

Running Your own Tournaments to Increase your club's profitability

Steve Yee

Tournament Information Technology/Scoring Team

USA Archery

Overview:

- Introduction & Review – Purpose of JOAD and why we run tournaments
- Ways to Increase profitability of your club
- Types of tournaments
- Requirements/needs
- Budgetary items to consider
- Example tournament

Why do we run tournaments?

- Purpose of JOAD – to foster and grow the sport of archery
 - JOAD = Grassroots effort
 - Runs regionally in your area
 - Feeds into National programs
 - Trains our archers into potential future athletes via our Junior National Team (Junior Dream Team) or via USAT and then both into National/World Championships/Olympics
- Tournaments fit into that training model
 - Trains and guides archers to understand how tournaments work
 - Gives archers experience

Increasing profitability for our clubs – why?

- Money – a club has to have income to be able to operate
 - Most clubs run off of dues and grants
 - Tournaments offer clubs the ability to earn money while also increasing the experience level of the archers.
- Allows for growth
 - Club expansion
 - Equipment
 - Paying staff
 - Increasing range time
 - Bales, bows, strings, cables – all need replacement

Types of tournaments a club can run

- Outdoor tournaments
 - Standard 72 or 144 arrow rounds
 - Standard distances set by USA Archery for Bowman, Cub, Cadet, Juniors, Seniors, and Masters
- Indoor tournaments
 - 30 or 60 arrow rounds
 - 18 or 25m distances
- Field tournaments
 - Should have varying degrees of difficulty/terrain, known & unknown distances, and target sizes
- 3D tournaments
 - Varying degrees of difficulty, terrain, target types, and distances.

Types of tournaments - continued

- Nonstandard tournaments (for USA Archery based clubs)
 - Vegas 3 spot
 - NFAA style 5 spot
 - Outdoor 900 rounds (3 distance, in meters or yards)
 - 4 Distance FITA (ex: 90/70/50/30m)
 - Clout Rounds
 - Sky is the limit – use your imagination! (Please...no popinjay rounds...)

Requirements/Needs for clubs

- For USA Archery/FITA based tournaments, clubs should have in house (or hire out):
 - Tournament Director
 - Responsible for overall operation of the tournament
 - Technical Delegate
 - Can be the Tournament Director or other member of the tournament staff
 - Responsible for the technical accuracy of the tournament – everything from scorecards, to rules, to field layouts
 - Generally responsible for the Star FITA registration
 - Score keepers/scoring team
 - Can be manual or electronic scoring
 - Scoring leaders should know the current rules – may be current/former judges

Requirements/Needs for clubs - continued

- Judges

- You need a Chairman of Judges, a Director of Shooting, and line judges
 - Smaller tournaments can combine roles. A DoS can also be a CoJ and even a Line Judge.
 - Certified Judge, National Judge, Continental Judge, International Judge
- May have a need for a jury of appeals – CoJ should know who to draw from to appoint a jury.

- Volunteer staff

- Field setup, tear down
- Score Runners
- Water
- Garbage

- Communication

- Radios & Cell Phones

Requirements/Needs for clubs - continued

- Be Self Sufficient
 - Grow your own judging staff, scoring staff, volunteer base
 - Be willing to hire out what you don't have, but budget for it
 - Coaching staff – know the rules; become judges
 - Scoring and timing equipment can be created off of the used equipment marketplace
 - Software for scoring is free (if you're not doing oddball rounds)
 - Electronic Scoring system devices can be purchased used

Arizona Leads the Way – in multiple paths

- Arizona is one of the few states that is on the bleeding edge of tournament operations and archery in general
- What we do in the state is watched by everyone Nationally and Internationally
- Our clubs that host major tournaments set the Gold Standard that other clubs and states emulate
- Arizona clubs run good, quality events
- Arizona clubs tend to stay with their niche/specialties.
 - Papago – Beginner tournaments. DSA/Corner/Paseo – State level Tournaments. AAC/DSA – Competitive and Unique format Tournaments. AZJOAD – Iron Archer (endurance), Timber Mesa – Grand Canyon State Games/State Games of America.

Details, details, details...

- Little details make a huge difference
 - Seating
 - Bathrooms
 - Food/water (we are in a desert)
 - Shade (again, we are in a desert)
 - Air Conditioning (for indoor)
 - Quality of staff
 - Who you hire
 - Bales/stands
 - Range quality (lane lines, signage, properly marked areas, controlled/uncontrolled areas)
 - First aid/EMT/Paramedics

Details, details, details...continued

- Little details also affect your bottom line
 - Are you charging enough money?
 - Are the archers and their families getting their money's worth?
 - What is YOUR time worth? Look at the potential profit and it's hourly rate that your club earns.
- Little details affect tournament operations
 - Observe how other tournaments operate. Pick what works
 - Have enough details in customized rules to prevent protests
 - Keep it simple, not complicated
 - Plan for worst case scenarios – have whistles, flags, and backup plans
- A well run tournament brings people back, time and time again
 - Reputation is everything
- You don't need bells and whistles – clean running tournaments require attention to detail

Budgetary items to consider

- Using Ben Avery as an example:
 - 6 dollar surcharge per day per adult
 - Recommended a 3 dollar “donation” per child for assisting Ben Avery in their operations (BASF operates independently – it does not receive official state funding)
 - Portapotties – 3-500 dollars for cleaning and waste disposal
 - \$10/day for bale rental (outdoor)
 - Indoor requires a \$150/day rental fee.

Budgetary items to consider (continued)

- Scoring team

- Internet costs – hotspot at a minimum of \$100 a tournament. May cost more if internet hotspot data is used for social media purposes as well
 - Unless you own/run your own shop with lanes, you cannot guarantee the host facility will provide reliable internet. Provide your own.
- Scoring team lead - \$200/day or more. Large tournaments (300 or more people) are in the 4 figure range to hire a scoring leader and team.
 - Scoring leader should have experience in the software package that will be used
 - Scoring team should provide their own laptops to work with
 - Scoring team is responsible for scorecards, quiver tags, and overall paperwork
 - Printer needs to be on site
 - Lead Scorer should be a judge or have experience as one, and be current on rules
 - Fees are generally negotiable
 - A good scoring team means the difference between a bad tournament and a good one

Budgetary items to consider (continued)

- Judges and operations

- Judges – up to \$75/day plus food (negotiable per event).
 - DoS, CoJ, and line judges needed
- Operations staff – pay depends on the size of the tournament. A small gift or exchange (e.g. free entry for their child in exchange for work) can be negotiated.
- Target faces – up to \$5 a target face (depending on the type of event)
- Timers – generally Timer “rental” is free for outdoor events providing your tournament hires a DoS/Judge that is trained on the equipment. Indoor events at BASF utilize the installed monitor system owned by Desert Sky Archers. Tournament Organizers need to provide their own timing laptop.
- PA System – used for timer signals, safety, and general announcements. Rental costs varies unless you own your own equipment.

Budgetary items to consider (continued)

- Charge enough money to MAKE money
 - An outdoor event at Ben Avery with 20 bales will require a minimum of \$1000-1100 in expenses, including judges, scoring staff, bale rental, awards, consumables, and other items. This excludes fees to the State of Arizona for adult archers and the “recommended” per child donation.
 - 25 people to break even @ \$50/person.
- Know what your time is worth
 - Is it worth making only \$300 dollars for an event that lasts 12 hours? (No.)
- Know what the market will bear
 - Don't charge too much, but also don't charge too little
 - \$40-50 a person is not unheard of for a midgrade state level tournament

Budgetary items to consider (continued)

- Do NOT fall into the common myths of the “cost per arrow”
- Know your market
 - Choose the type of tournament that will work well
 - Choose the type of tournament that will make it entertaining
 - Choose the type of tournament that makes it relevant
- Don't go overboard for awards
 - But don't go on the cheap side either – again, we are being observed here in the State of Arizona

Budgetary items to consider (continued)

- Moneymakers in order of most to least:
 - Indoor, Outdoor FITA, 3D, Field
- Choose your format
- Indoor
 - Least amount of setup/teardown
 - Known amount of archers at a maximum
 - No varying distances – everyone is at a set known distance
 - Formats tend to be either 18m, 20 yards, 25m
 - 9m/10yd is used mostly for NFAA Cub. Bowman no longer shoots 9m/10yd
- Outdoor
 - More setup/teardown
 - Differing distances
 - Known amount of archers to a maximum field size

Budgetary items to consider (continued)

- 3D

- Requires far more setup/teardown
- Targets are expensive to store, rebuild, repair
- Need to do known and/or unknown distances
- Larger staff required for supervising due to safety
- Lots of walk ups – more disorganized
(2/3rd of ASA's expenses per tournament are to handle WALK UP REGISTRATION and scorecards)

- Field

- Extremely large amount of setup/teardown
- Needs a staff that knows field
- Unknown/known distances

Budgetary items to consider (continued)

- Age groups affect profit margins
 - Masters may have more disposable income, but older generations may balk at pricing
 - Extremely younger archers (via their parents) may be disappointed in the level of competition or the number of arrows shot
 - Again, don't fall for the "cost per arrow" arguments
- Gone are the days of the 20 dollar tournaments – clubs have expenses.
- Youth archery tends to draw more numbers
 - Outdoor Nationals – more kids than adults by nearly a 5:1 margin

Example tournament – DSA Money Shoot

- Sometimes, you have to experiment
- Think outside the box
 - Experimental format utilizing current rules, combined for challenges (endurance plus inside-out head to heads)
 - Designed to draw the high performing archer – those proven to be competitive on a State, Regional, National, and International level. (Priority for registration goes to those who have proven to shoot a clean 300 NFAA or Vegas round in a tournament or recorded league results)
 - Payouts above normal – using a 75% payout versus a 60% NFAA payout
 - Cut to top 24 ensures a minimum gross profit of at least \$1000 for the host club (based on a 40 archer minimum at \$100/archer)
 - Money is your award – saves on planning, timing, and vendor issues.
 - Net profit to the host club – Estimated to be \$7-800 after administration fees to Ben Avery, for 6 hours of work.

Questions?

- Open Discussion

