



# **EVENT ORGANIZING GUIDE**

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## **Event Organizing**

Congratulations on securing the contract to host a prestigious USA Wrestling Regional or National Event.

This guide, prepared by USA Wrestling (“USAW”), the National Governing Body for Olympic style wrestling in the United States, is provided to assist you in successfully planning, promoting and conducting a Regional or National Event. It touches on most aspects of hosting an event. Some of the details may not apply to your event. Also, please refer to your event contract for specific tasks that may not be listed in this guide.

If you have any questions, please feel free to contact USA Wrestling’s Department of National Events at the address or telephone number listed below. Unless you are advised otherwise, your contact person at USAW is the Manager of National Events. Thank you for contributing to our quest to be #1 in the World. Good Luck!

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## **GUIDELINES FOR NATIONAL EVENTS**

**PURPOSE:** The purpose of these guidelines is to standardize operations at all USA Wrestling regional and national events with the goals of increasing participation, enhancing value, building event series continuity, and promoting our sport.

**RULES:** All competition will be governed by FILA rules, with USA Wrestling modifications where applicable. Additional modifications may only be made by the designated USA Wrestling representative on site (“Event Coordinator”).

**CONTRACT:** The event will be organized by the Local Organizing Committee (“LOC”), with guidance from USA Wrestling. The contract to organize and stage the Event is made between the LOC and USA Wrestling to help insure these events are of the quality USA Wrestling desires. Any questions or concerns regarding contract interpretation should be directed to the Event Coordinator.

**PROMOTION:** The correct official name of the event shall always be used. This event is sanctioned by USA Wrestling and is part of its National Event Series. USA Wrestling shall be prominently displayed and receive appropriate recognition on all promotional materials.

**SCHEDULE:** The Event Coordinator must approve any change to/or interpretation of the published schedule.

**REGISTRATION:** All athletes participating in any competition that is a part of the event shall be afforded an opportunity to register prior to the beginning of any session where there is an admission charge. Late registration due to poor weather or other problems will only be accepted with permission from the Event Coordinator. USAW cards shall be available for purchase at registration. However, USAW Coaches Membership cards may or may not be sold at the event. The State Chairperson must be contacted prior to the event to insure athlete membership cards are available at registration.

**WEIGH-INS:** (See weigh-in procedures for detailed information)

- Athletes must weigh in wearing a **COMPETITION APPROVED SINGLET**. One or more weigh-ins may be required. Depending on age group, an athlete competing in two styles may weigh in once for both styles. This is contingent on the athlete actively competing in the first one of two wrestling styles scheduled. Athletes competing in one style must weigh in at the official weigh-in for that style. For Kids, Cadet and Junior levels, all athletes must be present at the beginning of weigh-ins.

- In regional events, states may be afforded the option of registering and weighing-in at a location apart from the event. In such case, all states must be granted similar opportunities.
- Late weigh-ins may only be accepted with permission of the Event Coordinator.

**PAIRINGS:** Pairings shall be conducted in accordance with FILA rules, with USAW modifications for regional and national championships.

**OFFICIALS CLINIC:** At regional and national championships, a meeting shall be scheduled prior to the start of the competition where the Head Mat Official can address the coaches and officials as a group, and coaches may ask questions or address concerns to the Head Mat Official or Tournament Director.

**UNIFORMS:** Complete uniforms, in conformance with the stated rules, shall be required of all contestants. This means red and blue singlets, or red/blue reversible singlet with underbriefs, plus handkerchief shall be required.

**OPERATIONS:** Official's blocks and paddles shall be utilized on each mat. An announcer and assistant announcer shall be utilized. Contestants shall be directed by the announcer to report directly to a specific mat. The announcer should read the age division and weight class first, next the names of the athletes and their state/club, then the mat number, and finally the names and mat number should be repeated. It is suggested that if semi-finals are conducted, they shall be run in flights by weight class following the conclusion of all pool finals. Medal matches shall be run in flights by weight class following the conclusion of all round-robin and semi-final bouts. Championship matches shall be conducted in order on one mat. If the event is comprised of competition for more than one age group or style, an effort should be made to set off and create a finals round for the event.

**AWARDS:** An equal number of identical awards shall be offered in both Freestyle and Greco-Roman for each age group. Champions shall also be presented the completed wall chart and finals bout sheet. There shall be a bona fide awards presentation made following the conclusion of the championship bout in each weight class. No awards shall be distributed prior to the ceremony.

**CREDENTIALS:** To insure security and successful ticket sales, the Event Director and Event Coordinator shall work cooperatively in deciding a pass/credential list for the event. Credentialed personnel should include but not be limited to security, VIP's and sponsors, media, volunteers, officials, medical, photographers, and USAW staff. Please be aware that coaches with a current USA Wrestling Coaches Card and who are NCEP Certified are entitled to free admission to USAW events and should be credentialed as so.

## 6 + MONTHS PRIOR TO EVENT

- ❑ Obtain all required “LOC” signatures on the event hosting AGREEMENT and return with any applicable funds to USAW’s Department of National Events. By promptly returning the completed AGREEMENT you speed up the flow of information and hence, help insure quality promotional and other support services. This translates to a better response from participants and spectators; which means a greater likelihood of a successful event!
- ❑ Secure signed lease, contract, or commitment letter from venue and housing managers.
  - Venue should be appropriate for the event being hosted. Get the most attractive facility available that allows you to place the required number of mats and seat the anticipated number of spectators. Some venues will grant a discount rate to non-profit organizations. Other venues can be secured at discounted rates if you can secure the cooperation of a group who frequently makes use of the venue, or is affiliated with the venue. Do not be afraid to ask.
  - Negotiate any housing required of the LOC pursuant to the AGREEMENT. Check with USAW’s Manager of National Events to find out what is appropriate for your event. Then investigate motels, hotels, dormitories, fraternities, armed service’s bases, YMCA’s, home stays, or other applicable housing alternatives. When considering costs, keep in mind the time and expenses involved with shuttle transportation. In the final analysis, convenience may be more critical than cost. When negotiating hotel/motel room rates you should be able to obtain a minimum one complimentary room for every 20-30 rooms booked.
  - Request to be added as an additional insured on the liability policy of the venue.
- ❑ Name the Event Director. This should be a person with strong organizational and leadership skills. Furthermore, he/she should be able to recruit motivated committee members to raise and manage money and to maintain enthusiasm. Advise USAW of the name, address, and phone numbers of this person. This position announcement could also be done prior to sixth months before the event, but no later than this time frame.
- ❑ The Event Director should carefully read this Guide and make frequent references to it. He/she should periodically customize it to fit one’s own needs, and should make copies of applicable portions for LOC members.
- ❑ The Event Director should maintain contact with USAW’s Manager of National Events, State Chairperson, and elected representatives, if applicable.

- With assistance from USAW's Manager of National Events a tentative budget should be developed. A copy of this should be mailed to USAW for input. Following is a sample event budget.

## SAMPLE BUDGET

**RECEIPTS:**

TICKET SALES	(XXX @ \$___)	\$ _____
PROGRAM SALES	(XXX @ \$___)	\$ _____
AD SALES		\$ _____
CONCESSIONS		\$ _____
MERCHANDISE		\$ _____
SPONSORSHIP		\$ _____
LODGING		\$ _____
ENTRY FEE/USA CARDS		\$ _____
 <i>TOTAL RECEIPTS</i>		 \$ _____

**DISBURSEMENTS:**

VENUE		\$ _____
EQUIPMENT RENTAL		\$ _____
FREIGHT		\$ _____
TICKET SELLERS		\$ _____
USHERS		\$ _____
PROGRAM SALES		\$ _____
AD SALES		\$ _____
PRINTING		\$ _____
WORKERS		\$ _____
AWARDS		\$ _____
GIFTS		\$ _____
TRAINERS		\$ _____
SUPPLIES		\$ _____
BANQUET		\$ _____
PER DIEM		\$ _____
CONCESSIONS		\$ _____
MERCHANDISE		\$ _____
ADVERTISING & PROMOTION		\$ _____
HOSPITALITY		\$ _____
PARKING		\$ _____
SECURITY		\$ _____
CUSTODIAL		\$ _____
MISCELLANEOUS		\$ _____
SHUTTLE SERVICES (XXX @ \$___ x ___ DAYS)		\$ _____
SOCIALS		\$ _____
BOARDING (XXX @ \$___ x ___ DAYS)		\$ _____
PHOTOGRAPHERS FEES		\$ _____
TRANSPORTATION (XXX @ \$___)		\$ _____
LODGING (XXX ROOMS x NIGHTS @ \$___)		\$ _____
RIGHTS FEES (BASE)		\$ _____
RIGHTS FEE (PARTICIPATION)		\$ _____
 <i>TOTAL DISBURSEMENTS</i>		 \$ _____
 <b>NET CASH FLOW (DEFICIT)</b>		 \$ _____

- ❑ If foreign teams are to participate, their commitment should be verified through USAW.
- ❑ With the assistance from USAW, a tentative schedule should be developed. Elected representatives, officials, weighmasters, State Chairpersons and other interested parties should be contacted for input.
- ❑ The Event Director should start building a base of support in the host community. Emphasize the positive effect the event will have on the local youth and the economic impact it will have on the community (the average participant spends approximately \$60 per day when he/she stays overnight for an event). An attempt should be made to secure the early support of such community leaders as the Mayor's office, college and school administrators, local coaches, state and regional leaders, fraternal groups, and others. When possible, follow up conversations with a short letter or note to confirm support.
- ❑ Recruit key LOC members based on their past achievements, contacts, and motivation. The following coordinating instructions will help you match job descriptions with individuals. Call an initial organizational meeting. This can be done in the form of a BBQ or luncheon to aid attendance.

#### **COORDINATING INSTRUCTIONS:**

The Event Director should develop customized coordinating instructions for each LOC member. All personnel should receive detailed written and verbal instructions prior to the event. Basic personnel job descriptions are as follows:

- ❑ **USAW STAFF LIAISON(S)**
  - Depending upon the nature and scope of the event, one to four or more USAW staff liaisons will be assigned to work the specific event. The USAW and the Event Director will make these assignments and all involved parties will be notified well in advance. The first assignee will be the **Event Coordinator**. He/she will work closely with the Event Director and USAW's Event Manager to insure the success of the event. Other assignees will be made with specific areas of responsibility. Such areas might include state services, public relations and promotion, and/or assistant Event Coordinator. The Event Coordinator will schedule pre-event meetings with the Event Director, and will have a specific agenda for the same. Nevertheless, it can be expected that the Event Coordinator and assistants will pitch in and help out as needed. They are there to assist the LOC and should be called upon to do so when needed or desired.
- ❑ **ASSISTANT EVENT DIRECTOR**

- Prior to Event
  - Assist Event Director as needed.
  - Contact and schedule scoring table personnel.
  - Assign scoring table personnel each session.
  - Coordinate work responsibilities of all timekeepers, assistant timekeepers, runners, match terminator thrower, etc.
  - Maintain work-list of personnel working event.
  - Mark all equipment/material borrowed from any source (such as labels on scales) to assure proper return.
  - Collect and assemble all materials for information desk from publicity office, Chamber of Commerce, athletic offices, etc.
  - Make signs as needed and post.
  - See that spit buckets are in place at each mat with cleaning solution bottles for blood.
  - Place clinic equipment on reserve-projector and screen.
  - Secure workout space for practice and competition
  - Secure officials and tournament staff travel itineraries and designate a transportation coordinator, if not self, to make necessary out-of-town travel pick-ups.
  
- During the Event
  - Supervise scoring table personnel and volunteers.
  - Develop and post work schedule by mat number for all personnel for each session.
  - Have manager distribute and collect box of supplies to each scoring table before and after sessions.
  - Insure that officials and scoring table personnel have refreshments periodically.
  - Check out and exchange towels, provide soap.
  - Greet officials, show them to dressing room, provide lock, towels, etc.
  - Maintain all supplies as needed.
  - Set up and maintain hospitality room.
  
- After the Event
  - Collect and secure all equipment and supplies and supervise return of borrowed materials.

□ **BUILDING AND EQUIPMENT COORIDINATOR**

- Prior to Event
  - Collect and arrange mats according to floor plan.
  - Collect scales and arrange weigh-in area.
  - Set up mat-side scoreboards with electrical extension cords.
  - Set up mat-side scoring tables with chairs.

- Set up chairs for coaches, mat officials etc.
  - Set up sales booths, head scoring tables and press tables.
  - Set up trainer's area
  - Set up registration and information tables
  - Set up and test microphone
  - Set up worktables in pairings area.
  - Set up bleachers for spectators and wrestlers according to floor plan.
  - Clean gym floor.
  - Have sufficient personnel on hand for setup, cleanup and rearranging mats between sessions.
  - Mark, number, tape, and clean mats.
  - Be on hand the day before the event as wrestlers will start to arrive early and will need lockers, towels, etc.
- During the Event
    - Clean mats. Insure that passivity zones have been clearly marked.
    - Be sure all equipment is ready one hour before wrestling.
    - Break down registration and information areas.
    - Provide locker facilities for wrestlers.
    - Provide locker facilities for officials with padlocks and towels.
    - Insure toilet/shower facilities are adequate and stocked with toilet paper, soap, etc. Refill containers as necessary.
    - Provide locker room attendants to open/close facilities and secure area against theft and damage.
    - Provide locked container for valuables or post signs advising contestants to guard own valuables.
    - Have concession stands open and in operation 30 minutes before each session of competition begins.
    - Have concession stand manager notify announcer 15 minutes prior to closing.
    - Be prepared to clean mats, gym floor, and bleachers on a daily basis or more depending on crowd size and if session break(s) afford it.
    - Unplug washbasins and commodes as needed.
    - Mats must be cleaned after day's competition is completed.
    - Set up awards stand as assigned by Director or Assistant.
  - After the Event
    - Return all equipment.
    - Send thank you letters to those people or organizations who helped and those from whom you borrowed equipment.

□ **TICKET MANAGER**

- During the Event
  - Open and operate ticket booth one hour prior to each session, stay at window well into session.
  - Maintain “pass/credential” list at front and rear doors
  - Distribute and sell programs during sessions.
  - Provide security guards as needed during tournament.
  - Post all guards one hour prior to competition.
  - Provide cashier’s box and change for registration.
  - Provide passes for authorized personnel.
  - Issue passes/credentials to publicity people, et al.

□ **MEDIA COORDINATOR**

- Plan promotional campaign including press conference, press releases, media lists, mailing lists, media kits, press row, interview area, souvenir program, poster, handbills, paid advertisements, public service announcements, contests, etc. Coordinate this with USAW’s Events Manager to prevent duplication of effort and to insure best support from USAW. USAW will publicize the event with articles and schedules in its newspaper, and releases to its media outlets and state leaders. Flyers and poster may also be distributed to prospective athletes and their coaches.
- Develop mailing lists for press releases, media desired at the event, and for ticket sales. You may be able to obtain these labels from USAW. Many phone numbers are also available from USAW.
- Make arrangements to secure bio’s, photos, background stories, press releases, media guide, and other information from USAW.
- Distribute press releases on a regular basis. Include Mayor’s office, Chamber of Commerce, sponsors, local wrestling clubs, LOC members, Convention or Visitors Bureau, etc.
- About 3-4 weeks prior to the event, send a letter of invitation to the media. Be sure to include the LOCAL wires services (AP & UPI). Have them request credentials from you.
- Find out what special needs broadcasters will have. Check on lighting, position, and electrical requirements. Schedule pre-event arrangements with them.
- Distribute press row phone numbers.
- Mail promotional literature to families of participants. Include information on tickets, housing, event side trips, etc.
- About 7-10 days prior to event call media to insure their attendance.
- Begin assembling materials for media kits, press row, interview area, souvenir program, etc.
- Finalize media kits. They might include a souvenir program, schedule, prior results, press pass, rules, invitations to socials/banquets, etc.
- Hold a press conference the day prior to the event.

- Set up press row and interview area. Include telephone, FAX machine, photocopy machine, typewriters and Ethernet access (if available) - Contact USAW's Media Department to find out exactly what is needed. Press row should provide a good, unobstructed view of the competition. The interview area should be in a main pathway from the competition.
- Discuss media relations and needs with announcers, pairing officials, Event Coordinator, Assistant Event Director, etc.
- Arrange interviews with athletes, coaches, etc.
- Distribute results and story hooks to media. Fax this information to local newspapers, TV stations, and radio stations as well as the hometowns of the top athletes involved in the competition.
- Secure athlete profiles from medallists.
- Prepare background information for announcers and media prior to key matches and the finals.
- Discuss staging of finals with USAW Media Representative, Event Coordinator, Event Director, and announcers. If necessary, arrange for a press area closer to the mat that will be used for finals.
- Talk with athletes and coaches prior to the finals regarding interview procedures.
- Secure and distribute results to the media immediately following the finals. Be certain that the local wire services are contacted. Include results, a story line, and a couple of quotes.
- Following the event send thank you notes to participating media. Send copies of local coverage to USAW.
- In general, the Media Coordinator should coordinate his/her efforts and maintain contact with USAW Media Department, the Event Director, and the Ticket Manager.

*Note: USAW owns trademark rights on its name, symbols, logos, and marks. Advertising and promotional material making use of protected names, symbols, logos, or marks should be reviewed by USAW prior to distribution. USAW will provide typefaces and artwork upon request.*

#### □ **CHIEF MEDICAL OFFICER**

- During the Event
  - Provide medical aid prior to, during and after the tournament as needed. Establish and post time schedule and phone numbers.
  - Contact certified medical personnel to be on hand during tournament activity.
  - Alert medical center or hospital and arrange for necessary examinations and/or treatment.
  - Provide wastebaskets and other materials necessary for proper sanitation and blood disposal.
  - Secure an adequate supply of ice.

- Perform medical examinations in conjunction with weighmaster.

## □ SAFETY DIRECTOR

- Prepare and execute safety program using the following outline of safety considerations.
  - FACILITY - Outside
    - Special parking areas for medical staff and police.
    - Signs marking directions to site, parking etc.
    - Signs marking restricted area, No parking areas, Do not enter areas, construction areas, etc.
    - Walks and entrances free of snow, ice and obstructions.
    - Proper outside lighting.
    - Adequate parking area.
    - Parking lot attendants.
  - FACILITY - Inside
    - Doors and openings free of obstructions.
    - Clear signs marking directions and schedules.
    - Adequate fire exits that are clearly marked.
    - Adequate seating capacity.
    - Proper electrical requirements and supply cords (electrical wiring should be taped down so it will be less of a hazard).
    - Adequate exits and entrances to seating, staging, main floor, concessions and restrooms.
    - Proper lighting of stairwells, hallways, restrooms, etc.
    - Regularly maintained floors and restrooms.
  - WEIGH-IN AREA (refer to weigh-in procedures)
    - Adequate size for event to avoid overcrowding area.
    - Clearly marked.
    - Develop crowd control/flow system. Signs, announcements, and taped boundaries on the floor are helpful.
    - Fire escapes are clearly marked.
    - Wet floor control.
    - Unused equipment stored or placed in a safe location away from weigh-in activity.
    - Easily accessible entrances and exits.
    - **Privacy insured.**
  - COMPETITION SITE
    - Mats should be laid at least 12-hours prior to event to insure any emergencies can be caught early.
      - ✓ Taped properly, including clearly marked passivity zones.
      - ✓ Good condition

- ✓ Laid flat on solid surface
- ✓ Adequate protection area
- ✓ Clearly marked
- ✓ Meet standard thickness requirements
- ✓ Double mats for Greco-Roman events
- ✓ Set away from posts, walls, tables, etc.

- **Mat tables**

- ✓ Positioned a safe distance from mat.
- ✓ No sharp corners or rough edges.
- ✓ Sturdy construction of chairs and tables.

- **SCORING TABLES SUPERVISOR**

- Assign personnel to tables.
- Supervise and correct personnel as needed.
- Insure all personnel are on hand and ready 20 minutes before each session.
- Rotate workload among table personnel.
- Utilize new helpers as they report or volunteer.

- **HEAD TIMEKEEPER**

- Direct all personnel at that table.
- Insure recovery of ankle bands after each bout if applicable.
- Prepare contestant numbers after each bout.
- Collect all table equipment after each session.

- **NIGHT SUPERVISOR**

- Unlock/lock gym and wrestling room according to schedule.
- Secure facility 1 hour after each session, with the exception of staff.

- **WEIGHMASTER**

- Refer to rule book - Tournament Operations

- **ANNOUNCER**

- Refer to rule book - Tournament Operations

- **ASSISTANT ANNOUNCER**

- Refer to rule book - Tournament Operations

- ❑ **HEAD PAIRING OFFICIAL**
  - Refer to rule book - Tournament Operations
- ❑ **CHIEF PAIRING OFFICIAL**
  - Refer to rule book - Tournament Operations
- ❑ **HEAD MAT OFFICIAL**
  - Refer to rule book - Tournament Operations
- ❑ **MAT OFFICIAL CLINICIAN**
  - Plan and coordinate to update and educate mat officials.
- ❑ **PHOTOGRAPHER**
  - Prior to the event, contact Event Director regarding schedule, event size, floor layout, lighting, etc.
  - In addition to wrestling action, photos should be taken of volunteers at work, fans, gift exchanges, etc.
  - Photos of key bouts and championship finals are essential.
  - Film and/or photos must be delivered to USAW upon event completion.
- ❑ Begin efforts to secure key sponsors. Seek sponsors that can benefit in some way from association with your event. These are usually companies/organizations who sell goods or services to your participants or spectators; or those companies/organizations who are interested in an image enhancement by virtue of association with youth sports programs, international athletic events, etc. For assistance in developing a sponsorship marketing plan, please call USAW. This is a must as USAW negotiates the title to certain events, and for certain items, on a series or national basis. Following is a list of what you might have to offer a sponsor to help induce them to participate.
  - List of possible sponsor inducements
    - Recognition as an “ OFFICIAL SPONSOR OF THE (NAME OF THE EVENT).”
    - Banners at venue and headquarters hotel.
    - Tent style advertising placards surrounding the championship mat, maximizing any TV and spectator exposure.
    - PA announcements at all sessions of the event.
    - VIP seating and credentials at the event and all social functions.
    - Sponsor display or product sampling booth at venue and headquarters hotel if non-competitive with USAW programs.

- Advertisement in the souvenir program.
- Logo presentation on the event staff shirts.
- Inclusion in all Pre/post event press releases.
- Logo presentation on all promotional pieces promulgated by the tournament operations staff or the state organization.
- Discount coupons.
- Logo or coupon on reverse of ticket.
- Photographic documentation of sponsorship.
- Presentation of gifts and /or awards for one or more weight classes.
- Logo presentation on wall charts.
- Recognition as “ OFFICIAL SPONSOR OF THE XXX LBS. WEIGHT CLASS.”

### **3-6 MONTHS PRIOR TO EVENT**

- Assign responsibilities to LOC members. Put these in writing. Give them customized versions of applicable portions of this Guide. A monthly meeting or conference call is beneficial.
- Confirm details regarding the venue, housing, or meals.
- Research all available transportation within the community and secure copies of rates, maps, schedules, etc. Check in to city, campus, and private bus lines, airport or hotel shuttles, limousine services, rental car agencies, railroads, courtesy cars, etc. Make tentative plans to accommodate the event’s needs.
- Secure from USAW the names, addresses, and phone numbers of all assigned staff. This list may include head mat and pairing officials, clinicians, weighmaster, announcers, medical officers, photographers, and USAW staff liaisons, as well as others. If you desire to have local talent perform any of these duties, please be certain to contact USAW at your earliest opportunity.
  - The United States Wrestling Officials Association (“USWOA”) makes the assignments for mat officials, pairing officials, and weighmasters. These assignments are typically made in November of the year preceding the event.
  - You may be able to secure the services of qualified announcers, photographers, or medical officers from the ranks of your local volunteer corps. This can save you considerable money as well as create greater community involvement. If you consider the cost of flying in and providing room and board for an announcer or medical officer from out of town, it may well be in your best interest to pay a

negotiated fee with the most highly respected members of your local community.

- Work through the USWOA and USAW's state organizations to secure the commitment of an adequate number of mat and pairing officials. These volunteers are an essential part of a successful event. Since they are volunteers who will oftentimes pay their own way to your event, you may want to arrange for free or discounted housing and/or meals for them. They will appreciate your concern and come back next year with a few more of their associates to help you conduct a first-class event.
- Communicate periodically with the USAW, assigned staff, and USAW's state organizations. This will help insure maximum participation and assistance.
- Finalize the schedule, complete with as many details as possible, and then design promotional literature such as posters, flyers, brochures, trading pins, handbills, banners, and other items.
- Seek additional sponsors to assist with specific costs. Some of the items listed in the sample budget can be reserved for this group. Some items can be granted to more than one sponsor.
- Develop a strategy for ticket sales.
  - Pre-event sales generate enthusiasm of the event among the LOC and community. Pre-event marketing efforts are best directed at group sales. Mass media efforts are helpful, but the most effective way to sell tickets is through phone contact with group leaders. This does not necessarily have to be done by a LOC volunteer. It may be well worth your time to employ a telemarketing firm to do this for you. Regardless, pre-event marketing programs should offer some form of discount, or other inducement such as one or more of the following: group discounts with XX number of tickets purchased prior to a given date, a free clinic or merchandise give away when XX number of tickets are purchased by a given date, etc. Contests can also be employed with the winning group(s) receiving a free clinic, free autographed posters, special T-shirts, interview session with a star, etc.
  - Mailing labels for selected groups are available from USAW's Events Department. To order labels contact USAW's Department of State Services at least 3-5 days prior to mailing
  - For a list of the telephone numbers of USAW member clubs, please contact USAW's Events Department.
  - Lists of names, addresses, and telephone numbers of school coaches are generally available from your state high school wrestling coaches association, state high school activities or athletics associations, or

from published national directories that can be obtained from local high schools or college athletics departments.

- If assistance is desired in determining ticket prices please call USAW.
- A promotional campaign should be developed. An example is as follows:
  - **SAMPLE PROMOTIONAL CAMPAIGN**
    - Assign Media Coordinator at least 6 months prior to the event. See coordinating instructions for the Media Coordinators duties.
    - Hold a press conference several months in advance of the event, to announce the event. This type of press conference is the most effective if held at a public gathering where most of the press is already in attendance.
    - Negotiate television coverage. This **must** be coordinated with USAW's Executive Director.
    - Secure proclamations from Governor, Mayor, University President, etc.
    - Get involved in local activities such as a float in a parade, a booth in a local festival; assign part of profits to charity, etc.
    - Arrange pre-event interviews either in-person or over the telephone. Use noted celebrities such as top coaches, local heroes, key players, etc.
    - Arrange autograph session in malls, ticket outlets, other sporting events, etc.
    - Distribute complimentary tickets to those who purchase advertising in the souvenir program.
    - Order Public Service Announcements or request assistance in producing Public Service Announcements from USAW.
    - Order billboard, television, radio, and newspaper advertisements. Order printed tickets (including complimentary tickets).
    - Organize radio call-in trivia contest with wrestling apparel and complimentary tickets as prizes.
    - Hold one-minute celebrity matches, or kids banner painting contests, etc.
    - Sell souvenir programs and round-by-round updates.
    - Secure athlete profiles from medallists. The pairings officials usually take care of this. It is also listed as one of the responsibilities of the Media Coordinator.
    - Prepare background information for announcers and media prior to key matches and the finals. Also listed as one of responsibilities of the Media Coordinator.
    - Discuss staging of finals with the Event Coordinator, Event Director, and announcers.
    - If appropriate materials are not already available, design and have printed special event letterhead, mailing envelopes,

business cards, and press release masters. These items help establish legitimacy for your event in the eyes of the community. Furthermore, if you can include a sponsor's name or logo it demonstrates that someone is already insuring your financial success.

*Note: USAW owns trademark rights on its name, symbols, logos and marks. Advertising and promotional material making use of protected names, symbols, logos, or marks must be reviewed by USAW prior to distribution. USAW may provide approved typefaces and artwork for your use, upon your request.*

- ❑ Order mailing labels from USAW of all media outlets you will want to repeatedly contact as part of your promotional campaign.
- ❑ Obtain a Request to Sanction Form from USAW, complete and return it to USAW's Events Department with the applicable funds. This **MUST** be done no later than 60 days prior to the event.
- ❑ With the assistance of USAW, select and order all necessary awards and gifts. Some events require the use of specific awards. For other events you may want to design something special or unique.
- ❑ USAW will have ordered all tournament paper supplies such as wall charts, bout sheets, and the like. Some events require the use of specific items; at other events you can customize these supplies. Check with USAW's Manager of National Events to find out what you are to receive and if there are any items that you need to order.
- ❑ Negotiate TV coverage, if applicable to your AGREEMENT. This **must** be done in coordination with USAW's Executive Director.
- ❑ Preliminary arrangements should be made for pancake breakfasts, pizza parties, socials, banquets, music, opening and closing ceremonies, etc.
- ❑ Order and arrange necessary facilities and accessories.
  - Lockers should be provided for all contestants. If your event is a team event, privacy from other teams should be afforded. Shower facilities should be readily available. Mat officials may require locker and shower facilities, and if so, they should be separate from contestants.
  - A room or secluded area must be reserved for the pairings officials.
  - Any meeting rooms such as those required for regional meetings or officials' clinics should be reserved.
  - Plans should be made for pre-event training areas and equipment for athletes. This might include mats, scales, exercise bikes, masseuse, sports medicine trainer, etc.

- Any equipment suppliers should be notified with event details (expected number of contestants and spectators as well as a finalized schedule).
- A room or secluded area should be reserved for medical care and training supplies (try to contract your training equipment supplier as a sponsor).
- The floor plan showing all mats, tables, seating, concessions, scoreboards, press row, hospitality rooms, wall charts, entrances/exits, etc. should be made.
- A sufficient number of mats should be reserved. It is recommended that mats be doubled for Greco-Roman competition, if FILA approved mats are not available. FILA approved mats are required for all international events, and are recommended for at least the finals of all other events. USAW can help secure FILA approved mats. Mats are generally available from schools, clubs, and mat refinishing companies. It is further recommended that tournament finals and dual meets be conducted on a mat set on a raised platform. Most venues have the equipment and materials readily available to make this a reasonable task.
- A sufficient supply of tables is needed for medical, announcers, pairing officials, scoring, officials, press row, TV, registration, information, merchandise sales, concessions, program sales, ticket sales, etc. The pairing officials and announcers should be set on an elevated platform.
- Arrangements should be made to secure an adequate number of electronic scoring devices. These are generally available within the venue, from local schools, and from manufacturers and distributors.
- Arrangements should be made for back-up scoring and timing devices. This would include flip boards and hand-held chronometers. These are readily available from local schools and clubs.
- A warm-up area and mat must be designated for the competitors.
- A room and/or area must be reserved for the media. Press row should provide for a clear view of the competition and scoreboards. A specific area should be established for conducting interviews. The media area should include a FAX machine, telephones, typewriters, photocopy machine, Ethernet service (if available), tables, chairs, and possible secretarial help.
- Scales will be needed for the weigh-in room and for checking purposes (digital scales are preferred). Tanita is the official supplier of scales to USA Wrestling. Tanita scales are available through USAW's Manager of National Events. You must notify USAW National Events in advance to assure availability.
- Make arrangements for locked storage rooms, weigh-in room, hospitality room, location of socials, etc.
- Acquire headset or walkie-talkie devices for event director, USAW staff liaison, announcer, weighmaster, facility manager, security workers

and any other individuals that need to be in contact with one another during the event.

## **2-3 MONTHS PRIOR TO EVENT**

- ❑ Stay in periodic contact with USAW, assigned staff, and USAW's state organizations.
- ❑ Make a final effort to sign up sponsors. This can be done in conjunction with souvenir program ad sales and discount coupons.
- ❑ Finalize budget.
- ❑ Contact venue manager and discuss event details.
- ❑ Reserve hotel rooms for assigned staff, if applicable to your AGREEMENT. Finalize meal arrangements.
- ❑ Finalize transportation arrangements.
- ❑ Execute promotional campaign.
- ❑ Begin pre-event ticket sales effort.
- ❑ Begin work on credential/pass list and order any necessary supplies for credentialing (i.e. wrist bands, identification passes, etc.).
- ❑ Arrange for band to play at session, and for ROTC Color Guard to participate.
- ❑ Coordinate awards presentation-who, when, where, how.
- ❑ Determine and contact all groups who will provide personnel to operate the event. These might include local coaches, state leaders, fraternal groups, mat aids, cheerleading squads, clubs, school teams, etc.
- ❑ Secure a quality PA system and a back-up system.
- ❑ Send a note reminding the organizations from which you are borrowing equipment.
- ❑ Adjust all plans and arrangements as needed.

## **1-2 MONTHS PRIOR TO EVENT**

- ❑ Communicate periodically with USAW, assigned staff, & USAW's state leaders.
- ❑ Double-check budget.
- ❑ Insure that entry blanks have been distributed to all potential entrants.
- ❑ Continue pre-event ticket sales.
- ❑ Continue promotional campaign.
- ❑ Make arrangements to fulfill sponsorship requirements. Communicate with sponsors to keep their commitment secure.
- ❑ Order sufficient quantities of mat tape and multi-colored striping tape for use in marking zones on mats. This is available for purchase through USA Wrestling.
- ❑ Arrange for a sufficient supply of chairs.
- ❑ Re-check all arrangements that have been made to insure that everything is in order.

## **3-4 WEEKS PRIOR TO EVENT**

- ❑ Print souvenir programs.
- ❑ For each mat, purchase a set the following: wastebasket, box of tissues, roll of paper towels, spray bottle with 10% bleach solution, match terminator towels, and pencils.
- ❑ Insure that all other necessary equipment has been ordered.
- ❑ Continue promotional campaign.
- ❑ Contact all assigned staff and LOC directors to make final arrangements.
- ❑ Contact concessions manager and coordinate operation of concession stands.

## **2-3 WEEKS PRIOR TO EVENT**

- ❑ Contact all personnel/groups helping with tournament and give specific duties and assignments.
- ❑ Contact all persons lending equipment and coordinate pick-up and return.
- ❑ Insure that all ordered equipment has arrived or been shipped.
- ❑ Contact ticket office and coordinate sale of tickets, distribution of complimentary tickets and will-call lists, and issuance of floor passes.
- ❑ Contact Building and Equipment Coordinator and review all plans in detail. Walk through facility if possible to lay down a solid floor plan.
- ❑ Make appropriate signs.
- ❑ Acquire all materials for information booth, including a general information sheet to be distributed at registration to all athletes, coaches, and tournament management staff. This type of information can be found at your local Convention and Visitors Bureau.
- ❑ Re-check all responsibilities up to this time and be sure they are being carried out.
- ❑ When awards, gifts, and tournament paper supplies arrive, verify that appropriate quantities have been received.
- ❑ Finalize credential/pass list and make sure all necessary supplies are available.

## **1-2 WEEKS PRIOR TO EVENT**

- ❑ Send notice of final meeting to all tournament operations staff.
- ❑ Visit the venue manager and walk through the venue to finalize any last minute arrangements.
- ❑ Secure USAW cards from State Chairman.
- ❑ Finalize arrangements for socials.
- ❑ Contact any personnel with whom you have not spoken to recently to remind them you are counting on them.

## **WEEK OF EVENT**

- ❑ Contact medical officers, timers, scorers, registrars, typists, photographer, ROTC Color Guard, band, pom-pom girls, cheerleaders, and mat aids, to coordinate times and activities.
- ❑ Re-check with security.
- ❑ Obtain awards stand.
- ❑ Hang USAW and other banners.
- ❑ Post all signs and decorate venue.
- ❑ Meet with USAW staff liaison on site.
- ❑ Distribute courtesy vehicles to assigned staff.
- ❑ Pick-up mats, tape, equipment, and supplies.
- ❑ Set-up registration, weigh-ins, venue, clinic rooms, meeting rooms, etc.

## **DAY OF EVENT**

- ❑ Insure that building and all equipment is operational (scoring devices and PA system should be checked the night before the event begins).
- ❑ Insure that all posts are manned at least twenty minutes prior to scheduled start.
- ❑ Stay in constant communication with the USAW staff liaison, announcer, head pairing official, head mat official, and weighmaster.
- ❑ Do not lose control! When you stay calm and look for logical solutions to any problems the USAW staff member on hand will make every necessary arrangement to help repair loose ends.

## **AFTER THE EVENT**

- ❑ Send results to all media.

- ❑ Return all borrowed equipment promptly.
- ❑ Return all equipment, results, and paperwork to USAW.
- ❑ Prepare final accounting and send post-event budget to USAW's Manager of National Events.
- ❑ Pay all bills.
- ❑ Send thank you letters to all assigned staff, LOC members, sponsors, and others of merit.
- ❑ Throw a party for all LOC volunteers and sponsors.

## **CHECKLIST OF ESSENTIALS**

Note: A similar list of the following items should be used throughout the preparation process. The list should contain names, addresses, and phone numbers of all individuals to make them easily accessible for all situations and for sending thank you letters after the event.

- ❑ **ESENTIAL PERSONNEL**
  - Announcer/Assistant Announcer (s)
  - Assistant Event Director
  - Building and Equipment Coordinator
  - Clerical personnel to assist pairings & media
  - Doctor in attendance
  - Event Coordinator
  - Extra runners (2) for Event Director
  - Head timekeepers
  - Information booth personnel
  - Mat and equipment movers
  - Mat officials
  - Mat runners
  - Match terminator throwers
  - Media Coordinator
  - Night Supervisor
  - Pairing Officials
  - Photographer
  - Registration personnel
  - Safety Director

- Scoring Tables Supervisor
- Ticket Manager and assistants
- Trainer with assistants
- USAW staff liaison(s)
- Ushers/security guards/ticket takers
- Weighmaster

□ **ESSENTIAL FACILITIES**

- Announcer's platform
- Clinic rooms
- Concession stands
- Dressing rooms
- Equipment room
- Hospitality room
- Interview area
- Meeting rooms
- Merchandising area
- Officials' dressing room
- Parking lot
- Photography area
- Press row
- Storage area
- Ticket office
- Training room
- Warm-up area
- Weigh-in area
- Work out area
- Wrestling area
- Pairing room with work tables, chairs

□ **ESSENTIAL EQUIPMENT**

- Awards
- Awards stand
- Cash boxes
- Chairs
- Duplicating machines
- Fax machines
- Floor passes
- Gifts
- Head table
- Information booth
- Kleenex

- Mat disinfectant
- Match terminators
- Mats
- Mat tape/marketing tape
- Medical supplies
- Merchandise tables
- Microphones
- Office supplies
- Paper towels
- Pencils
- Press table
- Registration table
- Runners' caps (paddles)
- Scales
- Scoreboards
- Spray bottles
- Staff shirts
- Table skirting
- Tables for mats
- Telephones and lines
- Tickets
- Tournament paper supplies
- TV and VCR
- Typewriters
- Wastebaskets

**BE SURE TO ALLOW FOR BACKUP PERSONNEL AND MATERIALS!!!**

# EVENT NOTES