

# Local & State Tournament

Best Practices



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# Agenda

- Assumptions
- Elements of a Tournament
- Tournament Directors thoughts and ideas
- Q&A

# Assumptions

- You have decided on the number of players per team
- You picked your handicap percentage
- You have your entry fee set
- Your prize fund has been estimated
- The duration of event is set
- You know when you will hold the event
- You know where you will hold the event



# Step number 1:

*Throw out your assumptions!*

# Administration

- Who runs the event?
  - Customer service is key
  - Train the staff
- Compensation
  - Based on success
  - Include incentives

# Entry Promotion

- Flyers, posters and entry forms
- Consider Email, Facebook, Twitter
- Work with local/state proprietor group
- Create incentives to return
  - Have next years “reservations” available when they bowl
  - Discounts, Separate PF, VIP



# Sponsorship

- Who would benefit from event?
  - Local businesses
  - Restaurants
    - 2-4-1 deals for participants
    - Talk to “Mom & Pop” locations
    - Does center have a relationship with restaurants?



# Sponsorship (State)

- Hotels
  - Obtain room blocks and rate guarantees
  - Consider handling housing for bowlers
  - Obtain a commission on every room night
- Casinos
  - If there's one in the area... contact!



# Site Selection

- Develop a formal selection procedure
- Be familiar with the location
  - Be sure facility is first rate
  - Must be clean, friendly and provide good service
- Don't select for lineage rate
- BPAA membership is important

# Lane Conditions

- Don't use the "House Shot"
  - This is a tournament, not league night
  - Create a sense of "status" for success
  - Challenge is important for the tournament
- Be Consistent!
  - Every time the lanes are dressed they should be the same
  - Redress after the same squads each week



# Brackets

- Bowler's have come to expect them
- Can be beneficial to the bottom line!
- Consider running the brackets yourself
  - Software is readily available
  - Can be labor intensive
  - Could pay to hire someone to run them for you

# Open Discussion

- Administration
- Promotion
- Sponsorships
- Site Selection
- Lane Conditions
- Brackets

# Closing Thoughts

- Throw out assumptions
- Listen to your members
- Be creative
- Try something new or different

# Thanks for attending

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