

Tips on How to Create and Host a Successful Purple Pickle Tournament

Plan and Define Your Goals

- Is it to raise awareness, funds, or both? Know the specific amount of money you want to raise while increasing awareness about CdLS and the CdLS Foundation.
- Set a Location and Date
 - At least six months prior, select a date/venue. Make sure the date does not conflict with local events. Select a location that is easily accessible and has pickleball courts (indoor is best—no weather issues). Look for a venue that offers food/beverages to include in your registration fee.
- Create a Budget
 - Prepare a detailed budget that includes all potential expenses, such as venue rental, equipment, marketing materials, refreshments, and prizes. Tracking your expenses will help you maximize the funds raised for your cause. The Foundation will also help with marketing your event.

Organize

- Create a Planning Committee
 - Some people like committees, and others like to plan the event independently. However, forming a committee of dedicated friends, family members, and volunteers can help distribute the workload. Assign specific roles such as marketing, logistics, participant registration, and sponsorship outreach. Having a team in place ensures that all aspects of the event are well managed. It's easy with a Purple Pickle Event: purple bandanas, purple pickle logo, and purple pom poms. Think of one image that tells everything about your event.
- Secure Sponsorships
 - Approach local businesses for charity sponsorships. Offer advertising opportunities at the event and with your promotional materials in exchange for their support. Sponsorships can significantly offset the costs of running an event and enhance the event's success.
- Promote Your Event
 - Create an eye-catching flyer. Utilize various marketing channels to promote your pickleball fundraising event. Use social media platforms, local newspapers, community bulletin boards, and email newsletters to anyone and everyone you know to spread the word. The Foundation will help you with all of this.
 - The Foundation will help you create flyers and a registration link with a QR code. We will post it on our website and share it with our CdLS community and social media.

Engage

- Online Registration - Create Different Categories
 - To accommodate participants of all skill levels, create categories such as beginners, intermediate, and advanced, or divide players by age group. Consider team “themes” something fun the teams can dress up for and have fun with (example: the zebras, purple pickles). This approach ensures that everyone has a fair chance to compete. Enjoy the event and have fun. Offer early bird discounts to encourage early sign-ups.
- Provide Equipment
 - Ensure that there is enough pickleball equipment available for all participants. Decide if your group will provide paddles and balls or encourage participants to bring their own. Having extra equipment on hand can prevent any last-minute issues.
- Set Up the Venue
 - Arrive early on the event day to set up the venue. Arrange the courts, registration tables, and sponsor booths. The Foundation will send you awareness materials to have at your event. Ensure that there are clear signs and directions for participants and spectators.
- Warm-Up Sessions
 - Organize warm-up sessions for participants before the matches begin. This helps prevent injuries and adds a professional touch to your event. Consider having a local coach or experienced player lead the warm-up.
- Conduct the Matches
 - Follow the planned schedule for the matches. Ensure that there are referees or volunteers to oversee the games and keep track of scores. Create a festive atmosphere with music, announcements, and commentary to keep the energy high.
- Offer Refreshments
 - Provide refreshments for participants and spectators. Setting up a concession stand with snacks, drinks, and possibly local delicacies can add to the event’s enjoyment. You can also consider partnering with local food vendors. Light refreshments can be included in the ticket price but be sure to offer additional food and drinks for sale.

Post Event Activities

- Host an after-party with entertainment and award prizes to the pickleball tournament winners. This gives your organization another opportunity to sell food and drinks and incorporate additional revenue boosters, such as a **silent auction** or **fundraising raffle**.
- Thank Your Supporters
 - Take the time to thank everyone who contributed to its success. Send personalized thank-you notes to sponsors, volunteers, and participants. Acknowledging their support can help build lasting relationships for future events.
- Share the Results
 - Share the results of your fundraising campaign with your community. Use your fundraising website, **social media**, and email newsletters to announce the total amount raised, highlight memorable moments from the event, and express gratitude to all involved.
- Gather Feedback from Players
 - Gather feedback from your tournament participants and volunteers to learn what went well and what could be improved. This information is invaluable for planning future events and ensuring continued success.

Additional Tips

- Involve the local community in your campaign. Partner with schools, sports clubs, and community organizations to increase participation. Hosting preliminary events, such as practice sessions or mini-tournaments, can build excitement and engagement. Contact your circle of family, friends, colleagues, and social groups and ask them to share your event on social media.
- Highlight Your Cause
 - Throughout your event, emphasize the cause you are supporting. Share stories, testimonials, and information about the impact of the funds raised. Creating an emotional connection with your audience can drive more support and participation.
- Plan for Contingencies
 - Prepare for unexpected challenges by having contingency plans in place. Whether it's a sudden change in weather or a logistical issue, being prepared can help you handle any situation smoothly and ensure the event's success.

Have fun with it, and know we are here to support you every step of the way.