

ELEMENTS NEEDED FOR A DART TOURNAMENT

- **ADVERTISING AND RAISING MONEY**

Talk to local Chamber of Commerce
Business groups

Canvas support from business first in your organization, then
in the community.

Find out if a business wants to **SPONSOR** an Event

A sponsor provides the money for an event

Provides people to give out the prize and advertise
before the event.

Dart board sponsors banners for the dart stanchion for the
whole tournament \$20-60

Make a tournament booklet with each business
highlighted and coupons and discounts schedule of
tournament events.

THE BOOKLET HAS ADVERTISING IN IT!

| | |
|--------------------|-----------|
| Business card size | \$20-40 |
| ¼ Page | \$60-80 |
| ½ Page | \$100-140 |
| Full Page | \$200-250 |

This offsets the cost of printing the booklet!!!!

- DART CONSESSION AND DART STANCHIONS (B)

20-32 Stanchions with Scoreboards

Lights and Electrical

Dart boards

Dart supplies large enough for number of people

- SHIRTS

Design your own logo for tournament

Look for a company will donate shirts

Then get your stuff printed on them

OR a company that offers discount when you purchase large quantities of shirts (usually case lots)

Screen set up charge is \$60-150 even with your own art

Tee shirts/pockets (4.00-8.00)

Prices, Printed should be \$10-14

Golf shirts/pockets (8.00-10.00)

Prices, Printed should be \$12-22

- **DART BRACKET SYSTEM AND OPERATORS(B)**

Bracket Board

2 to 3 People able to run CONTROL DESK

- **SETUP PEOPLE**

6-10 people to set up Dart Stanchions

Hook up Electrical

Place tables & chairs

Set trash cans

- **CLEANUP AND MAINTENCE PEOPLE**

People to clean up every 15-30 Minutes tables and ashtrays

Empty trashcans

- **KITCHEN AND SERVICE PEOPLE**

Crews with a game plan pre-made foods (stew, chicken and dumplings, gumbo, mac & cheese, spaghetti, Italian sausage with onions and peppers, hamburgers in broth, etc.)

Breakfast Saturday & Sunday

People to serve and cleanup food area constantly

- **LOCAL SUPPORT FROM HOTELS**

Lower rates

Longer stay times to match tournament schedule

- **PARKING & SHUTTLE SERVICE**

Shuttle service should be every 15-30 minutes

Designated driver, free soda, etc.

- **BREAKDOWN CREW**

6-10 people to take down Dart Stanchions and electrical

Remove chairs and tables

Take trash out of the building

How tournaments make money

1. Sales of Beverages (rate of consumption X # of hours in tournament X # of people X profit on product)
EXAMPLE: Soda $1/2\text{hrs} \times 28\text{hrs} \times 10 \times \$0.50 = \$70.00$
2. 50/50 \$ 400.00-\$800.00
3. Large prize raffle *Depends on prizes* \$500.00-\$2,000.00
4. Gambling tickets: \$2,500.00-\$10,000 *the best way is to have people with aprons constantly go around alternating with the 50/50*
5. Have real food. Keep the customer there!!!! Do not do all you can eat!!!
6. Keep it cleaned up when people see the trash they have created. They consume less.