

EVENT PLANNING CHECKLIST FOR SPORTING EVENTS



VENUE ASSESMENT

- ☐ **Venue Access:** Evaluate docks, doors, width, load-in push distance, parking, capacity, and terrain.
- ☐ **Contracts:** Review existing vendor contracts and labor contracts that are preferred or exclusive for that venue.
- ☐ **Timing:** Determine how early access is granted and the load-out timing after the event.
- ☐ **Power:** Identify power pull locations and power capacity.
- ☐ **Venue Protection:** Assess needs for carpet protection, elevator protection, and sound restrictions.
- ☐ **Permits and Inspections:** Understand specific permitting and inspection requirements, including street closures and impacts on other guests at the venue.
- ☐ **Crowd Flow:** Evaluate crowd flow and entry/exit points. Plan for emergency exits and first aid stations.
- ☐ **Dimensions and CAD:** Check if the venue has buildable space dimensions and can provide a venue CAD in a .dwg file.

CROWD CONTROL & SAFETY

- ☐ **Crowd Control:** Designate areas for crowd control and ensure sufficient barricades and fencing to manage flow.
- ☐ **Safety Plan:** Develop a safety plan, including emergency planning, risk management, life safety planning, and ADA accessibility.
- ☐ **Contingency Plans:** Prepare contingency plans for adverse weather conditions.

INITIAL CONCEPT MEETING

- ☐ **Event Goals:** Define the event goals and needs.
- ☐ **Temporary Structures:** Plan for the setup of:
 - Bleachers
 - Flip Seats
 - Staging
 - Barricades & Crowd Control Measures
 - VIP Platforms
 - ADA Ramps & Platforms
 - Media Platforms
 - Video Risers for Live Stream & Broadcast
- ☐ **Attendee Experience:** Brainstorm unique ideas to make the event stand out and identify business or revenue opportunities.
 - Develop a pricing strategy based on sightlines and seating value.
 - Plan for seat identifiers for a ticketed event.
 - Offer VIP experiences and special packages, hospitality, and sponsor signage.
 - Ensure adequate seating, facilities, and amenities.
 - Work with a CAD designer for pre-production renderings and create sightline evaluations and 3D representations.

POST-EVENT EVALUATION

- ☐ **Post Con:** Conduct a post-event meeting to discuss successes and areas for improvement.
- ☐ **Feedback:** Collect feedback from attendees, staff, and vendors.
- ☐ **Looking Ahead:** Document lessons learned and best practices for future events.