

# SPORTS PLANNER CHECKLIST

## BUDGET

- Identify all expenses
  - \*Awards
  - \*Audiovisual services
  - \*Credit card fee
  - \*Entertainment
  - \*Equipment rental
    - Computers
    - Copiers
    - Portable bathrooms
    - Radios
    - Sport equipment
    - Pipe & drape
  - \*Exhibit space and fees
  - \*Gifts
  - \*Hospitality: Meals, beverages & snacks
  - \*Hotel Rooms
  - \*Insurance
  - \*Internet
  - \*Mailing & postage
  - \*Marketing/promotion
  - \*Parking
  - \*Personnel
    - Staff
    - Announcer
    - Officials/Refs
    - Medical
    - Sport Managers
    - Photography
    - Security
  - \*Printing & photocopying
  - \*Signage
  - \*Space/facility rental
  - \*Sponsorships/fulfillment
  - \*Transportation/shuttle
  - \*Volunteer Management/recruitment/apparel
  - \*Web development
- Identify all income
  - \*Advertisement in programs
  - \*Contributions/sponsorships
  - \*Exhibit space rental
  - \*Grants
  - \*Merchandise
  - \*Other financing
  - \*Registration/entry fees
  - \*Ticket sales
  - \*Parking fee
  - \*Hotel rebate/commission
- Set up master accounts
- Establish deposit policies

## TIMING

- Determine length of event
- Choose days of week
- Set event dates
- Consider alternative event dates
- Check for conflicts
- Plan housing arrival & departure dates

## SELECT YOUR FACILITY

- Determine needs
  - Square feet
  - Courts
  - Fields
  - Surface
  - Parking
  - Locker rooms
  - Internet
  - Seating capacity
  - Concessions/alcohol
- Availability
- Rental rates
- Equipment onsite, additional rental needed

## SELECT YOUR HOTEL

- Availability
- Accessibility/Location to Venue
- Sleeping rooms and rates
- Commission or Rebate needed
- Wireless Internet (free or charge)
- Parking (free or charge)
- Meeting room/Exhibit space needed
- VIP/suite needs
- Transportation
- Complimentary/discount room needs

## MEETING ROOMS

- Identify need/size/schedule for any meeting rooms
- Decide on room set-up
- Determine cost of meeting rooms
- Determine if desired amenities are furnished
- Identify general audiovisual requirements

## ARRANGE HOUSING

- Obtain room block commitments
- Determine reservation & cancellation policy
- Confirm check-in/check-out times
- Send information to event participants
  - \*Call in number identifying group
  - \*Link available for housing
- Allocate complimentary rooms
- Arrange VIP accommodations
- Reserve hospitality suites
- Determine master account procedures and decide on signature authorization

## FOOD & BEVERAGE REQUIREMENTS

- Meal functions for staff, teams, officials, etc.
- Estimate attendance at each meal function
- Select menus
- Obtain costs
- Decide on ticket system/entry points for meals
- Entertainment needed
- Consider audiovisual
- Determine security needs
- Consider dietary restrictions

## ATTENDANCE PROMOTION

- Establish attendance goals
- Produce pre-event publicity releases and ads
- Produce event announcements and pre-registration mailers/emails
- Make initial and follow-up mailings/emails
- Take advantage of promotional materials available through the GDMCVB
- Create web page for the event
- Create event app
- Make contact with local media—contact the DMASC for a complete local media list
- Prepare news releases for media
- Arrange for photographers at key events
- Set up press room if necessary
- Produce publicity kits
- Develop social media plan

## TRANSPORTATION

- Obtain airline, bus, taxi and rental car information
- Arrange for airport/hotel transportation
- Schedule VIP transportation (i.e., limousines, rental cars, etc.)
- Additional shuttle needed

## SECURITY

- Determine security requirements for athletes, VIPs, and others
- Create medical emergency plan
- Develop crisis communication plan
- Obtain names and phone numbers of police, fire, medical, hotel security and independent security

## REGISTRATION/CHECK IN

- Set registration/check in/packet pick up policies
- Create necessary forms
- Arrange for registration/checkin areas
- Organize registration system and personnel needs
- Call the DMASC to hire on-site personnel
- Obtain equipment, supplies and signage for registration area
- Determine onsite supply needs
- Internet

## RECEPTION/CELEBRATION/OPENING

- Determine need and purpose
- Contact DMASC for ideas/location
- Arrange for dignitary—Contact DMASC for assistance
- Entertainment or speakers

## ACCOUNTING

- Establish budget tracking system
- Audit master account billing
- Account for gratuities
- Reconcile final billing

The Des Moines Area Sports Commission is ready to assist you during your time in the city.

Contact:  
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