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Less4more Manual of Women Sport Event Management

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Manual of Women Sport Event Management

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Introduction to “LESS FOR MORE” project

Over the past decades, there has been a growing understanding that access to and participation in sport and physical education is not only a right in itself but can also be used to promote a number of important developmental goals through facilitating democratic principles, promoting leadership development, and encouraging tolerance, respect and social networking. All areas of development can be influenced by sport, including health, education, employment, social inclusion, political development and peace and security.

Insufficient physical activity is a leading risk factor for non-communicable diseases and can also negatively affect mental health and quality of life. WHO recognizes physical inactivity as a serious and growing public health problem and aims to reduce it by 10% by 2025. Policies that tackle the gender gap in physical activity could therefore have a substantial impact on overall population health.

The project is foreseen to address the priority “inclusion and diversity” and its goal is to engage women to participate in Sport and Recreational Physical Activities (SRPA), including indoor and outdoor sports and to create an European network for women sport as a base for future projects and for enabling of an international focus on recreational sports for women, as a balance for the professional sports for women, the actual option for them to engage in sports.

Through its conception, but much more through its deployment, the project will create synergies between the different Erasmus+ fields of education, training, youth and sport, as every one of these fields has a resonance within project's activities.

Women are underrepresented as sport professionals: trainers, coaches, referees, sport instructors, managers. As a consequence, the role of women in sport appears as secondary. In this sense, coaches can play a crucial role in involving and keeping girls and women involved in sports in terms of motivation.

There is a wide acceptance of the notion that women coaches (as role models) can encourage girls and women to take part in sport and sustain their participation. Women coaches are powerful role models, demonstrating to girls that they belong and deserve to be included in sports, boosting girls' confidence and inspiring their continued participation. Some women choose to train with female coaches due to

- personal preferences,
- cultural customs,
- religious views.

It is also recognized that a more diverse coaching workforce may assist in encouraging women from underrepresented backgrounds (e.g., migrants, persons with disabilities) to engage in sport or work in development/executive roles.

Women are also underrepresented in sport media: their coverage by the media and their presence in sport shows and sport-live transmissions is anecdotic compared to men

Specific objectives:

- Identification of good practices in the world of sport for women;
- Deployment of specific training modules;
- Actively engaging women in sport practice;
- Using digital tools and apps;
- Establishment of an inclusive network dedicated to enrolling and empowering women in and through sport.

Objectives will be reached through activities like: recruiting and enrolment of targeted groups, deployment of training stages, sport event organizing, participating in EWOS 2023&2024, seminars and workshops, newsletters.

Targeted groups: women aged 20-45 having less opportunities to practice sport; women from disadvantaged groups (minorities, migrants, roma communities, physically challenged), from local companies, women sport instructors, coaches, trainers, social workers.



What Makes Women Attracted to Sport

Sport has been a significant part of human civilization for centuries, providing a platform for individuals to showcase their physical prowess, mental strength, and competitive spirit. While traditionally seen as a male-dominated arena, women have increasingly been drawn to sports in recent decades. In this essay, we will explore the multifaceted reasons that make women attracted to sport, encompassing aspects like empowerment, physical fitness, camaraderie, and the opportunity to challenge societal norms.

➤ Empowerment Through Sports

One of the most important reasons women are attracted to sports is the sense of empowerment it offers. Engaging in sports allows women to break free from traditional gender roles and expectations. On the field, they have the opportunity to challenge themselves, compete, and achieve success, much like their male counterparts. This sense of empowerment extends beyond the sporting arena and influences their lives in profound ways, instilling confidence, self-esteem, and a belief in their ability to overcome challenges. We have experienced this in Corporate Games over the last years. Our attempts to balance gender participation was a lost of time until we decided to change the approach and introduce a new sport that is complying with the concept of empowering women; CATCHBALL. As it is designed to be exclusive and women sport – even if this might be perceived as positive discrimination – the sense of engagement of women of all ages is extraordinary. In our opinion empowering women through sports is not just about physical activity; it's a pathway to personal growth, self-fulfillment, and the dismantling of gender-related barriers. It empowers women to overcome obstacles, both on and off the field, and encourages them to reach their full potential. The impact of women's involvement in sports extends far beyond the playing field, contributing to a more equitable and inclusive society, as well as a networking platform for friendship and fun. With time, the empowering process is building stronger characters, achieving goals boosting their self-confidence. As the players develop skills and witness their own progress, they gain a sense of pride and self-assuredness that carries over into other areas of their lives.

➤ Physical Fitness and Well-being

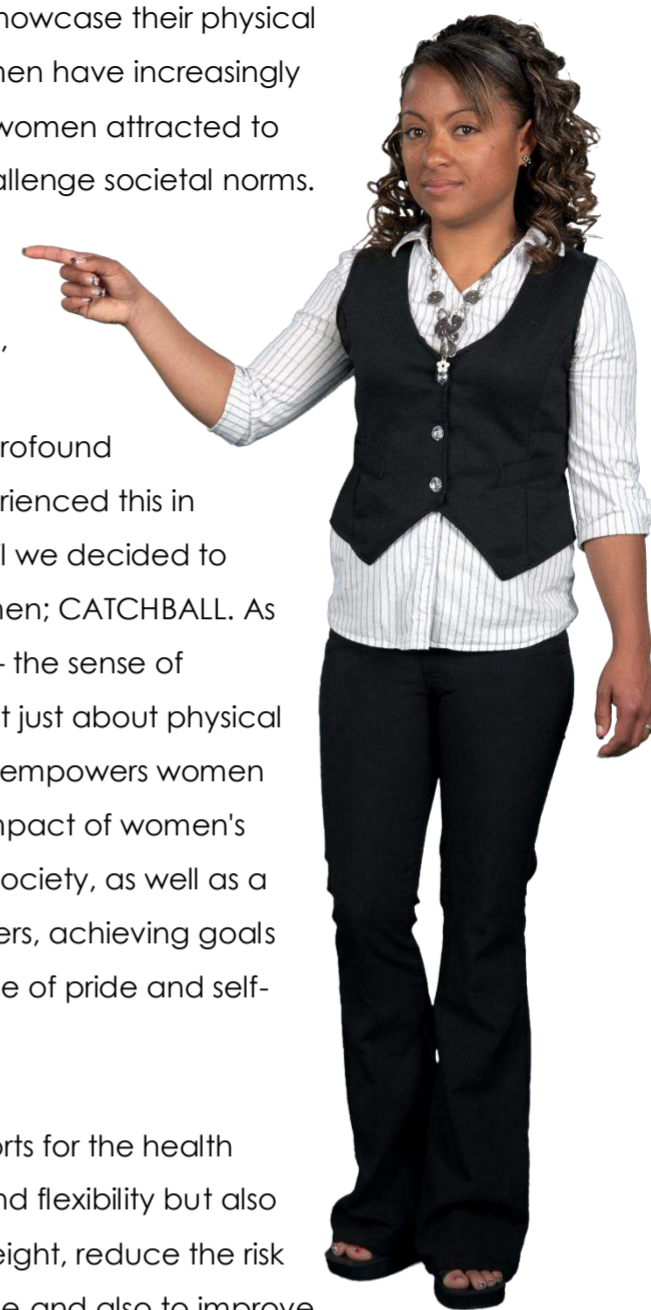
Physical fitness is a universal attraction to sports, irrespective of gender. Women, like men, are drawn to sports for the health benefits they offer. Regular physical activity not only promotes cardiovascular health, muscular strength, and flexibility but also contributes to overall well-being. Women who participate in sports are more likely to maintain a healthy weight, reduce the risk of chronic diseases, and improve their mental health. The desire to lead a healthier and more active lifestyle and also to improve the physical appearance is a driving force that attracts many women to sports. By participating in sports, women can experience numerous benefits that lead to a more balanced and fulfilling life. Encouraging women to engage in sports and physical activity is not only about improving their physical health but also about nurturing their overall well-being. Also, engaging in sports can promote a more positive body image. As women become more attuned to their bodies' capabilities and strength, they may develop a healthier and more accepting attitude towards their physical appearance. Last, but not least, sport can serve as a form of self-care, giving women a designated time to focus on their well-being and physical health. The mental and emotional benefits of self-care contribute to a sense of balance and fulfillment.

➤ Camaraderie and Social Bonds

This is one of the most important factors to keep women in sport, as soon as they are convinced to try it. Participation in sports often leads to the development of strong bonds and friendships. Team sports like catchball, football and beach volleyball, generates a sense of camaraderie among women as they work together towards common goals. These bonds formed on the sport court often extend to social circles and provide a sense of belonging. The shared experiences, victories, and defeats create lasting friendships and a support system that goes beyond the sport itself. Sharing victories and celebrating successes together reinforces camaraderie as the joy of achieving a common goal is magnified when experienced as a team. Camaraderie often provides opportunities for leadership. Women athletes who naturally inspire and support their teammates may emerge as leaders, both on and off the field. During the sport events we have found out that camaraderie in women's sports is often built on a foundation of mutual respect, whilst for men is just competition usually. Women team members recognize each other's strengths and weaknesses and work together to complement one another's skills. This respect extends beyond the field or court and influences how they interact off the sport venues and competitions. We have plenty of examples in Corporate Games where lots of connections were created, from family ties to business leads. As we all have a HOME family and an OFFICE family, there is always room for a SPORT family. This is one of the main reasons we have selected catchball as one of the tools in this project, as this recreational sport is all about making fiends and having fun, whilst training hard to be winner in the many competitions available.

➤ Challenging Societal Norms

Women's attraction to sports is also driven by the opportunity it presents to challenge societal norms. Historically, women were discouraged from participating in physically demanding activities, but through their involvement in sports, they break down barriers and stereotypes. By excelling in sports, women send a powerful message that they can achieve greatness and compete at the highest levels. This challenge to traditional gender roles is a strong motivator for women in sports. For this project we have selected football as a perfect example of the power of challenging societal norms, breaking stereotypes and prejudices.



➤ Breaking Stereotypes

Women athletes are increasingly breaking stereotypes and shattering preconceived notions about femininity. They prove that strength, determination, and athleticism are not confined to gender. Iconic athletes like Serena Williams, Simona Halep, Nadia Comaneci and many others inspire women of all ages to pursue their athletic passions without fear of judgment or ridicule. The desire to challenge and change societal perceptions is a very strong reason for women to engage in sports and the success of 2023 World Cup for women football in Australia is the perfect example. With more than 1,7 million tickets sold and a stunning 45 million TV spectators in China on their match against England, this event just exceeded all expectations. Women's World Cup is a great initiative that is actively breaking stereotypes by showcasing the skill, talent, and dedication of female athletes in football, while also challenging outdated views on gender roles, equality, and the potential of women in sports. This tournament is a catalyst for positive change and progress in women's sports on a global scale.

➤ Building Leadership Skills

Participation in sports offers an excellent platform for women to develop leadership skills. As they navigate team dynamics, strategize, and make decisions on the field, they cultivate valuable attributes that extend beyond the sport itself. These leadership skills have a transformative effect on their personal and professional lives, as they learn to communicate effectively, manage conflicts, and inspire their teammates.

➤ Positive Role Models

The presence of positive female role models in sports is a significant motivator for women. When they see women athletes achieving success, displaying sportsmanship, and serving as advocates for gender equality, it encourages other women to follow in their footsteps. These role models become a source of inspiration and motivation, showing that women can excel in any field they choose.

➤ Opportunities for Scholarship and Career

For some women, sports offer not only personal growth and empowerment but also opportunities for scholarships and careers. Scholarships in women's sports, especially at the collegiate level, can open doors to education and professional opportunities that may not have been available otherwise. Women attracted to sports often see it as a pathway to higher education and potential career options in coaching, sports management, or sports-related industries.

Key success factors for participation of women in sport

Insufficient physical activity is a leading risk factor for non-communicable diseases and can also negatively affect mental health and quality of life. WHO recognizes physical inactivity as a serious and growing public health problem and aims to reduce it by 10% by 2025.

Policies that tackle the gender gap in physical activity could therefore have a substantial impact on overall population health. The barriers to women's involvement in sports are numerous and complex.

The physical activity gap between boys and girls begins early. Researchers found that girls aged 6–11 years experienced less enjoyment from being physically active and less confidence in their sporting ability than boys as they got older. Children's exposure to narrow gender norms around boys versus girl's activities and a failure to adapt the types of sports offered can create this lack of enjoyment and body confidence, and in turn shape attitudes to physical activity into adulthood.

If we look at EU data, according to the Eurobarometer (2021), men are more likely than women to exercise or participate in sports 44% of men do so on a regular basis, compared to 36% of women; nevertheless, 40% of men never exercise or participate in sports, compared to 52% of women.

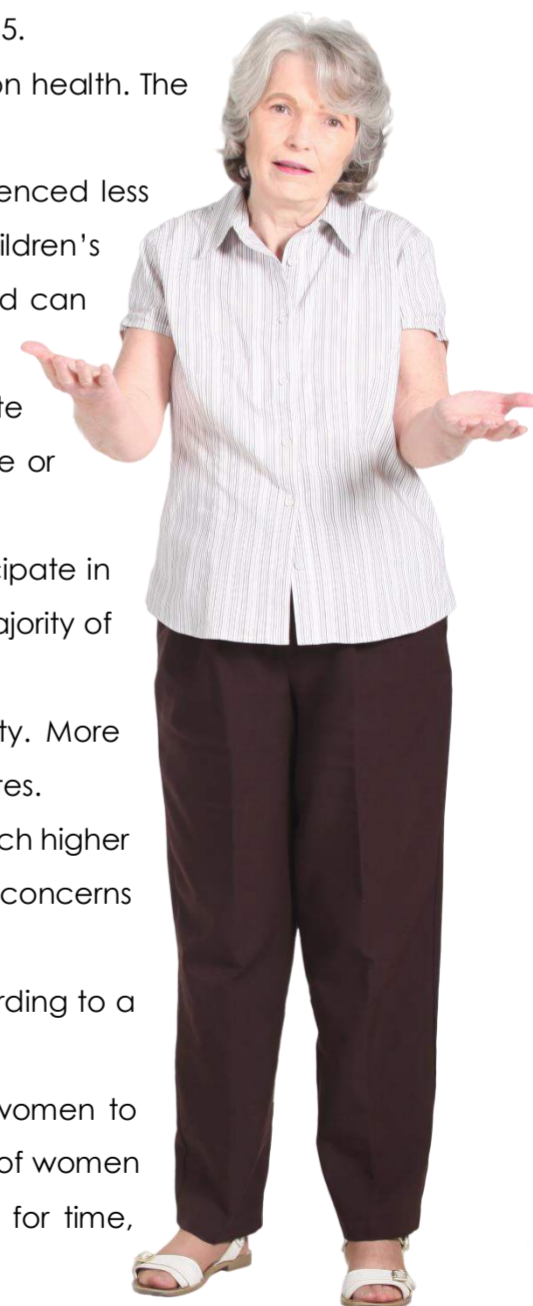
The gender gap is most pronounced in the younger age groups: just 15% of males aged 15-24 never exercise or participate in sports, compared to 33% of women in the same age group. As people become older, the gender gap narrows: the majority of men and women in the 55+ age range never exercise or participate in sports (58% and 64% respectively).

With regard to the number of sports modalities, it is more common among women to practice only one modality. More specifically, 26,4% of female athletes in Europe only practice one sport, compared to an estimated 16,6% of male athletes.

While men are much more likely to practice football, basketball, tennis, cycling or paddle tennis, women take part at much higher rates in any type of gymnastics or swimming. So, it is a fact that many women are put off by certain physical activities over concerns about stereotypes, because of insecurities around body image, or feeling constrained by cultural acceptability.

But what are the barriers to sport participation for women and girls? and why the drop out from sport activities? According to a study carried out by Smart Cities & Sport (2021):

- 75% of women have to decrease their sport activities due to time issues. Time issue is a common reason for women to decrease or even stop being active. Family, children and work will often come first in the list of women's priorities. 70% of women who are employed full-time and have dependent children (aged 0-14 years) report 'always/often' feeling rushed for time, compared with 56% of males.
- 70% of subsidies allocated to sport activities are used by men. Women have half as many choices as men for sport activities that are likely to please them and use two times less than men the public infrastructures at their disposal.



➤ 7% of online sports coverage is dedicated to women's sport. Research has shown that most girls learn 'culturally-appropriate styles of movement' by imitating their older female counterparts. But communicating the achievements of those exceptional women to others remains a challenge. Today, 43% of girls agree there aren't many sporting female role models.

➤ At a higher level, it is widely known that media attention is considerably more focused on male athletes than female athletes (Cooky et al, 2015), thus reinforcing the message that sport is "a man's thing" for all of us, but especially for girls.

The negative social messages concerning girls' participation in sports are internalized, especially by adolescent girls (McCallister et al., 2003), but more generally by women, and may limit their participation (TCRGWS, 2018). This intensifies the common reasons for young people leaving sports: a lack of time, competing interests, and a lack of enjoyment of pure recreational practice (Keathley et al., 2013)

➤ At primary school, differences in sport participation between boys and girls are striking. From year 6, only 39% of girls remain active, against 73% of boys. School plays a big role in showing the importance of having an active life: a high level of sport participation at school translates to a 76% chance to develop a sustained interest in sport overtime.

➤ 53% of female students who do sports experienced sexist remarks. Sexist behavior may take various forms and intersect with other forms of discrimination such as lesbophobia, tomboy tag, etc. This type of behavior discourages girls from participating in sport activities.

In order to attract and retain women and girls to your sport events, it's important to recognise that they often experience different motivations and barriers to boys and men when it comes to taking part in sport and physical activity. It is also important to recognise that women and girls are individual groups and shouldn't be treated as the same.

Their experiences, motivations and barriers will all be different and are likely to change at different life stages. Being able to identify and understand the most common barriers and motivations can help you to make small, practical changes to your marketing, offer and approach. These changes can have a positive impact on both welcoming and retaining more women and girls as members/participants and volunteers.

The key factors that we have found as important in creating a positive sport experience for women are:

✓ Accessibility

Sport selection should offer a good choice in order to be attractive and this is one of the most important activities when managing sport events. In Less4more project we have selected three sports that can offer satisfaction for a large majority of participants, because one is an innovative new sport that creates equal opportunities for all players – CATCHBALL – the second one is a recreational sport that comes close to an Olympic sport – BEACH VOLLEYBALL 4 - and the third one is the most popular sport for men, so a challenge to contribute to gender equality and empowering women – FOOTBALL.

Many women are intimidated by gyms because they think they're full of people who look like the women in adverts. A more relaxed and supportive approach to bringing children along is needed. Facilities and changing rooms must be encouraging and supportive environments, reinforcing positive messages. Women-only sessions with screens help females to feel more comfortable and confident

✓ Transportation

Transportation can present a significant obstacle for women participating in sports, acting as a barrier that hinders their ability to access training facilities, attend competitions, and fully engage in athletic pursuits. The lack of reliable and affordable transportation options can disproportionately affect women, limiting their opportunities for involvement in sports and hindering their overall athletic development.

In many cases, women face challenges related to safety and convenience when it comes to transportation. In some regions, inadequate public transportation systems or poorly lit routes to sports facilities can create safety concerns, particularly for women traveling alone, making it a deterrent for them to participate in sports. The absence of female-friendly transportation options may force women to rely on inconvenient or unsafe modes of travel, discouraging their active involvement in sporting activities.

Moreover, financial constraints can exacerbate transportation-related obstacles for women in sports. Owning or maintaining a vehicle, or even covering public transportation costs, can be a significant burden for those with limited financial resources. This financial strain can prevent women from accessing training sessions, attending competitions, or participating in sports leagues, hindering their ability to fully engage in the sports community.

The impact of transportation obstacles extends beyond individual athletes to affect the overall landscape of women's sports. It contributes to a lack of diversity and representation within the sports community, limiting the talent pool and perpetuating gender disparities. Overcoming transportation challenges is not just about getting from one place to another; it is about dismantling barriers that hinder women's access to the opportunities, resources, and experiences that sports can offer.

To address these challenges, it is essential to implement inclusive transportation policies, develop safe and accessible routes to sports facilities, and consider the unique needs and concerns of women in transportation planning. By recognizing and addressing transportation as an obstacle, we can create a more equitable environment, ensuring that women have equal access to the transformative power of sports

So, the more local the sessions are, the better. Having activities on your doorstep reduces many barriers associated with the time and cost of travel, and increases confidence as people are familiar with their surroundings

✓ Safety

Sky Sports News research in collaboration with the Women's Sport Collective reveals 79% of women have felt unsafe out exercising; 43% say they have been harassed

The key is putting girls at the center of plans. Because gender inequity creates unsafe spaces particularly for girls, women, and gender-diverse people, it's crucial for everyone to support women and girls and work towards advancing gender equity.

Here are some suggestions:

- Call on sport organizations to train coaches and activity leaders in gender equity so they understand and can meet the needs of girls and women
- Request that sport organizations train administrators and staff on why and how to apply a gender equity lens to everyday decision-making
- Call on board members to become gender equity champions

✓ Affordability

Affordability emerges as a formidable obstacle for women doing sports as a recreational activity, impacting their ability to engage in physical activities and challenging the overall inclusivity of sports communities. Women often face financial constraints that limit their access to essential resources and opportunities, creating a barrier to active participation.

The cost of sports equipment, ranging from athletic gear to appropriate clothing, can present a significant challenge. For many women, especially those with limited financial means, the expense of obtaining quality gear becomes a prohibitive factor, impeding their ability to engage safely and comfortably in sports. And appearance is somehow more important to women than man, so the affordability of quality and branded sport cloth and gears can be a challenge.

Participation fees for sports leagues, coaching sessions, and gym memberships further contribute to the affordability obstacle. The financial strain associated with these costs can lead to the exclusion of women from organized sports activities, perpetuating disparities in access to structured athletic programs.

Addressing the affordability challenge requires concerted efforts to make sports more economically accessible. Initiatives such as subsidized equipment programs, reduced or waived participation fees, and community-based support can help dismantle financial barriers, ensuring that women from all economic backgrounds have the opportunity to enjoy the physical, mental, and social benefits of sports. By prioritizing affordability, sports communities can foster greater diversity and inclusivity, empowering women to participate fully in the world of sports

✓ Timing and efficient use of time

Timing and the effective use of time can pose significant obstacles for women engaged in sports, impacting their ability to balance athletic pursuits with other responsibilities. In many cases, women juggle multiple roles, including work, family, and societal expectations, making it challenging to find dedicated time for sports and maintain a consistent training regimen.

Work-related commitments often become a primary factor affecting the timing of women's participation in sports. Long working hours, irregular schedules, and professional demands can limit the time available for training and competitions. This obstacle is particularly pronounced in careers that lack flexibility, creating a barrier for women who aspire to pursue athletic goals while managing their professional responsibilities.

Family responsibilities further compound the challenge of timing for women in sports. The demands of caregiving, parenting, and household responsibilities can consume significant portions of their day, leaving limited time for personal pursuits such as training sessions or sports activities. Balancing family commitments with sports participation becomes a delicate juggling act, requiring strategic time management and often leaving women with limited opportunities to engage in physical activities.

Societal expectations and traditional gender roles also play a role in shaping the timing challenges for women in sports. Cultural norms that prescribe specific roles and behaviors for women may influence their ability to allocate time to sports, as societal expectations often prioritize other aspects of their lives over personal athletic pursuits.

Overcoming the timing obstacle requires a shift in societal attitudes, workplace policies, and a reevaluation of gender norms. Flexible work schedules, family support systems, and community initiatives that promote the integration of sports into women's lives can help alleviate the time constraints. By fostering an environment that values and accommodates women's participation in sports, we can empower them to navigate the intricate balance between various roles and allocate time effectively for their athletic pursuits. This, in turn, contributes to the overall well-being and empowerment of women in the realm of sports

✓ Positive role models and coaches

The universality of sport offers an opportunity to challenge social and cultural norms on a large scale and narrow the gender gap. By making female athletic success more visible, girls and their parents can aspire for them to be professional athletes or simply to take part in whatever physical activity they enjoy.

Coaches can play a crucial role in involving and keeping girls involved in sports in terms of motivation (Amorose & Anderson-Butcher, 2015; Cooky, 2009; Kipp & Weiss, 2013; Kipp & Weiss, 2015, Smith et al., 1978; Smoll et al., 1979; Weiss et al., 2009). There is a wide acceptance of the notion that women coaches (as visible role models) can encourage girls and women to take part in sport

and sustain their participation. Female coaches are powerful role models, demonstrating to girls that they belong and deserve to be included in sports, boosting girls' confidence and inspiring their continued participation (Zarrett et al.,2019).

Some women choose to train with female coaches due to personal preferences, cultural customs, or religious views. It is also recognized that a more diverse coaching workforce may assist in encouraging women from underrepresented backgrounds (e.g., migrants, persons with disabilities) to engage in sport or work in development/executive roles. (Kraft et al.,2020)

There is evidence that coaches and athletes of the same gender have better coach-athlete relationships (Jowett and Nezelek, 2012). Thus it is likely that when women who participate in sports have female coaches who face similar social conflicts, their participation in motor activity classes will increase, and their physical performance will improve.

Similarly, Pfister and Norman (2017) in their report for the European Commission " Mapping and analysis of education schemes for coaches from a gender perspective" point out: "There is a wide acceptance of the notion that an increase in women coaches (as visible role models) can provide inspiration and encouragement to girls and women to take part in sport and sustain their participation. It is estimated that between 20%-30% of all coaches in Europe are women; however, in most sports the underrepresentation of women becomes more pronounced at the highest levels of coaching"

✓ Particularities of sport for migrant women

Sport plays a crucial role in accelerating social integration, physical well-being, and personal empowerment. However, the experience of sports can be influenced by various factors, including gender, ethnicity, and migration status. For migrant women, engaging in sports brings about a unique set of challenges, opportunities and particularities that deserve attention and consideration.

- One of the primary challenges faced by migrant women in sports is the intersectionality of their identities. Being both a woman and a migrant means navigating a complex web of cultural, social, and gender expectations. Cultural norms may dictate specific roles and behaviors for women, potentially limiting their participation in sports. Additionally, language barriers and unfamiliarity with the local sports culture can further exacerbate feelings of isolation and exclusion.
- Access to sports facilities and programs is another significant hurdle for migrant women. Many may find themselves in areas with limited resources or face financial constraints, making it difficult to engage in organized sports. This lack of access can hinder both the physical and mental well-being of migrant women, depriving them of the numerous benefits associated with sports participation.
- Traditional gender roles and expectations prevalent in some migrant communities may discourage women from participating in sports. Migrant women may experience pressure to conform to cultural norms that prioritize domestic responsibilities over recreational activities. This challenge highlights the importance of creating inclusive and culturally sensitive sports environments that recognize and accommodate diverse perspectives on gender and athleticism.

On the positive side, sports can also serve as a powerful tool for empowerment and social integration for migrant women.

- ✓ Participation in sports can break down cultural and linguistic barriers, providing a shared platform for interaction and communication. Team sports, in particular, offer opportunities for building friendships and support networks, fostering a sense of belonging in a new and unfamiliar environment.
- ✓ Sports can be a means of reclaiming agency and autonomy for migrant women. In a society where they may face numerous challenges and restrictions, engaging in sports allows them to assert control over their bodies and choices. This sense of empowerment can extend beyond the sports arena, influencing various aspects of their lives.

To address the particularities of sports for migrant women, it is crucial to implement inclusive policies and programs.

Sports organizations and community initiatives should actively work to create welcoming and culturally sensitive environments. This may involve providing language support, adapting sports programs to accommodate diverse cultural practices, and addressing financial barriers to access.

Additionally, raising awareness about the benefits of sports for migrant women is essential. This includes challenging stereotypes and misconceptions about women's participation in sports within both the migrant community and the broader society.

Educational campaigns can help shift attitudes and promote the idea that sports are for everyone, regardless of gender, ethnicity, or migration status.

In conclusion, the particularities of sports for migrant women underscore the need for targeted efforts to overcome barriers and create inclusive opportunities.

By recognizing and addressing the challenges faced by migrant women in sports, society can unlock the full potential of sports as a tool for empowerment, social integration, and overall well-being



Guidelines for organizing Less4more multisport events

Organizing sports events for women is a powerful way to promote inclusivity, empowerment, and community. To ensure that these events are accessible, enjoyable, and meaningful for women of all backgrounds and abilities, we've compiled a comprehensive guide. Whether you're planning a local tournament, community sports day, or a larger event, these guidelines aim to create an environment where every woman feels welcome and empowered.

No	Activity	Why it matters	How to do it
1	Diverse and Representative Planning	A diverse planning committee ensures that various perspectives are considered.	Form a committee that includes women of different ages, ethnicities, and abilities. This diversity will enrich the planning process and make the event more inclusive.
2	Clear and Inclusive Communication	Everyone should have access to information about the event, regardless of language or background.	Utilize various communication channels such as social media, community boards, and local newspapers. Provide event details in different languages to ensure that information reaches everyone
3	Accessible Facilities	Participant safety is crucial for a positive experience.	Choose venues with ramps, accessible restrooms, and suitable seating. Ensure that the facilities cater to different physical abilities
4	Safety First	Participant safety is crucial for a positive experience	Have medical support on standby, communicate emergency procedures clearly, and regularly inspect the playing area for any potential hazards.
5	Flexible Scheduling	Women often balance various responsibilities, so scheduling flexibility encourages broader participation	Consider weekends or evenings for events. This flexibility accommodates different schedules, allowing more women to take part.
6	Diverse Sports Offerings	Offering a variety of sports ensures that there's something for everyone.	Include a mix of sports to cater to different interests and skill levels. This diversity encourages a wide range of women to participate.
7	Fair Rules and Regulations	Clear and fair rules create a positive and respectful playing environment.	Develop transparent rules for all sports involved. Ensure that scoring systems and regulations are easily understood.
8	Affordability Matters	Financial barriers should not prevent women from participating in sports events.	Keep the event affordable or seek sponsorship options. Scholarships or subsidies can make participation accessible to a broader range of women.
9	Promote Female Leadership	Seeing women in leadership roles empowers participants.	Encourage female referees, coaches, and organizers. Representation in these roles fosters a sense of empowerment and leadership among participants

10	Feedback Mechanism	Continuous improvement is crucial for future events.	Establish a feedback system where participants can share their thoughts and suggestions. Use this input to enhance future events and address any concerns
11	Celebrating Achievements	Recognizing and celebrating achievements boosts morale and motivation.	Highlight and celebrate individual and team accomplishments during and after the event. This can inspire participants to continue their involvement in sports.
12	Community Engagement	Involving the community creates a supportive environment.	Engage local businesses, schools, and organizations. Their support can enhance the overall experience and encourage community members to participate and support the event.
13	Educational Workshops	Providing educational opportunities enhances participants' understanding and skills.	Offer workshops on various aspects of sports, including nutrition, mental health, and skill development. This not only improves participants' knowledge but also contributes to their overall well-being
14	Networking Opportunities	Building connections within the sports community creates a lasting impact.	Arrange networking sessions or social events during the sports event. This provides participants with opportunities to connect, share experiences, and build a supportive network.
15	Creating a Supportive Atmosphere	A supportive atmosphere encourages participation and long-term engagement.	Foster an environment where everyone feels respected and supported. Encourage camaraderie among participants and emphasize the joy of sports rather than just competition.
16	Accessibility Beyond Physical Ability	Accessibility should address various needs, including mental health and different levels of athleticism.	Consider the mental health aspect by providing spaces for relaxation. Allow participants to choose their level of competition, ensuring that everyone feels comfortable and included.
17	Cultural Sensitivity	Being sensitive to diverse cultural backgrounds promotes a welcoming environment.	Acknowledge and celebrate cultural diversity. Consider cultural norms when scheduling events and respect different traditions.
18	Support for Mothers	Mothers often face unique challenges, and supporting them encourages their participation.	Provide childcare facilities or family-friendly spaces. Consider scheduling events at times that align with childcare routines.
19	Environmental Considerations	Sustainable practices contribute to a healthier community and planet.	Minimize environmental impact by using eco-friendly materials and promoting waste reduction practices. Encourage participants to adopt environmentally friendly habits
20	Long-Term Community Impact	Building a lasting sports community requires ongoing efforts beyond the event.	Establish sports leagues or regular events to keep the community engaged. Foster relationships with local schools and organizations to sustain interest in sports

Organizing sports events for women is a significant undertaking with far-reaching effects. By incorporating these guidelines, organizers can create events that transcend competition, providing women with opportunities for empowerment, community building, and personal growth.

Event management steps

Registration

The registration process for a sports event is a structured procedure that participants go through to officially sign up and confirm their participation. This process is crucial for organizers to gather necessary information, manage logistics, and ensure a smooth and organized event. The registration process can vary depending on the scale and nature of the sports event, but generally, it involves several key steps:

1. Announcement and Promotion

Objective: Inform potential participants about the upcoming event and generate interest.

Actions: Use various channels such as social media, websites, posters, and community announcements to spread the word. Highlight key details like date, venue, and types of sports involved. **See Appendix 1** for a template

2. Pre-Registration or Expression of Interest

Objective: Gauge interest and estimate participant numbers in advance.

Actions: Allow individuals to express their interest before the formal registration begins. This can be done through online forms, emails, or pre-registration events.

3. Opening Registration

Objective: Officially start the registration process.

Actions: Provide a clear start date and time for registration. Open registration through online platforms, physical forms, or designated registration centers. **See Appendix 2** for a template

4. Completion of Entry Form

Objective: Gather essential participant information.

Actions: Participants need to complete a registration form. This form typically includes personal details such as name, age, contact information, emergency contacts, medical information, and sometimes details specific to the sport (e.g., skill level, team name).

5. Submission of Required Documents

Objective: Ensure that participants meet eligibility criteria and provide necessary documentation.

Actions: Depending on the event, participants may need to submit documents such as identification, medical certificates, or proof of age. This step is crucial for compliance and safety.

6. Payment of Registration Fee

Objective: Cover event costs and confirm commitment.

Actions: Specify the registration fee and provide payment options (online, bank transfer, or in-person). Include any deadlines for payment to secure a spot in the event.

7. Confirmation of Registration (Team Leader Report)

Objective: Provide participants with confirmation of successful registration.

Actions: Send an acknowledgment or confirmation email or provide a receipt to participants, confirming their registration status. Include event details and any additional instructions. **See Appendix 3** for a template

8. Distribution of Event Materials

Objective: Equip participants with necessary event information.

Actions: Provide participants with event materials such as schedules, rules, and identification badges. This step ensures everyone is well-prepared and informed.

9. Participant Briefing (Supercenter)

Objective: Communicate important event details and expectations.

Actions: Host a briefing session, either in person or virtually, to go over event rules, safety measures, and any last-minute instructions. This helps create a unified and informed participant group.



Participants

The participants registered with the selected target groups, prioritizing immigrants with a low social, cultural and economical background, are entitled to participate based on sending the complete entry form to the organizers

Each participant shall enter the competition only after they will register personally at the Supercenter, based on the confirmation of participation received from ORGANISER and a recent passport type PHOTO. The entry by means of mandate, delegation or other form of representation is not accepted.

The Teams

The participating organizations or sport clubs may participate with an unlimited number of teams

Each team must play all three sports

The players, members of the team, must meet the following requirements:

- must represent one of the organisations or sport clubs
- must be certified as medically fit for practicing the sport for which they are entered
- must hold a confirmation of the entry signed by ORGANISER
- must not be registered as professional player in the last three years



Sports & Entry Forms

A team or players shall enter the event by each participant's filling out an Entry Form comprising the following data:

- ✓ the full name of each participant
- ✓ the ORGANISATION or club representative (team leader)
- ✓ the date of birth

Based on the entry form fully and correctly filled out, ORGANISER shall send a confirmation of entry (Registration Guide) that must be submitted together with an passport type photo, to SuperCenter, in order to be admitted to the competition.

The Competition System

The sport competition system of play refers to the structure and format used in various sports to organize competitions, tournaments, and matches. The system is designed to determine winners, establish rankings, and ensure fair and competitive play. While the specifics can vary widely between sports and competitions, there are several common elements and formats that make up the competition system of play. Here are some key components

Various sports use different formats to determine winners. Some of the most common formats include round-robin, knockout, group stage, league play, and single-elimination. The choice of format depends on the sport, the number of participants, and the desired level of competition.

The sport competition system of play is designed to provide structure, fairness, and excitement to sports competitions. The specific rules and formats vary from sport to sport, but they all share the common goal of determining winners and celebrating athletic achievement. The choice of format and structure is an essential aspect of the sport and can greatly influence the dynamics and competitiveness of a competition.

Validation of the Participation



For the participation of a team in THE SPORT EVENT, a permit of participation, with the photo and the personal identification elements must be submitted before each sport competition.

The permit shall be handed in only to the participants within the procedures at Supercenter, according to the competition schedule. No representation through mandate, power of attorney, etc. is accepted.

The objections to the list of the rival team shall be lodged with the officials before the start of the event. The umpire shall make a decision before the start of the round on such objections.

The teams shall appear equipped with the sport materials specified by the regulations for each sport and is the referees/officials responsibility to verify if they comply

Scheduling

THE SPORT EVENT will be organized, in general, in pool games:

- a. the group phase: as a general rule on SATURDAY
- b. the eliminatory phase and finals stage: as a general rule on SUNDAY

Some competitions shall take place only on Saturday, including the finals.

The game system shall be conditioned by the number of teams entered:

According to the number of participants, ORGANISER may change, without notification, the organization and contest system, the event and competition locations.

System of play

According to the number of participating teams, the competition shall be run in group/pools and/or eliminatory phase system. Each participant is provided with the participation in at least 3 contests (races, games etc)

In each phase, the daily schedule of the competition shall be set out by the Sport Management Software. Before the start of the competition, the technical meeting shall be held

Each competitor shall receive at the Supercenter from the organizer a guide of the events, named Souvenir Program, with the details of each competition, including the list of the equipments provided by the ORGANISERS and the sport materials that they have to bring.

The referees and the assistants shall be appointed by ORGANISER, in consultation with the involved Federations.

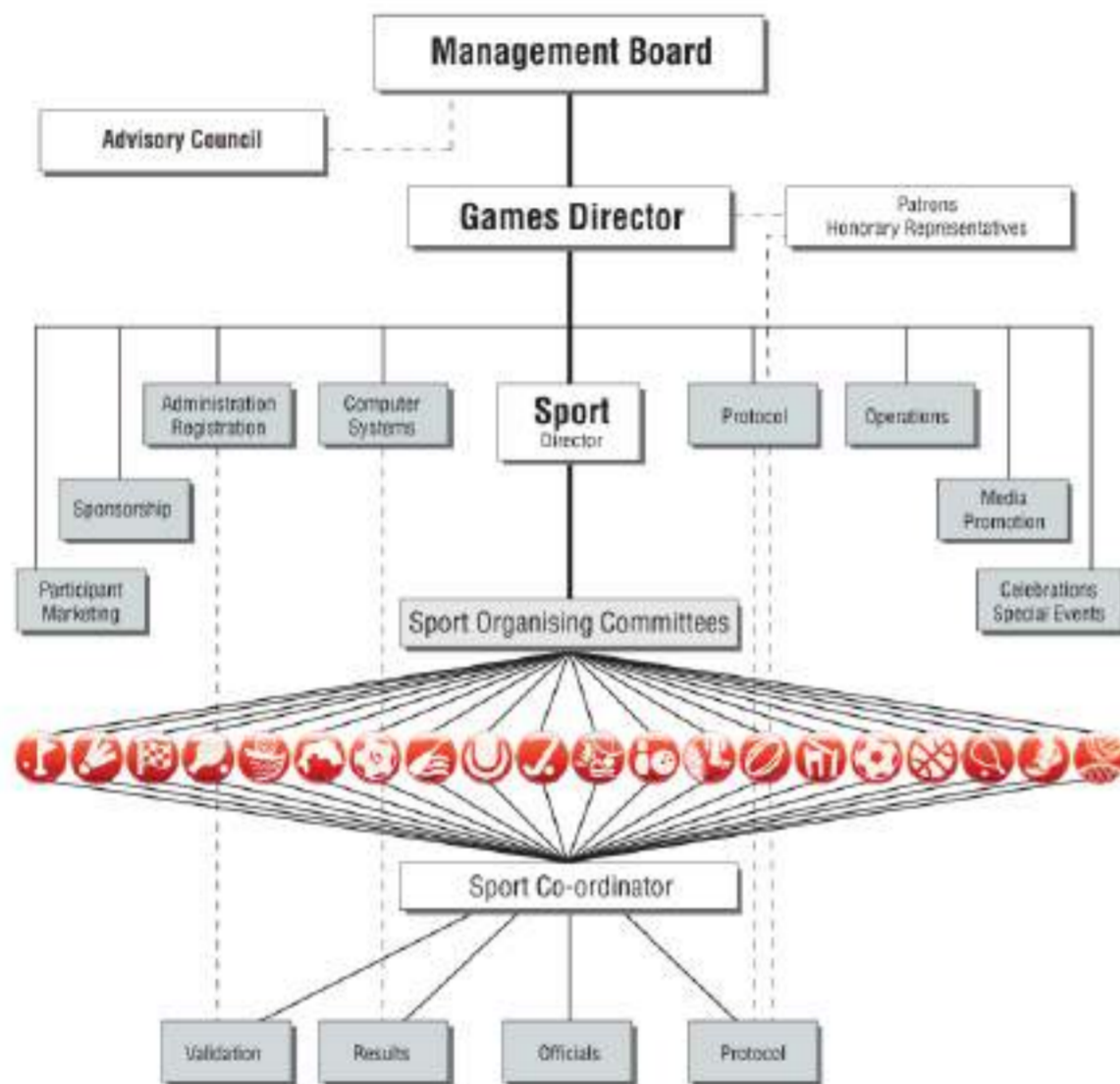


Sport event management team

Sport Organising Committee

The Sport Organising Committee (SOC) is the **technical** administration unit for each of the Official Sports of the Games.

Organisational Structure



persons.

Each SOC is led by a **Sport Coordinator** who assigns positions of responsibility in the basic functions of organizing the Sport and ensuring its integration in the Games. The SOC members include persons responsible for overseeing the:

- 1 Recruitment, scheduling and supervision of the appropriate Officials - referees, umpires, timers etc
- 2 Overseeing the correct medal presentation format and related Protocol duties.
- 3 Recording of Results for all events, maintaining the raw data and reporting to the Games results center.
- 4 Validation of Athletes and Officials at the SuperCenter and Venue Control.

It is essential that SOC members understand that their Sport is part of a **multi sport** festival **not** an independent sport competition.

No SOC member or official may compete in the Games.

Each SOC member must relate to the Games staff member who corresponds to their function.

The SOC **Sport Coordinator**, who is ultimately responsible for the successful management and staging of the Sport, is appointed by the Director of Sport.

Duties of the Sport Director

- ✓ Direction of the Sport according to Games Rules and Procedures and Competition Details.
- ✓ Recruitment and management of SOC members, like secretary, marshals etc
- ✓ Ensuring all SOC members and Officials register.
- ✓ Advice on any special logistical needs of the Sport.
- ✓ Assistance in promotion within the Sport before and during the Games.
- ✓ Ensuring that the Sport Event Protocol and Results requirements are implemented.

- ✓ Overseeing injury and health requirements.
- ✓ Delivery of progress and final results.
- ✓ Return of the Master Sport File and assigned equipment.
- ✓ Delivery of a written review with suggestions for future Games.

Duties of the Sport Manager

In order to ensure a smooth participation each Sport Manager should be PLANNING before the event:

- Recommend Sports
- Recommend days of competition for the Official Programme
- Identify and conduct preliminary selection of venues
- Compile site evaluation form
- Identify organisations related to the Games from whom approvals may need to be obtained
- Identify equipment and service suppliers for sports and related needs
- Develop a sports-based promotions and marketing plan for participation and sponsorship in liaison with Sales and Promotion
- Contact Sports Governing Bodies for insertion of Games details into Calendar of Events and Web sites.
- Liaise with Games Systems Director to ensure the data base of SOC members and officials, scheduling and results.
- Determine the number of Medals and Awards required and possible sourcing of suppliers.
- Prepare check list on venues, personnel, equipment, problems, supplies of toilets, water, or other needs including required sports signage.
- Prepare check list of communication needs including phones, radios, lap tops, and electronic equipment.
- Create a critical path.

Provisions special regulations

The venues and other sport facilities and materials shall fit to the safety of the participants.

The sport event organizers shall provide the emergency medical services and assistance to the participants.

Order and discipline-related measures:

- a. the following persons have access to the game spaces: the players and the captains of both teams, the officials, the referees and the doctor;
- b. the players must behave properly in sport terms, not to have a negative attitude with the rivals or fellow team members;
- c. the players must obey the game's rules and the sport ethical code;
- d. for any complains, the players shall address to the umpires that take decisions in the presence of the captains of those two teams;
- e. the failure to comply with the dispositions given by the umpire in relation to the regulatory running of a match/game may cause the loss of the match/game;
- f. if the rival team fails to appear, the umpires shall award forfeit scores, according to the regulatory dispositions;
- g. in soundly reasoned cases, one can lodge immediately an objection against the dispositions given by the umpire in a match/game, with the Appeal Committee or at the latest within 15 minutes following the end of the match/ game. The Appeal Committee consists of 3 persons selected among the delegates of the participating teams. The Appeal Committee shall deliberate immediately. The decision of the Appeal Committee is binding and can't be challenged.

If the contests are affected by the weather conditions, ORGANISER may decide upon the cancellation, discontinuance or postponement of the competition, the reduction of the game time or the tie-break through free kicks.

Referees

The referees shall be delegated at least 3 days before the contest, by the ORGANISERS.

If the umpires fail to appear in the game, the teams' delegates must solve the absence of umpires within maximum 15 minutes after the time set for the start of the round, and a report shall be entered into under which the agreement on the selected person to umpire, is written down.

The Scoring System

For the individual sports, the ORGANISATION shall get 8 points for the 1st place, 7 points for the 2nd place and so on up to the 7th place that shall get 1 point. The individual sports are those ones to which there is a single.

For the team sports, to which there is no single, the 1st place shall get a number of points equal to the product between the number of the team members and 8. The 2nd place shall get a number of points equal to the product between the number of the team members and 7, and so on up to the 7th place that shall get a number of points equal to the number of the team members. For example, at the tennis double, the ORGANISATION ranked in the first place shall get 18 points, the 2nd place shall get 14 points, etc. The number of team members means the number of the participants effectively participating in the game, without reserves and officials.

For example, the first place at the billiards double shall bring to the represented ORGANISATION 8 points, and the 1st place at FOOTBALL 6 shall get 48 points.

In case of tie between two or more schools or teams, the ranking shall be established based on the following criteria, applied in the below order:

- The total number of points
- The direct result between two teams at tie
- The sum-up of the points got by the teams' players at tie
- The younger team.

The umpires must convey within 48 hours the umpirage report to the ORGANISERS, together with the technical results, with the designation of the ranked teams and possible lodged objections.

For the contests within the eliminatory groups, the scoring system is:

- 4 points for victory
- 2 points for tie
- 1 point for defeat
- 0 points for NO SHOW

Medal and Awards

The ORGANISATION ranked in the first place, based on the points achieved at each sport within the sport event shall be awarded the corresponding ORGANISER Awards. The ORGANISATION that has the most medals, receives the Medal Award. In case of tie, the tie-break shall be made according to the number of gold medals.

The ORGANISATION shall be classified into Divisions, according to the number of entered participants, in this manner: Division 1, from 1 to 5 participants, Division 2 from 6 to 10, Division 3 from 11 to 20, Division 4 from 21 to 50, Division 5 from 51 to 100, Division 6 from 101 to 150, Division 7 from 151 to 200 and Division 8 over 200 participants. In each Division, the corresponding Division Award shall be awarded to the ORGANISATION gathering the highest number of points.

The classification into Division shall be made according to the total number of participants entered in the Entry Forms on the competition date.

Medals for the first three places shall be awarded. The medals shall be awarded ONLY to the hands of the person, based on verification of the badge.

Master Sport File

Each sport event is controlled and coordinated through a Master Sport File, where all info about the participants, schedule of the games and results are recorded.

The Master Sport File is produced by the Sport Management Software after all participants are registered and Team Leaders have confirmed the lists in writing.

The file is actually printed and the summary is:

- List of participants with codes and contact details
- List of events with codes
- List of organisations registered or teams
- Rules of play
- General regulations
- Safety protection rules
- Scheduling
- Result sheet
- Medals inventory sheet
- Injury report



Post-Event Communication: A Bridge to Sustaining Connections

Communicating results and gratitude

Effective post-event communication and the collection of participant feedback play a pivotal role in ensuring the overall success and continuous improvement of future events.

Post-event communication serves as the bridge that extends the event's impact and maintains connections with participants, sponsors, and stakeholders. It is a medium for conveying gratitude, highlighting accomplishments, providing information, and building anticipation for future events.

One of the primary objectives of post-event communication is to express gratitude and acknowledgment. Event organizers, sponsors, volunteers, and participants invest their time, resources, and energy into making the event a success. A simple thank-you message goes a long way in fostering goodwill, recognizing their contributions, and strengthening relationships for future collaborations.



Furthermore, post-event communication serves as a platform to showcase the achievements and successes of the event. Whether it's the record-breaking attendance, funds raised for a charitable cause, or the event's broader impact on the community, sharing these accomplishments reinforces the event's significance and creates a sense of pride among participants.

Additionally, post-event communication provides a channel for offering necessary information and addressing inquiries that participants may have after the event. This phase is an opportunity to distribute follow-up materials, share presentation slides, or direct participants to resources that can enhance their post-event experience or provide valuable insights related to the event's content.

Another essential aspect of post-event communication is building anticipation for future events. For recurring events or subsequent editions, organizers can utilize this phase to share save-the-date announcements, early-bird registration details, and exciting updates related to the forthcoming event. This proactive approach not only keeps participants engaged but also ensures that the event remains on their radar.

However, the true value of post-event communication often becomes most apparent when it includes the gathering of participant feedback.

However, the true value of post-event communication often becomes most apparent when it includes the gathering of participant feedback.

Participant Feedback: A Valuable Source of Insights

Participant feedback is a treasure trove of insights that provides event organizers with a detailed understanding of an event's strengths, weaknesses, and overall impact. It serves as a crucial tool for assessing the event's success and uncovering areas that need improvement. Here's why gathering participant feedback is so important:

- **Quality Improvement:** Participant feedback offers valuable insights that help organizers identify areas that require improvement. It highlights aspects of the event that may have fallen short of expectations or suggests enhancements for future iterations.
- Feedback is an invaluable source of information for understanding the attendee experience. Participants' comments and observations provide a direct window into their perceptions, enabling organizers to gauge whether the event met their expectations and where enhancements can be made.
- Participants often offer innovative ideas and suggestions for future events. Their insights may include new features, topics, or formats that can breathe fresh life into the event and appeal to a wider audience. Such creative input can be the catalyst for the event's continued evolution.
- Participant feedback serves as a barometer for measuring the event's success against its intended objectives. It helps organizers evaluate whether the event fulfilled its goals, and if not, how to adjust future strategies to align more closely with the desired outcomes.
- Encouraging participants to provide feedback demonstrates that event organizers value their opinions and input. This engagement fosters a sense of ownership and investment in the event's success and its continuous improvement.
- Feedback can also help organizers identify trends in participant preferences, interests, and needs. This data can inform future event planning, content curation, and marketing strategies to ensure that the event remains relevant and appealing to its target audience.
- In the event that participants encountered issues during the event, feedback provides an opportunity for organizers to address and resolve these problems. Acknowledging and rectifying issues can prevent them from recurring in future events, improving the overall participant experience.
- Positive feedback offers recognition and reinforcement for event organizers and volunteers. It acknowledges their hard work, dedication, and commitment to creating a successful event. Acknowledgment of their efforts can motivate and inspire continued

excellence.

Post-event communication and the gathering of participant feedback are integral components of the event management process. They not only extend the event's impact but also offer insights for continual improvement and help organizers understand the event's influence on participants. By carefully and thoughtfully approaching these aspects, event organizers can create more engaging, successful, and memorable events in the future. These endeavors also serve as a testament to the organizers' commitment to enhancing the event experience and maintaining positive relationships with participants, sponsors, and partners. See **Appendix 4** for a template

Appendix 1

Objective: Inform potential participants about the upcoming event and generate interest

Subject: Get Ready for the Most Exciting Event of the Year!

Dear [Recipient's Name],

We are thrilled to announce the most anticipated event of the year, and we can't wait to share all the exciting details with you! Whether you're a sports enthusiast, a culture lover, a technology geek, or simply someone looking for a fantastic day out, this event promises something for everyone.

Event Details:

Name: [Event Name]

Date: [Event Date]

Time: [Event Time]

Location: [Event Venue]

Tickets: [Ticket Details]

Why You Should Attend:

Unforgettable Entertainment: Prepare to be dazzled by top-tier performers, thrilling matches, or mind-blowing exhibitions. Our event promises to leave you with lasting memories and unforgettable experiences.

Learn and Engage: For the knowledge seekers among us, our event offers an array of workshops, seminars, and interactive sessions. You'll have the chance to learn from industry leaders and engage in thought-provoking discussions.

Networking Opportunities: Connect with like-minded individuals, potential mentors, or future collaborators. The event is the perfect place to grow your network and explore opportunities in your field.

Family-Friendly Fun: We haven't forgotten the little ones! Bring your family and enjoy a day of fun, kid-friendly activities, and entertainment.

How to Get Involved:

Tickets: Secure your spot at the event by purchasing tickets online at [Ticketing Website]. Early bird discounts and exclusive packages are available for a limited time.

Volunteer Opportunities: We're looking for enthusiastic volunteers to help make this event a success. If you want to be a part of the action, sign up to volunteer [Volunteer Sign-Up Link].

Exhibition and Sponsorship: If you're a business or organization looking for exposure, we have various exhibition and sponsorship opportunities available. Connect with our team at [Contact Information] to explore options.

Stay Connected:

Stay up-to-date with event news, announcements, and exciting sneak peeks by following us on our social media channels: [Social Media Links]. Join the conversation with our official event hashtag: #EventHashtag

Don't miss out on the event of the year! Mark your calendar, invite your friends and colleagues, and get ready for an extraordinary day.

For more information and to purchase your tickets, visit [Event Website]. We look forward to welcoming you to an event that promises to be truly unforgettable!

Best regards,

[Your Name]

[Event Organizer/Company Name]

[Contact Information]

Appendix 2

Objective: Officially start the registration process for sport event

Subject: Registration Now Open for [Sport Event Name] - Secure Your Spot Today!

Dear [Recipient's Name],

We're thrilled to announce that the registration process for the highly anticipated [Sport Event Name] is now officially open! This is your chance to be part of a sporting spectacle that promises excitement, competition, and unforgettable moments.

Event Details:

Sport Event: [Sport Event Name]

Date: [Event Date]

Location: [Event Venue]

Registration Period: [Start Date] - [End Date]

Categories: [List of Categories or Divisions]

Why You Should Participate:

- Be part of a great sport event: [Sport Event Name] attracts some of the finest athletes in the sport. Whether you're a seasoned pro or an up-and-coming talent, this is your opportunity to challenge yourself against top-tier competitors.
- Experience the Thrill: Feel the adrenaline rush as you step onto the field, court, or arena. The electric atmosphere, cheering crowds, and fierce competition make [Sport Event Name] an experience you'll never forget.
- Build Connections: Connect with fellow athletes who share your passion for the sport. Create lasting memories and friendships that extend beyond the event.
- Prizes and Recognition: Win fantastic prizes and earn recognition for your skills and achievements. Compete for glory and rewards that celebrate your dedication to the sport.

How to Register:

Registering for [Sport Event Name] is easy and can be done online. Here's what you need to do:

- Visit Our Registration Portal: Go to [Registration Portal Link].
- Choose Your Category: Select the category or division you wish to compete in.
- Complete Your Profile: Provide the required information, including your name, contact details, and relevant sport credentials.
- Payment: Pay the registration fee securely online using your preferred payment method.
- Confirmation: Once your registration is complete, you will receive a confirmation email with all the necessary details.

Volunteer Opportunities:

If you're not participating as an athlete but still want to be part of the action, we are also looking for enthusiastic volunteers to help make [Sport Event Name] a success. If you'd like to contribute in this capacity, sign up to volunteer [Volunteer Sign-Up Link].

Stay Informed:

Stay up-to-date with event news, important updates, and exciting announcements by following us on our social media channels: [Social Media Links]. Join the conversation with our official event hashtag: #EventHashtag

[Event Name] is an event that celebrates the spirit of sportsmanship, competition, and camaraderie. Don't miss your chance to be a part of it. Register now to secure your spot and start your journey to sporting excellence.

For more information and to begin your registration, visit [Registration Portal Link]. If you have any questions or need assistance, please contact our support team at [Contact Information].

We look forward to welcoming you to the [Sport Event Name] family. Get ready to showcase your skills and passion on the grand stage!

Best regards,

Appendix 3

Subject: Confirmation of Registration - Team Leader Report for [Sport Event Name]

Dear [Team Leader's Name],

We are delighted to confirm the successful registration of your team for the upcoming [Sport Event Name]. Your participation is a significant milestone, and we can't wait to witness your team's skills and sportsmanship on the grand stage.

❖ Team Details:

Team Name: [Your Team's Name]

Team Leader: [Your Name]

Contact Information: [Your Email Address] | [Your Phone Number]

❖ Event Details:

Sport Event: [Sport Event Name]

Date: [Event Date]

Location: [Event Venue]

Category/Division: [Chosen Category/Division]

Team Members: [List of Team Members' Names]

Your team's registration has been successfully processed, and you are officially part of [Sport Event Name].

Here's what you can expect next:

- Participant Kit: Your team's participant kit, including event badges and other relevant materials, will be provided upon your arrival at the event venue.
- Event Schedule: Stay tuned for the event schedule, which will be shared closer to the event date. It will include match timings, warm-up schedules, and any additional information you need to know.
- Venue Information: Familiarize yourself with the event venue, parking facilities, and any specific regulations or requirements related to the event. We'll provide detailed information to ensure a smooth and enjoyable experience.
- Safety and Rules: We prioritize the safety of all participants. Familiarize yourself with the event rules and safety guidelines. Our event officials will be available to address any questions or concerns.

Stay Informed:

To stay updated with event news, important updates, and exciting announcements, follow us on our social media channels: [Social Media Links].

Join the conversation with our official event hashtag: #EventHashtag

Should you require any further information or have specific inquiries regarding your team's participation, please do not hesitate to reach out to our event support team at [Event Support Contact Information].

We look forward to welcoming your team to [Sport Event Name]. This promises to be an exciting and memorable event, and we can't wait to share the thrill of competition and sportsmanship with you.

Best regards,

Appendix 4

After event customer satisfaction survey

Subject: We Value Your Feedback - [Sport Event Name] Customer Satisfaction Survey

Dear [Participant's Name],

We hope you had a fantastic time at [Sport Event Name]. Your presence and enthusiasm contributed to making the event a resounding success, and we would like to express our sincere appreciation for your participation.

To ensure that we continue to improve and deliver outstanding experiences in the future, we kindly request your feedback through our customer satisfaction survey. Your insights and opinions are invaluable in helping us enhance our events and meet your expectations.

Customer Satisfaction Survey Link: [Survey Link]

Survey Details:

Estimated Completion Time: [Time Estimate]

Survey Deadline: [Survey Deadline]

Why Your Feedback Matters:

Quality Improvement: Your feedback guides us in identifying areas where we can enhance the overall quality of our events.

Understanding Your Needs: We want to better understand your needs and preferences to tailor our future events to your expectations.

Continual Growth: Your suggestions help us grow and evolve, ensuring that each event is better than the last.

What the Survey Covers:

Our survey covers various aspects of your experience at [Sport Event Name], including:

- ✓ Registration and Check-In Process
- ✓ Event Venue and Facilities
- ✓ On-Site Services and Amenities
- ✓ Event Organization and Communication
- ✓ Competitions and Matches
- ✓ Entertainment and Activities
- ✓ Overall Satisfaction

We encourage you to share your honest thoughts on each of these topics. Your responses will remain confidential and be used solely for the purpose of improving our events.

Stay updated with our latest news and upcoming events by following us on our social media channels: [Social Media Links]. Join the conversation with our official event hashtag: #EventHashtag

Thank you for being part of [Sport Event Name] and for taking the time to provide your feedback. Your input is highly valued, and we look forward to implementing your suggestions to create even better experiences in the future.

If you have any questions or require further assistance, please do not hesitate to contact our support team at [Event Support Contact Information].

Best regards,

[Your Name]

[Event Organizer/Company Name]

[Contact Information]