
Introduction to Being a Promoter

Promoter Guide

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Promoter Guide: Introduction to Being a Promoter

What's in it for me?

What does a promoter get out of running a tournament you might ask? Well, other than putting on a fantastic spectacle of squash, a promoter can expect to get a return on their work. To run a professional tournament, the promoter should indeed look to get paid. Most promoters put a figure into their budget to cover the Tournament Director fee to pay themselves, and some may also include a figure for sponsorship commission of 10-20%.

Promoter Responsibilities

The list below should provide a good overview of what running a tournament entails.

Promoters of PSA tournaments are responsible for:

- ✓ Producing tournament budgets
- ✓ Booking venues
- ✓ Court and practice court arrangements
- ✓ Seating plans for spectators and players and their coaches
- ✓ Tournament schedules
- ✓ Liaison with PSA
- ✓ Liaison with PSA players entered into the tournament
- ✓ Prize fund/expenses payment arrangements
- ✓ Draw release arrangements, if applicable
- ✓ Player doping testing arrangements, if applicable
- ✓ Referee provision (in conjunction with the official tournament referee)
- ✓ Provision of any trophies or mementoes
- ✓ Equipment, e.g. communication/telephones, scoreboards, draw boards, copiers, computers
- ✓ Transport provision
- ✓ Hiring and directing tournament personnel, such as general support, drivers, press officer, medical personnel, hosts etc.
- ✓ Branding (venue, court, promotional materials etc)
- ✓ Player hospitality, functions and social events
- ✓ Venue facilities, such as parking, catering etc
- ✓ Organisation of suitable player facilities, such as changing rooms, showers, lockers etc
- ✓ Staff/player/official/press accommodation
- ✓ Staff/player/official/press catering
- ✓ Accreditation for staff, players, press
- ✓ Organisation of relevant insurance and liability cover (venue may already have this)

PSA's office staff are just a phone call or email away; they will be with you throughout the running of your event, from start to finish, to provide advice and guidance.

Make Your Tournament Stand Out

By following these steps, you can help to ensure your tournament is a success:

Determine a goal. Make sure you have a clear aim of what you want to achieve with your tournament.

Be organised. Make sure you have a clear plan, and try to stick to it.

Build a team. You can't do it alone; a good team is the key to success. Organise a tournament committee to distribute the responsibilities, and try and get commitment from as many volunteers as possible – from court cleaners to 'tweeters', there is a role for everyone!

Cost and format. Decide what size of tournament will be best suited to you and make sure it fits your budget. Make sure you are aware of the basic financial commitments before running your tournament by taking a look at our simple Promoter Guide on Financials.

Advertise. Start marketing your tournament as early as possible – using the web, such as social media, is an easy and relatively low-cost way to get started.

Communicate. Good communication with PSA, players, your committee and sponsors is vital. As long as you keep in touch, we can ensure we put out the spark before it ignites! Returning messages in a timely manner either through phone calls or emails is a must.

Experience. Make sure your tournament is an experience rather than just a squash match. Have junior clinics going on, arrange meet and greets, host an awards ceremony; organising as many extras as you can to enhance the tournament for players and fans will make your tournament stand out.

Build your reputation: First impressions count. Make sure your tournament lives up to any hype you have given it through your marketing campaign. Follow up with participants and fans and make sure you know what went well and what people would like to see from your event in future years.

