



Sports Event Planning Checklist

Everything you need to account for when planning a youth sports tournament:

- ☐ **Tournament Type & Basics:** Clarify the format, age group, number of games, and whether teams are local or traveling.
- ☐ **Supplies & Equipment:** Prep sports gear, staff tools, signage, seating, and shelter.
- ☐ **Insurance Coverage:** Protect your event and profits with the right insurance in place.
- ☐ **Event Housing:** Reserve hotel blocks early—housing can make or break your margins.
- ☐ **Staffing & Sponsorships:** Line up reliable staff and pitch sponsors with clear value.
- ☐ **Safety Checks:** Have medical plans, safety protocols, and hydration covered.
- ☐ **Marketing Your Event:** Promote with a mix of digital, social, and local outreach.
- ☐ **Event Day Prep:** Stick to your timeline, stay flexible, and focus on the experience.
- ☐ **Track Financials & Profit:** Log all revenue and expenses to stay on top of return on investment.