

# WPSL SEASON CHECKLIST



## ADMINISTRATIVE & FINANCE

- Send in WPSL league fee by end of December
- Send in payment of \$500 for player registration (25 players) no later than the AGM on January 26<sup>th</sup> 2013
- Prepare & analyze team budget for season
- Review WPSL Minimum Standards
- Research state funded programs for enrichment (*substance abuse, alcohol, tobacco, health initiatives, violence...*)
- Pursue relationships w/area college Sports Management programs
- Develop brochures & marketing materials
- Familiarize staff with NCAA rules
- Set up dedicated office with phone, fax & emails
- Design/update logo
- Interview/hire interns
- Print all necessary stationery, biz cards, labels...
- Attend WPSL Annual General Meeting
- Form an advisory board w/ prominent people in town
- Attend NSCAA Convention
- Establish & update email database
- Design & reserve space for advertising; check budget
- Design & print fan registration slips for home games

## TEAM

- Hire coaching staff / GM
  - + *Execute contract outlining salary, duties & responsibilities*
- Secure training site & set schedule for the season
- Submit Certificate of Insurance for training site(s)
- Schedule & organize pre-season exhibitions
- Order uniforms (2 sets), GK gear, bags & coaching gear
- Order embroidered warm-ups & travel polos (optional)
- Order balls, cones, vests, training tees & shorts
  - + *Inventory before and after season*
- Print uniforms & gear w/ #s, logo, sponsor, WPSL logo
- Sign players & register them with WPSL
- Submit Amateur Reinstatement forms if needed
  - + *\$50 to USSF; 14 days.*
- Submit International Clearance forms if needed
  - + *Form to USSF; Up to 30 days.*
- Register professionals with USSF
- Get all player photos for passes and program
- Have player passes signed & laminated

## PROMOTIONAL

- Design, print & distribute schedule cards & posters
- Attend youth board / coaches meetings
- Attend and network youth soccer games
- Update Facebook & Twitter pages
- Initiate weekly E-newsletter blasts
- Initiate E-game announcements (2x week of home game)
- Trade free clinics for group ticket sales
- Email all area youth clubs promoting schedule
- Distribute marketing materials to clubs & schools
- Coordinate player appearances at tournaments, rec programs, and travel leagues
- Provide season tickets to organizations that are having raffles

## HOME GAMES

- Secure home venue & dates; execute contract
- Submit Certificate of Insurance for home venue
- Order logo mini balls to sell at games [6-8 weeks]
- Order merchandise for the season
- Print merchandise inventory sheet
- Secure trainer for home games
- Secure medical professional
- Design & print program guide
- Conduct group marketing campaign (walkouts, ball kids, halftime game)
- Arrange for post-game meals
- Collect ad copy for program guide
- Print signs [ticket prices, merchandise, programs]
- Prepare & print Competition Timeline
- Prepare & print PA script
- Secure National Anthem singers or recording
- Solicit giveaway promotions for the first 250 fans
- Secure all game day staff & volunteers
- Order staff tee shirts
- Organize Game Day operations
- Confirm all details with road team the week of the game
- Order Medical Kit
- Provide ice and water one hour prior to game
- Fill out game day forms and give to road team
- Immediately after the game, phone in game score to the league office
- Fax or email game results as soon as possible
- Pay referees after they sign and date game day form

## **ROAD GAMES**

- Reserve vans/buses/flights for games; confirm all
- Reserve hotels for games if needed; confirm all
- Organize meals for road trip and at visiting city
- Get directions to stadium, airport, hotel & restaurant
- Develop Travel Timing sheet for each road game
- Confirm all travel plans with hosts the week of game
- Organize med kit
- Verify all player passes
- Obtain emergency phone numbers for opponents
- Complete player roster for each game
- Provide host team with complimentary ticket list
- Verify uniform colors with home team
- Travel checklist: Passes, GPS, ID, credit card, cooler w/ drinks, spare player's kit, per diems (optional)
  
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## **RECRUITING**

- Watch college games; network with coaches
- Identify top HS players in area
- Call players
- Schedule tryout dates & facility and publicize
  - + *Understand NCAA rules regarding tryouts*

## **TICKETING**

- Develop ticket packages (single, season, flex, groups)
- Implement ticket selling campaign
- Design & print game tickets
- Design & print VIP passes
- Design and print media passes

## **SPONSORSHIPS**

- Update & print sponsorship packages
- Accumulate sponsorship leads
- Develop commission structure for sales
- Sell sponsorships up until first game
- Deliver tickets & printed material to sponsors
- Re-sign sponsors from last season
- Organize checklist for sponsor needs; begin fulfillment
- Deliver fulfillment reports to sponsors for last season
- Send holiday greeting cards to sponsors
- Send out sponsorship thank you letter
- Get all info for printing sponsor banners & order
- Draft customized sponsorship cover letter

## **MEDIA**

- Call & email all media outlets about upcoming season
  - + *Newspapers, TV, Radio & internet outlets*
- Initiate "Match Preview" press releases for games
  - + *Find out preferred format for each outlet*
- Initiate "Match Report" press releases for game
- Look for human interest stories involving players; capitalize on hometown players on roster

## **WEBSITE**

- Purchase domain name for 3 years renewable
- Purchase web hosting plan
- Build web site
  - + *Components: Email sign-up; roster; schedule; directions; tickets; news; photos; camps*
- Update all pages on website
- Point WPSL Elite team web page to official site
- Set up online store for merchandise

## **CAMPS & CLINICS**

- Telemarketing towns & associations to conduct camp
- Secure sites for camps and clinics
- Secure indoor training site
- Design & print brochures and marketing materials
- Promote and market camps and training programs
- Organize tots program for fall/winter (3-6 yr old), make it fun
- Deposit monies; finalize accounting; pay staff
- Send letters to re-sign camps from last season
- Finalize camp dates and locations