

Guidelines to Organizing the League Social Event

Form a committee early – ideally before the second league meeting of the fall season. Bring in lots of people and brainstorm ideas. Let someone take the lead and be responsible for the over-all coordination, with others taking on roles of organizing venue, caterers, music, baskets, decorating, promotions, entertainment etc.

Choose the type of event - luncheon or evening. Try to choose a theme too, as this may help with whether it is a lunch or evening event. Traditionally it used to be a luncheon one year followed by an evening event the following year but it seems for various reasons the luncheon does not draw the same crowd numbers.

Choose the venue - a central location works best for everyone. Budget is definitely a consideration in choosing location and caterer. Try to budget with caution, though it is a team boosting, friendship occasion get commitments from the teams as to numbers before you propose a budget.

Book the caterer - get a few quotes so you have prices to compare. An evening event might sell more tickets as you can have player spouses attend. You will need to be realistic in your ticket selling goals as you want the event to sell out.

Once the type of event is chosen you will know whether you need to book entertainment.

Have regular meetings and keep on top of deadlines and details. Choose and assign basket themes for the silent auction, decorating ideas and which charity the league will be supporting.

Once you have chosen the venue, caterer, and entertainment send in a proposed budget to the league Directors - this needs to be done 2 months prior to the event,

Organize promotional ideas and ticket options - you want people to be able to purchase online as well as by cash or cheque.

Go to the venue to get decorating ideas and plan your decorating and audio visual needs well in advance.

Promote the event well to the league members. Talk it up at league meetings and provide a poster with your ideas and theme that can be sent to all league reps and captains.

Organize the registration table, player awards, silent auction, 10 year pin presentation and team door-prizes.

Think, think and rethink all your details and plan for every occurrence. Remember the 50/50 tickets and buckets, pens for the Silent Auction table and include envelopes for the money at the end of the event.

Host and enjoy the event - this is the one social event of our soccer league.

Attend the next league meeting and present the results of the event including attendance, money raised, and feedback gathered during the event. Make sure all invoices are taken care of - venue, caterer, entertainment, awards and decorations.

Attendance Record:

Number of tickets bought for the 2011 Bollywood luncheon - 136