



Three Benefits of Hosting a Sporting Event in Your Community

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If you have ever volunteered or worked at a sporting event, you have a good understanding of what it takes to pull off a successful event. Now, if you have ever been the lead organizer for an event, you REALLY understand what it takes to host a successful event. But have you spent much time thinking about the benefits of hosting an event?

Abby McDaniel, the Sports Marketing Manager at the Fox Cities Convention & Visitors Bureau, and I work with a variety of sporting event organizers to host over 240 tournaments and events that bring visitors to the Appleton area each year. Event Directors know the magnitude of work that needs to be done in order to host a great event, but that work is worth the many benefits their organizations receive in return. Here are three main benefits we often see from hosting events:

1. Fundraising: In general, when you look at the finances of an event, your registration fees should cover the costs of officials, facilities, and awards. If you break even with those categories, you can look at ticket sales, concession sales, and sponsorships as the three main buckets to generate some extra funds for your organization. Remember though, all three of those areas take significant manpower and some unique skillsets. But, as many local youth sports organizations can attest to, tournaments and events can go a long way in providing dollars to help fill in funding gaps for their clubs.

2. Opportunities to Compete: Finding the appropriate level of competition for your team each season can often be a struggle. Combine that with families not wanting to travel far and wide each weekend, what can you do? Well, many local clubs have found that they can invite teams that are at a similar level to compete in tournaments right here in the Fox Cities! By doing this, you can give your team's families a weekend where they can sleep in their own bed and still play competitive games.

3. Economic Impact: Have you ever had to wait for a table at a restaurant on a Saturday night and noticed a bunch of kids in matching team hoodies? Have you been in the mall or a store on the weekend and noticed a bunch of different team uniforms you have never seen before? Yeah, that is a glimpse of the economic impact of sporting events in the Fox Cities. Over \$10 million will be funneled from the pockets of visiting families to local businesses in 2024 because of sporting events. So, while it isn't a direct benefit to your club, isn't it cool to know that hosting a sporting event can have a significant impact on the local restaurants, shops, attractions, and hotels we love to frequent and may be owned by, or employ, a family member or friend?

These are just three of the benefits of hosting a sporting event. But, you get the point. Sporting events are a lot of work, but also can bring great benefits! As always, please reach out to me at mtenhaken@foxcities.org if I can be a resource in helping you plan a successful event.