

# Regional Webinar

## *Tournament Best Practices*

February 2025

# We Encourage Your Participation and Ideas

- Raise hand feature
  - Name
  - Association
- Chat feature to ask questions
- We are here to help and support each other

# General Housekeeping



RVP Athlete Safety



Convention  
Registration



2025 ALA  
Schedule



Upcoming Topics

# Opening Thoughts

What is one thing your association does really well when running tournaments, and what's one challenge you'd like to improve?

# AGENDA



1

Tournament Preparation

2

Promotion

3

On-Site

4

Post Tournament

5

Summary

# Tournament Preparation

Association Tournament (Suggested - Schedule may vary)	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Approve dates, times, lineage & format	◆											
Finalize rules and entry form		◆										
Promote event and find bowlers				◆	◆	◆	◆					
Collect & process entries					◆	◆	◆	◆				
Conduct competition & determine winners								◆				
Award prizes									◆			
Tournament review										◆		

*It's an ongoing process...*

# Tournament Preparation

- How do I find a center?
- Format
- Scheduling the event
- Rules/Entry forms



# Finding a Center

- Bid Process
  - Develop a formal process
  - Consider Other Amenities
- Rotation process
  - Be prepared should a center wish to alternate years or have scheduling conflicts
- Be fair to all





# Poll Question

What are some of the tournament formats your associations are utilizing for your Championship Tournaments?

# Formats

## Board Choice

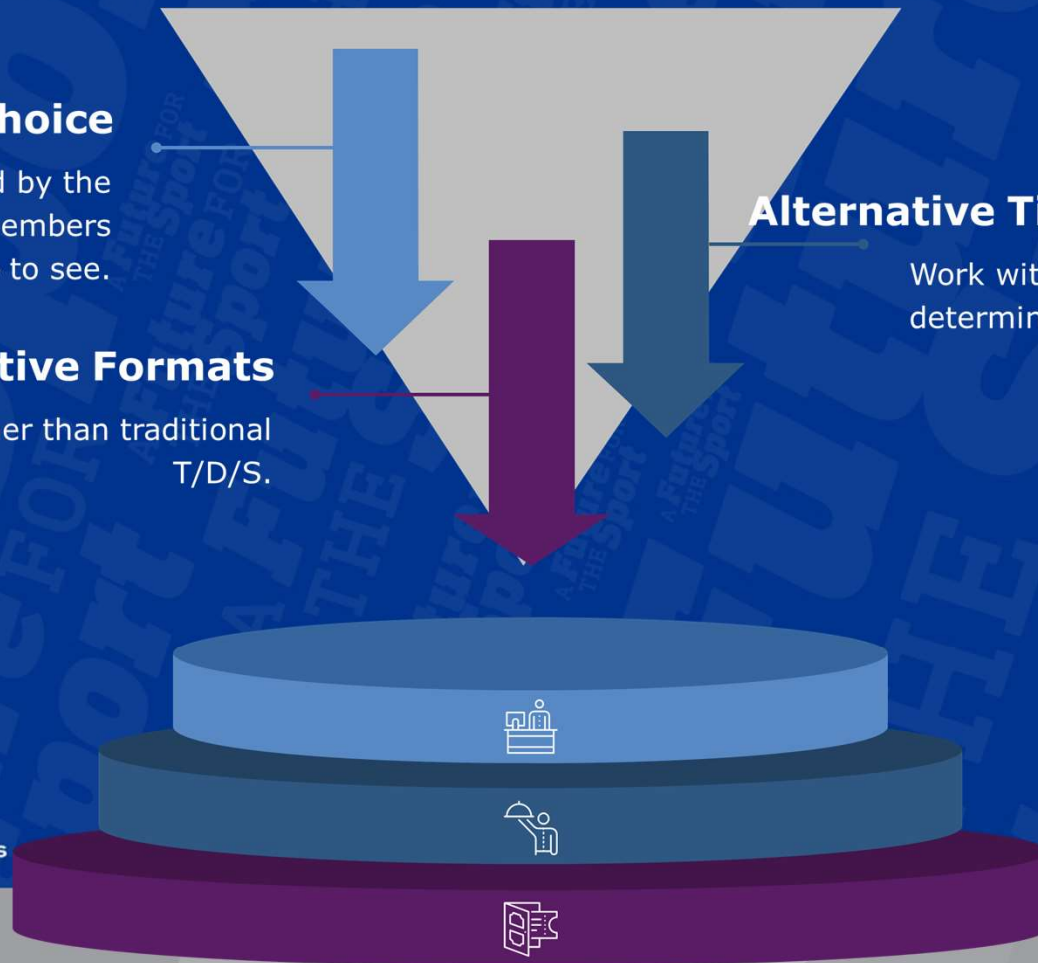
Tournament formats are approved by the board. Listen to what your members would like to see.

## Alternative Formats

Formats can be other than traditional T/D/S.

## Alternative Times

Work with your centers/proprietors to determine the best times for both parties.



# Scheduling

- Time of year is important
- Consider dates NOT on weekends
- Be considerate and work with proprietors





# Rules & Entry Forms

- Make sure all rules comply with current USBC Playing Rules
- Make entry forms look appealing – this is an advertising piece!
- Most importantly – Proof read it
  - Have several people proof read it
  - When it's all done... ***proof read it again***

# Tournament Promotion

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# Poll Question

When do you start promoting for your tournaments?

# When Do You Start Promoting?

## Never Too Early

- Season-long effort
- Promote the next tournament to the bowlers who are there

## Consider Partnerships

- Partner with the “right” people who can promote your events
  - Local tournament promoters
  - Popular, well-known bowlers with a following

# Methods of Promotion

Spreading the Word



## Flyers



Print on both sides of your flyers/forms. This is an advertisement for your association



## Website



Provide the flyer and rules on the website. Link to your association social media



## Email Blast



Use of Mail vendors and pulling the lists from your WinLABS. Very inexpensive



## Social Media



Constant promotion of the event with photos and recognize previous champions



## Your Board



Hand out entry forms. Consider a quota for your board.



Are your associations getting  
sponsors for your events?

If not, what are the challenges  
you are facing?



# Sponsorships

- No, doesn't always mean no...
  - Timing may not be right
  - Money may be tight
  - May not understand what your organization is about
- ***Just keep asking!***



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**River Lanes**  
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Family Entertainment Center

**WHEN**  
 FEBRUARY 22, 2025, 12:30 PM or 4:30PM  
 FEBRUARY 23, 2025, 10:00AM or 2:00 PM

**\$30**  
 ENTRY FEE  
 PER EVENT, PER BOWLER

HANDICAP - 90% of 210



**USBC LONG ISLAND**

**Island Bowling Supply**  
**LI MASTERS**

HOSTED BY: AMF EAST MEADOW LANES  
 1840 FRONT ST. - EAST MEADOW, NY 11554

**\$1,000 added to the prize fund by**  
**Island Bowling Supply**

**MARCH 8, 2025-**

**ISLAND BOWLING SUPPLY**

**2024 - 2025 Sponsors**

Rita Smith  
 ELITE 8 SERIES  
 SILVER SPUR  
 DeFord Assembly Inc.  
 FISH & SKI MARINE  
 Weida Scott  
 AMF  
 USBC DENTON COUNTY  
 THE NEXT BEST GUY

**GSC**  
**THANK YOU!**

**A Future FOR THE Sport**

# Running Your Tournament

Association Tournament (Suggested - Schedule may vary)	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
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Collect & process entries					◆	◆	◆	◆				
Conduct competition & determine winners								◆				
Award prizes									◆			
Tournament review										◆		

# Creating Prestige

Possibilities are Endless



## Opening Ceremony

Playing the national anthem or host an opening ceremony the first weekend of the tournament



## On-Site Awards

Recognize your last year's champions on the lanes prior to them bowling.  
Make it a spectacle!



## Announcements

Introduce Hall of Famers and board members as dignitaries when they are bowling.

# Post Tournament

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Promote event and find bowlers				◆	◆	◆	◆					
Collect & process entries					◆	◆	◆	◆				
Conduct competition & determine winners								◆				
Award prizes									◆			
Tournament review										◆		

# Post Tournament



## Verify and Finalize

Finalize results within 30 days. Reach out to the Rules Department if you need assistance resolving protests.



## Send Thank You

### Be sure to thank:

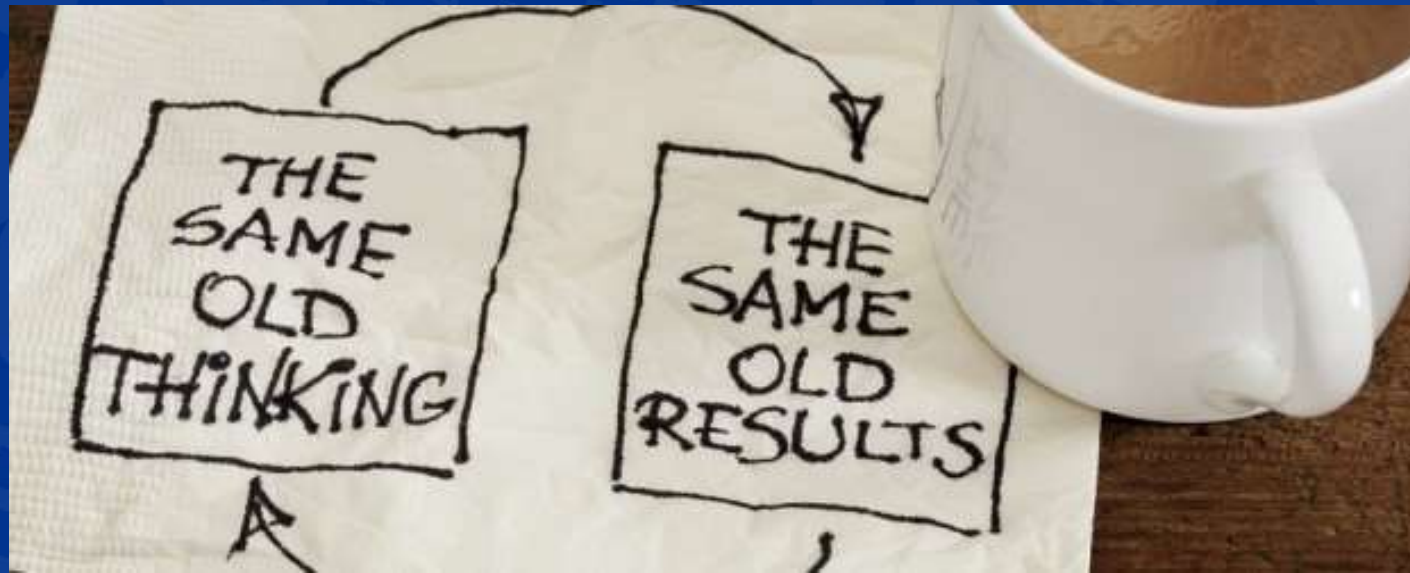
- Center and their employees (We are guests in their facility)
- Sponsors
- Volunteers/Tournament workers



## Evaluations

Talk to your members – What do they want to see?  
Make changes based on their recommendations

# The Tournament Experience







United States Bowling Congress



## Association Contact Information

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