrs)	Day 1–2	
☐	Send sponsor thank-you with metrics and photos	Day 1–2	
☐	Share brackets, results, and photos on social media	Day 1–3	
☐	Distribute post-event survey to players	Day 3–5	
☐	Collect outstanding payments; finalize P&L summary	Week 1	
☐	Archive all waivers and media releases	Week 1	
☐	Document lessons learned for next year	Week 2	