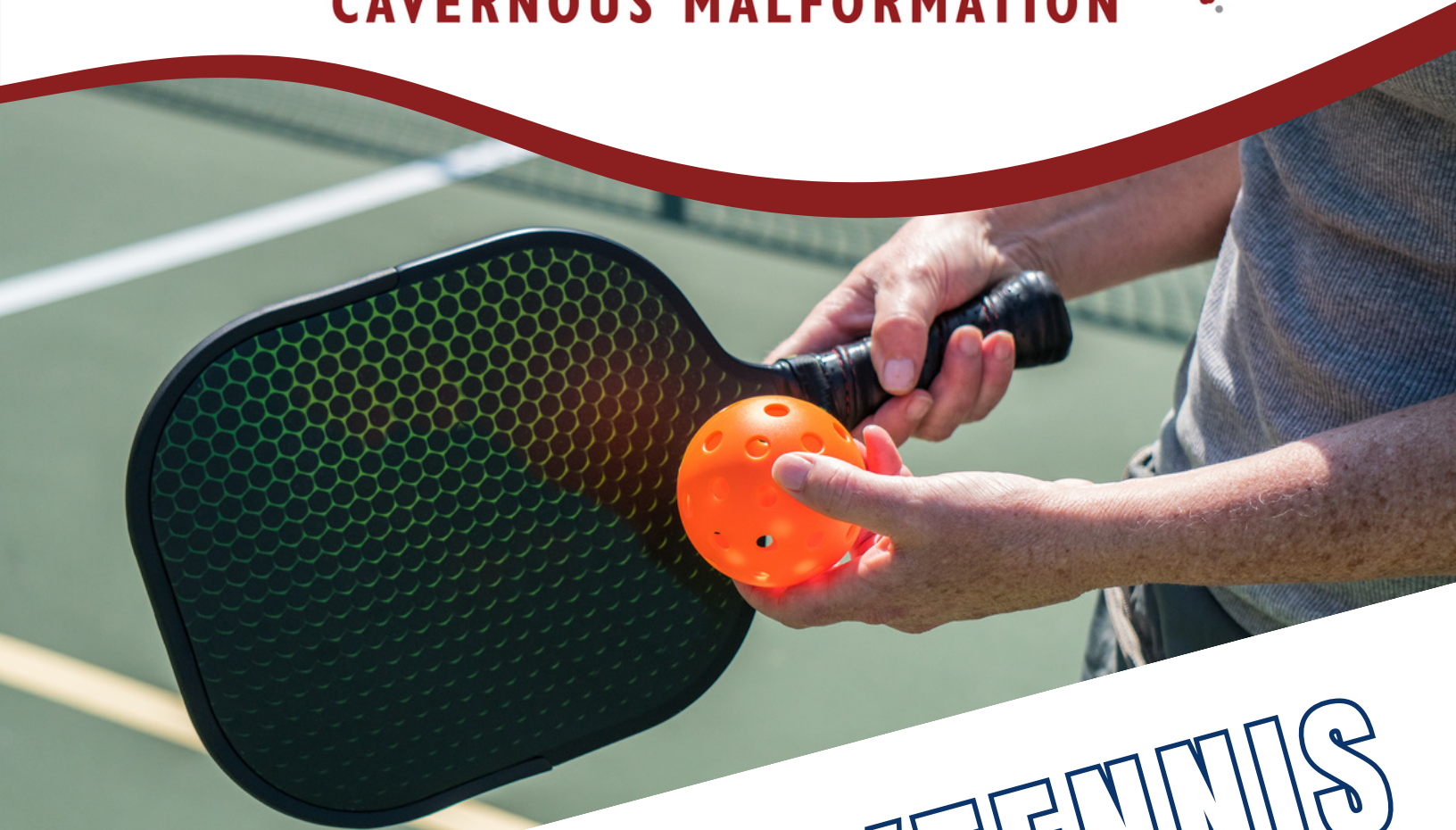


ALLIANCE TO CURE

CAVERNOUS MALFORMATION

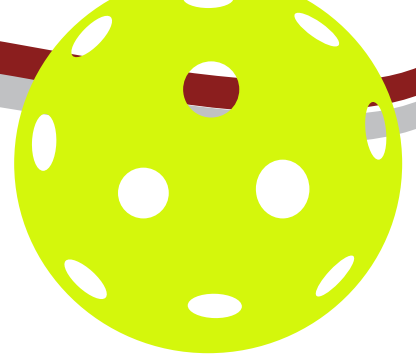


PICKLEBALL/TENNIS

TOURNAMENT GUIDE

www.AllianceToCure.org

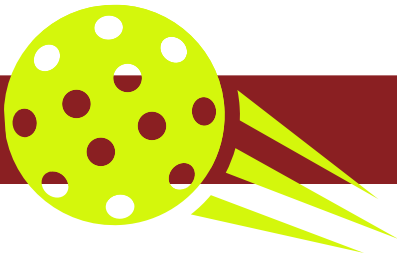
WELCOME!



Thank you for hosting a Pickleball tournament event and for joining our nationwide community of fellow pickleball hosts, players, donors and sponsors.

Your event will help create a future without cavernous malformation. Every dollar your event raises will support cavernous malformation research, as well as patient and family resources.

Your pickleball event can be as simple or as elaborate as you want it to be. You also have the flexibility to add more fundraising opportunities to increase the overall amount raised. Whether you are new to organizing a pickleball event or have years of experience, the Alliance to Cure team is here to answer your questions and provide helpful tips and fresh ideas. **Please don't hesitate to reach out to us at lindsay@alliancetocure.org.**



FIRST THINGS FIRST: OUR 3 EVENT "MUST-HAVES"

1. The event is hosted through our Network For Good account, and all players must register for the event through the same website. Once we've created your event on the website, your players just need to sign up via your event's webpage.
2. All players are encouraged to fundraise as much as they can for Alliance to Cure Cavernous Malformation to help fund a future without cavernous malformation. Hosts and participants are eligible to earn rewards based on their fundraising level, and we will even send you prizes to give to your event's top fundraisers!
3. The event will include a mission element that honors raising funds and awareness. Don't worry, we provide everything you need to execute this at your event.

SOUND GOOD? LETS GET STARTED!

TOURNAMENT GUIDE CONTENTS

- 4** Event Website
 - 5** Choose Your Venue
 - 6-8** Choose Your Event Format
 - 9-10** Other Planning Considerations
 - 11** Top Ways to Boost Revenue
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 - 13** Engaging Local Companies
 - 14** Focus on Fundraising
 - 15** Wrapping it Up
- APPENDIX**
- Host Timeline & Checklist



YOUR EVENT WEBPAGE

Every Pickleball tournament event will have their own special page (called a Group Page) on our Network for Good website. Your event's webpage is where you'll send players to sign up for your event by registering to join your group. Your page is also a place where you can track your event's fundraising progress and how much you have raised to support Alliance to Cure Cavernous Malformation's mission. To get started, you must first send us the details of your event (date, location, time, player fee, and any special details) with us by visiting www.alliancetocure.org > **Ways to Give** > **Host an event** > **Tournaments** > **Event Host Registration** then fill out all the details. We will then contact you to confirm receipt and create your event page.



SHARE YOUR EVENT PAGE

Now that your event page is up and running it's time to share it with all potential players! Your customized event page is where all your players will register for your pickleball tournament event. You'll be able to track players as they register and watch the donations as they come in!

We will provide shareable graphics to spread the word to family and friends!



CHOOSING A VENUE

If you belong to a club or live in a community with pickleball or tennis facilities, we suggest you reach out to your homeowner's association or court manager to ask them to waive any rental fees. If you don't have access to a club or courts in your community, no worries! You can always create temporary pickleball courts in an unoccupied building, conference center, gymnasium, parking lot, cul-de-sac or even in a driveway. Think about the number of players/teams you want to accommodate at your event to help determine the number of courts you will need. See more about this in the Choose Your Event Format section below.



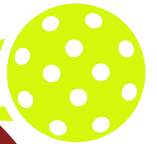
CHOOSING YOUR EVENT FORMAT

There are many different formats for a great event. Below are just four suggestions. You may have your own format in mind, which is fabulous, too! No matter what format you choose, we always recommend doubles competition so that you can maximize the number of players at your event (and the amount of money you'll raise).

Time-Based Mixers

These are a great way to create a fun, social atmosphere among your players. It's also a very simple format to host because you can easily accommodate everyone regardless of their skill and whether they have a partner or not. The fun is in the mix!

Here are two ways you could structure your mixer



The King and Queen Mixer

Have a deck of cards and ask each player to pick one. The highest four cards start on the top court (all four aces), and then assign the next courts by value of card. From there, you can go to an up and down rotation (see above) or you can have players pick a new card for each round. In both of these formats, the individual players need to keep track of their matches won and the number of points earned in each game.

After each round (or during a break) the players should add their scores to a big tournament poster so everyone can see the current standings. The winning individuals are determined by the number of matches won. In the event of a tie, use the number of points won.

The Up and Down Mixer

Teams start the first match with any partner they chose themselves or someone you assigned to them. Teams play other teams in matches lasting a certain length of time.

After the time is up, the team that earned the most points "wins," and they rotate up (i.e., from Court 3 to Court 4) and down if they lost (i.e., from Court 3 to Court 2). Once they get to their new court, the teams split so they are playing with a new partner from the other team that also moved to that court. The tournament continues in this format until a determined end time.



CHOOSING YOUR EVENT FORMAT

Traditional Tournament

For a tournament, we suggest a double-elimination style where opponents are eliminated after losing two matches, rather than one match. This ensures that every player gets to play at least two matches.

Also, to keep your event simple, we recommend that you use a “blind draw,” which means that you match up players (or teams) with their competitors based solely on the luck of the draw and not based on their experience/skill, age or gender. This provides for the most ease and flexibility as a host and sets a fun, social tone for your event.

When players (teams of two) check-in for the event, you can assign each team a number. When all teams have checked in, you can draw numbers out of a hat and write them on a giant poster containing tournament brackets which shows who is playing who. You can find and print bracket posters for free at www.printyourbrackets.com.

Single Round Robin Tournament

This format features teams of two players with each team playing against the other teams until all teams have played just one game against each other. In a Round Robin format, teams can play the entire duration of the event versus the traditional tournament where players are only guaranteed two matches unless they keep winning. Winners are determined by the number of games won and the total points earned in each game, so teams need to keep track of their scores.

After each round (or during a break), teams should add their scores to a big tournament poster so everyone can see the current standings. In the event of a tie, use the number of points won or use the results of the head-to-head match between the top two teams.

Reserve at least four courts to host a Round Robin or clinic with 16 participants.

You could host:

- Women’s Round Robin with 16 players on four courts in the morning.
- Men’s Round Robin in the afternoon.
- Accommodate even more players by hosting Mixed Doubles Round Robin in the evening!
- You could also host a Beginner’s Round Robin in the morning, Intermediate in the afternoon and Advanced in the evening; or you could keep it simple and do a blind draw for all three sessions.

CHOOSING YOUR EVENT FORMAT

Pickleball/Tennis Clinics

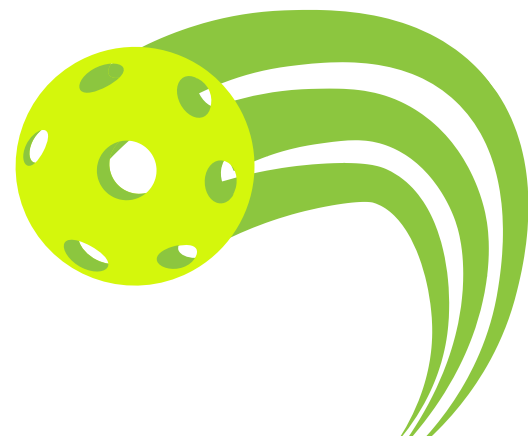
If you don't feel like hosting a tournament, clinics can be a great way to raise money while gathering a group of people together to introduce them to the sport or enhance their skills.

The key is to find a pro or coach who can teach the clinic and to position the clinic as a fundraiser.

Request that the coach/pro donate (or greatly discount) their time and a portion (or all!) of the clinic fees to Alliance to Cure Cavernous Malformation.

Even better, ask if they will consider waiving the clinic fees by requesting (or requiring) that all participants fundraise or donate a minimum dollar amount instead.

Clinics also make a great "add-on" to any tournament. Players can participate for an additional fee/ donation.



OTHER PLANNING CONSIDERATIONS

There are several things to consider when planning your event. Here are just a few suggestions!

1. When will you do it?

Schedule your event far enough in advance to give players an opportunity to save the date. We suggest at minimum of eight weeks to plan.

2. How many courts, players/teams, length of tournament?

To maximize efficiency as well the capacity of your event, we recommend time-based play where a match lasts 30-minutes. When the time is up, the team with the most points can be considered the winner.

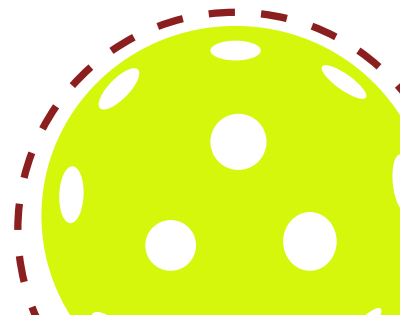
- If you prefer to let people play traditional matches, keep in mind that the average game lasts 15 minutes and matches that are 2/3 games with 11 points to win (by two points) take about 50 minutes overall to play.

- It's a good idea to schedule at least one break during the event where either everyone takes a break together or teams have at least one round where they don't have a competitor.

- Be sure to leave enough time at the end of your event to:

- Give medals to your event winners. Give awards to your top fundraisers.
- Announce raffle winners. Announce winners of silent auction.
- Thank the volunteers, venue and supporters.

- Decide whether you will separate participants by their skill level for your event, either by numeric or beginner, intermediate or advanced player.



OTHER PLANNING CONSIDERATIONS

3. Do players need to come with a partner?

Make sure you state whether or not players need to come with a partner or if you will be pairing them up as needed.

4. What's the incimate weather plan?

If you're planning an outdoor event, determine your policy/plan in case of bad weather. Make sure these policies are stated in advance (on your event's webpage), so no one is disappointed.

5. Do you have volunteers lined up?

Make sure you are well staffed with volunteers who could perform the following functions:

- | | |
|--|--|
| <input type="checkbox"/> Greeter | <input type="checkbox"/> Scorekeeper |
| <input type="checkbox"/> Check In Table | <input type="checkbox"/> Food & Drink Support |
| <input type="checkbox"/> Official time keeper/MC | <input type="checkbox"/> Silent Auction/Raffle Support |

6. Do you want sponsors for the event?

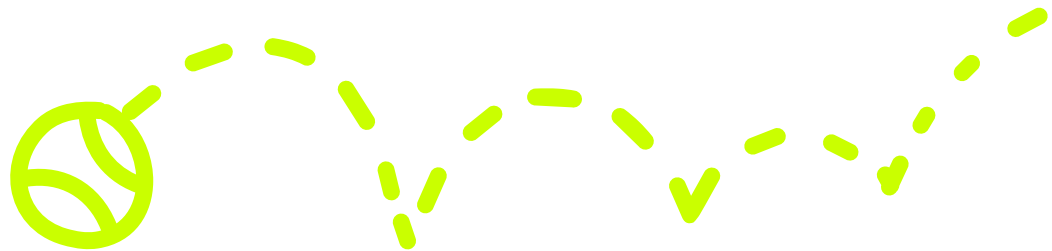
Our hosts always amaze us with their ability to get local companies to cover (or offset) the costs for things like printing/signage, raffle/auction/award items, food/drink, tents/tables/chair rentals and more! Court or venue rental can be costly. Do you have relationships with people or businesses that could donate the venue or significantly reduce the rental fee for a non-profit tournament? Even if you don't have a relationship with your local venue, it never hurts to ask if they offer discounts for non-profits!



WAYS TO BOOST REVENUE

Here are some ideas to maximize revenue at your event!

- **Pre-Event Pro Clinic:** Ask a pro to teach a special clinic right before the main event which players can do for an additional fee with all proceeds benefiting Alliance to Cure Cavernous Malformation.
- **Silent Auction or Raffle:** Encourage players to buy raffle tickets and/or place bids in the auction on day of the event. You can even ask players to donate items to the silent auction or raffle. We will provide auction sheets for you.
- **VIP & ME:** Give your players an unforgettable opportunity to play a game with a pro or local celebrity (i.e. the mayor or a local TV, radio or sports personality). Allow participants the chance to bid on playing a memorable game with them!
- **Aim for the Cure Game:** Players donate a designated monetary amount per ball for a chance at hitting strategically placed prizes on the other side of the court.
- **Food, Beverage & Merchandise Sales:** Ask pop-up vendors to come to your event and either charge them a flat fee or ask them to donate a percentage of the sales made during the event. Always check with the venue first to make sure it's okay.
- **Collection Boxes & Posters:** Place donation boxes and posters at your event venue in the weeks leading up to your event. We will provide all of this for you.



LETS BRING THE MISSION TO LIFE!

What sets Alliance to Cure Cavernous Malformation tournaments apart is our mission to raise money and awareness to help find better treatments and a cure.


One required element is displaying our Alliance to Cure Cavernous Malformation banner for all to see.

You can use it for a photo booth, at the check-in table, or hang it on the fence outside the courts.

For events with 10 or more registered participants you will get "we play for" poster and 50 pinups for your event.

Here's how to execute it:

Hang the "We Play For" poster on a wall, and place a table nearby with blank pinups, a few markers and some tape. Players will write why they are participating on the pinup; then they can attach their pinup to the wall next to the poster.

 **Top tip:** Before the event, set an example by adding your own pinup to the poster.

Other Ideas:

Encourage players to wear costumes or dress in a crazy colors!

Ask your players to wear their craziest outfits or costumes. Give a prize to the players or team who dressed the best! If you're feeling extra ambitious, we can help you design your own event T-shirt to sell and then donate the proceeds.

ENGAGING LOCAL COMPANIES

Ask for essentials to be donated

- Venue
- Food & Beverages
- Silent Auction /Raffle Items
- Decorations
- Goody Bag Items
- Team prizes/Fundraiser prizes

Monetary Donations

Companies are also happy to donate money to your event. They even have budgets allocated for this purpose, so it never hurts to ask! You can also reach out to family and friends with connections to companies.

Sponsor a Court

For a minimum donation amount, a company can sponsor a court by getting their logo on a net sign.

Donate a Prize

Companies can donate a prize which you can use in a raffle, silent auction or a game.

Pop-up Vendors

Pop-up vendors or food operators can donate a percentage of sales they made during your event or pay a flat fee (donation), with all proceeds benefiting Alliance to Cure Cavernous Malformation.

FOCUS ON FUNDRAISING

The goal for all fundraising events is to create a fun, memorable experience while raising as much money as possible to help fund research toward a cure for cavernous malformation. Our savvy hosts have found many ways to keep their expenses low (or non-existent) by getting nearly everything donated to them by local companies. We also know that the best way to maximize the fundraising potential of your event is to encourage all players to fundraise! Hosts play an important role in this by:

Encourage players to create a tournament fundraising page

When they create their personal fundraising page, whenever a player gets a donation, the hosts are able to see the total amount of money their event page has raised at any given moment!

Encouraging players to register as early as possible and no later than two days before the event!

The earlier they register, the more time they have to raise money!

Requiring a minimum fundraising amount to play.

You have the option to require that every player in your event fundraises or donates a minimum amount of money to participate. We suggest a requirement of \$100 per player. It's high enough to inspire fundraising, but still low enough for them to cover any remaining balance.

Encourage players to raise as much money as they can.

You can give out prizes for fundraising milestones, top fundraiser, or most donors to name a few. This will encourage players to expand their network and ultimately more donations.

Remember, every time you ask for donations you are raising awareness for cavernous malformation. Every dollar raised gets a closer to a cure!



WRAPPING THINGS UP

Once your event is over, here are a few things to take care of:

ACCOUNT FOR AND SUBMIT FUNDS

All checks should be made out to Alliance to Cure and you should include the donor's address if it's not on the check. All expenses should be accompanied by a receipt. Please turn cash collected into a cashier's check and let us know the amount of each source of cash – raffle ticket sales, on-site registrations, etc. Expenses and income should be sent to Alliance to Cure Cavernous Malformation within two weeks of the event.

THANK YOUR VOLUNTEERS, SPONSORS, DONORS,, AND PARTICIPANTS

For large events, you may not be able to thank every donor individually, but you can post to your social media outlets. Personal notes for large donors and sponsors will be appreciated. Alliance to Cure Cavernous Malformation will provide tax receipts for all donations and sponsorships. We can also send a special note to donors that need some special attention. Reach out to lindsay@alliancnetocure.org.

FOLLOW UP WITH BUSINESSES OR INDIVIDUALS WHO OFFERED FUTURE HELP

Many times, events will spur ideas or offers, like Alliance to Cure Cavernous Malformation Day at a retail business or other opportunities for fundraising. While you don't need to pick up on these offers immediately, don't forget about them. Set up a time a few weeks from your event to meet and discuss options.

WRITE DOWN WHAT DID AND DIDN'T WORK

At Alliance to Cure Cavernous Malformation, we can use your experience to inform others who are planning events. You'll also want a record for reference for future events you plan.

THANK YOU!



HOST TIMELINE

12 Weeks Out

Register as a Host on our website www.alliancetocure.org > ways to give > Host an event > Register my fundraiser.

Customize your event's webpage with important event details/info.

Promote your event by sharing the link to your event's webpage via: Social media, text message, email or phone calls.

10 Weeks Out

Log into your personal fundraising webpage, customize it with your photo/story and share it with your network!

Begin asking local companies to donate event essentials like food, drinks, printing, etc.

Recruit reliable friends to be your Event Day volunteers.

Continue to promote your event.

6 Weeks Out until 2 Weeks Out

Remind registered players to fundraise as much as they can! (To qualify to earn prizes for top fundraiser)

Begin asking local companies to donate prizes for raffle, silent auction or as prizes for special games.

1 Week Out from Event

Post last minute reminder to people to register before deadline (at least two days prior to event).

Post reminder to registered players to fundraise as much as they can beforehand (you can also mention the current standings of your Top 10 fundraisers).

Collect all prizes/donations from local companies.

Download and print signs and decorations.

Download and print tournament brackets/tracking posters and individual player scorecards.

2 Days Out from Event

Post reminder on social media to tell players to wear any special costumes or colors and to fundraise

as much as they can. We can provide social media graphics and messages to share.

Remind anyone who was unable to participate in your event (i.e., friends, family and colleagues) to donate to your event via your event's webpage.

Event Day

Arrive early to event venue to set-up tables, chairs, decorations and signage.

Welcome and train volunteers.

Welcome players.

Thank everyone: players, volunteers, donors and local companies.



DAY OF CHECKLIST

<input type="checkbox"/>	Registration Table	<input type="checkbox"/>	
<input type="checkbox"/>	Alliance table	<input type="checkbox"/>	
<input type="checkbox"/>	Silent Auction Tables	<input type="checkbox"/>	
<input type="checkbox"/>	Tournament Schedule Displayed	<input type="checkbox"/>	
<input type="checkbox"/>	Food Set Up	<input type="checkbox"/>	
<input type="checkbox"/>	Water stations	<input type="checkbox"/>	
<input type="checkbox"/>	Signs/Banners	<input type="checkbox"/>	
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Have fun!