



WIN INTERDEPENDENCE
1985

WORKSHOP TITLE: Event Coordination and Promotion
INSTRUCTOR: Paul Lodi, Director of Promotions,
National Handicapped Sports & Rec. Assoc.

OVERVIEW

Sports, recreation and athletic events may differ in what they offer and in the format they use, or the number of actual sporting events designed into the program (example: a track and field meet may have as many as 22 different activities, whereas a basketball game would contain only one.) Regardless of the nature of the event, in almost all cases the elements of the event are the same:

- | | |
|---------------------------|----------------------|
| A. Event goal | E. Event sponsor(s) |
| B. Site needs (equipment) | F. Theme |
| C. Officiating | G. Amenities |
| D. Media relations | H. Competitor needs. |

In the short time made available for this presentation we will briefly cover the information associated with each of these elements (see Plan).

CAREER OPPORTUNITIES

Career opportunities vary with each event. However, certain aspects for the administrators remain the same. In the second part of our presentation we will look at potential career opportunities in the administrative sense and then a discussion of some specific jobs relating to various sports (see Careers).

THE MODEL

In the third section of the program we will look at some potential available opportunities within your educational system that would offer an individual the chance to experience (apprentice/audit) some of these career positions. (See Model)

PLAN

ELEMENTS

- A. GOAL
- B. SPONSORSHIP
- C. SITE
- D. BENEFIT
- E. THEME
- F. AMENITIES
- G. ACCOMMODATIONS
- H. TRAVEL
- I. MEDIA
- J. PRODUCTION MATERIALS

A. GOAL

- 1. EXPOSURE
 - A. LOCAL
 - B. REGIONAL ADI
 - C. NATIONAL
 - D. INTERNATIONAL
- 2. REVENUE
 - A. SITE \$ TO MWV
 - B. SPONSORSHIP
 - C. CONCESSIONS
- 3. EXPECTATIONS
 - A. SITE
 - B. SPONSOR/OTHER INCENTIVES
 - 1. GUARENTEED EXPOSURES
 - 2. PROJECTED EXPOSURES
 - 3. POINT OF SALE PROMOTIONS
 - 4. IMAGE ENHANCING
 - 5. VIP SERVICES
 - 6. TRADE OFF/CONVENTION SPACE/HOLIDAY PACKAGES
 - 7. TAX DEDUCTION #5013C
 - C. CHARITY

B. SPONSORSHIP

- 1. MAJOR UMBRELLA
- 2. ASSOCIATED
- 3. CONTRIBUTING
- 4. SUPPORTING
- 5. GRASS ROOTS
 - A. INKIND SERVICES
 - B. DIRECT MAIL
 - C. AUCTIONS
 - D. CALCUTTAS
 - E. RAFFLES
 - F. FAIR/EXPO
- 6. CONCESSIONS
 - A. FOOD AND BEVERAGE
 - B. SOUVENIRS (HATS!!!) MEMENTOS

C. PROGRAM/ADVERTISING

C. SITE

1. CENTRALIZATION
2. SOCIAL VENUES
3. MULTI SITES
4. NETWORK

D. BENEFIT FOR

1. MAJOR CHARITY NATIONAL/INTERNATIONAL INTEREST
2. REGIONAL CHARITY
3. LOCAL CHARITY
4. SPONSOR COMMITTED CHARITY
5. SHARED CHARITY (UNITED FUND)
6. MILTI CHARITY (IE; MUDBOWL)
7. FOUNDATION
8. EDUCATIONAL

E. THEME

1. SINGLE EVENT
2. MULTI EVENT
3. SOCIAL
4. CELEBRITY
 - A. SPORTS
 - B. ENTERTAINMENT/ARTS
 - C. POLITICAL
 - D. MEDIA PERSONALITIES
 - E. SPECIAL (IE: WAR HERO, SAMANTHA SMITH, HISTORICAL)
5. PROFESSIONAL
 - A. REPRESENTATIVE OF THE EVENT (SKI EVENT, PRO SKIER)
6. AMATEUR
 - A. BUSINESS MEMBERSHIP
 - B. PRIVATE MEMBERSHIP
 - C. CORPORATE POOL
7. DEGREE OF DIFFICULTY
8. ENVIRONMENTAL CONCERNS/BACK-UP

F. AMENITIES

G. ACCOMMODATIONS

H. TRANSPORTATION

I. MEDIA

1. RELEASE PROGRAM WHITE SPACE
 - A. BEFORE/DURING/AFTER EVENT
2. ADVERTISEMENT
 - A. NEWSPAPER
 - B. MAGAZINE
 - C. RADIO
3. BROADCAST QUALITY VIDEO
 - A. FEED PROGRAM
 - B. SPECIAL INTEREST
 - C. STOCK FOOTAGE

- 4. PHOTOGRAPHIC SERVICES
 - A. BLACK AND WHITE RELEASE
 - B. BLACK AND WHITE FILE
 - C. COLOR SPECIAL RELEASE
 - D. COLOR FILE
 - E. SLIDE SHOW
- 5. SPECIAL EQUIPMENT
 - A. WIRE
 - B. QUIP
 - C. FEED
- 6. PRODUCTION SERVICES
 - A. PROGRAMS
 - B. POSTERS
 - C. SOUVENIRS
 - D. PHOTOS
 - E. INVITATIONS
 - F. EVENT EXPOSURE MEDIUM

CAREERS

EVENT ADMINISTRATION

Chairman

Executive Director

Treasurer

Coordinator

Tournament Director

Director Accommodation/Trans/Social/Ceremonies

Director Communication/Media/Public Relations

EVENT TASKS

Officials

Production Material/Art

Umpires

Credentials

Judges

Stadium operation

Referees

Ticketing

Timing and Calculation

Security

Scoring

Hospitality

Replay medium

Concessions

Medical support

Souvenirs

Public address

Grounds/Landscaping

Public relations

Event Equipment

Media relations

Event display

Programming

THE MODEL

A High School Track Meet

Virtually all high schools and universities run during the season track meets which offer individuals the opportunity to assist the athletic department of the school in the following categories:

- A. Production/Scheduling
- B. Officiating/Referee
- C. Equipment Management/Track & Field Specifications
- D. Timing and Calculation/Measurement/Recording
- E. Promotion/Sponsorship/Media Relations

The process for getting involved can be as simple as contacting the director of the athletic department at your school and expressing an interest in learning about and getting involved with a category of your interest. The approach can be supported by your guidance department as exploring career opportunities, in the same way that woodworking shop, auto mechanics shop or any of the other vocational trades introduce you to various careers. It of course should be understood that there are very few training programs within current school systems specifically dealing with administration and logistics of athletics; far more emphasis is put on training the athletes themselves. Here's where the imagination is challenged. Your creativity in developing a program for yourself supporting the current system and your enthusiasm to learn should open the eyes of of your athletic department and earn you a different kind of letter in sports.