



Event Host Playbook

About Firecracker Sports

Thank you for your interest in hosting Firecracker Sports, one of the premier showcase sports companies in the country. Recently named the fastest growing showcase provider on the East Coast, Firecracker Sports hosts more than 25 events annually, throughout the Northeast and Mid-Atlantic regions. Our superior service helps over 1,500 youth baseball and softball teams annually - from more than 25 states, Canada and Puerto Rico - make Firecracker Sports the easy choice for their tournament, showcase, and league needs.

Our inaugural event, the 4th of July Showcase Tournament, started over 18 years ago and held in Providence, Rhode Island every year since, has grown from 6 teams to over 250+ teams annually. During that time, we've developed numerous other events in destinations throughout the Northeast and Mid-Atlantic regions that have grown to over 60 teams by year three, bringing substantial room nights and economic impact to the host community.

A Firecracker Sports tournament in your community will not only be a first-class event, but will also be a 3-5 day celebration aimed at our mission of providing action-packed tournaments that bring together players, teams, and fans in the true spirit of the game. Many of our events feature college showcase camps, educational activities, and evening social events.

We look forward to creating a long-term partnership with your destination to host an unforgettable baseball experience that celebrates the excitement, skill, and team spirit that makes baseball America's favorite pastime.

Event Timing:

Spring/Summer

- Youth Divisions (9u-14u)
 - Weekends from Mid-March through the last week of June.
- Middle School/High School (13u-18u)
 - Beginning of June through the first week of August.
 - We anticipate that these events will be 3-5 days in length.
 - Preferably, Thursday through Sunday, with potential for an Opening Event on Wednesday evening (when school is not in session).

* Holiday weekends, specifically Memorial Day, Fathers Day, and 4th of July are of particular interest for the Mid-Atlantic Region*

Fall

- All Ages (9u-18u)
 - Holiday Weekends in September and October.
 - We anticipate that these events will be 3-4 days in length.
 - Friday evening through Monday



Facility Requirements:

Firecracker Sports does not require all fields to be located at one venue. In fact, while multi-field complexes can be used, our ideal set-up includes using multiple “premier” venues (college, minor league, or other state-of-the-art/unique/historical facilities) located within 30-45 minutes of a central host destination. The more premier venues we can play on, the better overall experience.

For All Events/Divisions:

- Before the start of the tournament, all fields must be:
 - Safe, clean, well-kept, with the grass cut.
- Before the start of each day, all fields must be:
 - Lined, dragged, with mounds prepped.
 - Trash removed.
- Before the start of each game or halfway through the day, we prefer all fields be:
 - Dragged, mounds prepped.
 - We do not require facility maintenance staff to be on duty at all times as long as fields are prepped for at least the start of each day.
- Ammenties:
 - Artificial Turf is preferred but not required.
 - Access to bathrooms at all fields is required.
 - Lights, concessions, batting cages, bullpens, and covered dugouts are preferred but not required.
 - No gate or parking fees!

13u-18u Event:

- (6-8) high-quality, 60’/90’ baseball fields for year 1.
 - Fields must have natural grass or turf infields. (No dirt-skinned softball fields.)
 - At least (1), ideally (2-3+), of these fields must be “premier” venues, as described above.
 - Remaining fields can be high-quality high school or town facilities.

9u-14u Event:

- (6-8) high-quality, 46’/60’ (9u/10u), 50’/70’ (11u/12U), and 60’/90’ (13u/14U) baseball fields.
 - Natural grass and turf infields are preferred, however our younger divisions may be able to play on high-quality dirt-skinned infields.

Softball Event:

- (4-6) high-quality, 46’/60’ softball fields.
 - Dirt-skinned infields or artificial turf is required for all fields.
 - At least (1), ideally, (2-3+) of these fields must be “premier” venues.
 - Remaining fields can be high-quality high school or town facilities.

(For all events, additional fields will be needed as the event grows.)



Sample 4-Day Event Schedule:

(*subject to change)

Field	Wednesday	Thursday	Friday	Saturday	Sunday
Field 1	Move-in: 4:30 PM Showcase: 6-9:30pm	Start of First Game: 8:30 AM End of Last Game: 7:30 PM	8:30 AM 7:30 PM	8:30 AM 7:30 PM	8:30 AM 5:30 PM
Field 2	Do Not Need Access to Facility	Start of First Game: 8:30 AM End of Last Game: 7:30 PM	8:30 AM 7:30 PM	8:30 AM 7:30 PM	8:30 AM 5:30 PM
Field 3	Do Not Need Access to Facility	Start of First Game: 8:30 AM End of Last Game: 7:30 PM	8:30 AM 7:30 PM	8:30 AM 7:30 PM	8:30 AM 5:30 PM
Field 4	Do Not Need Access to Facility	Start of First Game: 8:30 AM End of Last Game: 7:30 PM	8:30 AM 7:30 PM	8:30 AM 7:30 PM	
Field 5	Do Not Need Access to Facility	Start of First Game: 8:30 AM End of Last Game: 7:30 PM	8:30 AM 7:30 PM	8:30 AM 7:30 PM	
Field 6	Do Not Need Access to Facility	Start of First Game: 8:30 AM End of Last Game: 7:30 PM	8:30 AM 7:30 PM	8:30 AM 7:30 PM	
Field 7 (if needed)	Do Not Need Access to Facility	Start of First Game: 8:30 AM End of Last Game: 7:30 PM	8:30 AM 7:30 PM	8:30 AM 7:30 PM	
Field 8 (if needed)	Do Not Need Access to Facility	Start of First Game: 8:30 AM End of Last Game: 7:30 PM	8:30 AM 7:30 PM	8:30 AM 7:30 PM	
Additional Fields (as needed)	Do Not Need Access to Facility	Start of First Game: 8:30 AM End of Last Game: 7:30 PM	8:30 AM 7:30 PM	8:30 AM 7:30 PM	

- Move-in:
 - Minimal set-up by Firecracker is required.
- Event Days:
 - Firecracker staff will arrive 1.5 hours before the start of the first game each day.
 - Teams will need access to the competition fields one hour before their scheduled game time.
 - Barring weather delays, we are normally done at each venue by 7:30PM.
- Move-out:
 - At the conclusion of the final day at each field, we are generally out of the venue completely, shortly after the end of the last game.



Event Expectations & Economic Impact:

Event numbers and economic impact will vary based on a variety of factors including, but not limited to: geographic location, number and quality of fields obtained, timing of the event, and length of the event. However, in most cases, the following numbers can be reasonably expected and often exceeded:

Year 1

of Team: 20-40+
of Participants: 280-560+
of Spectators: 700-1400+
% of Out of Town Team: 40%
Room Nights: 225-550+

Year 3

of Team: 60+
of Participants: 840+
of Spectators: 2,000+
% of Out of Town Team: 55%
Room Nights: 800+

Maturity:

of Team: 80+
of Participants: 1,100+
of Spectators: 2,750+
% of Out of Town Team: 60%
Room Nights: 1,200+

Concessions & Merchandise:

Firecracker will not be responsible for selling F&B at events. Facilities that wish to staff and sell concessions would be preferred and encouraged. However, we ask that no alcohol be sold during the events. (Exception: In the past we have held a “social night” after hours with coaches, families and sponsors that included alcohol.) Facilities would retain 100% of concession revenue.

Firecracker Sports must be allowed to sell merchandise onsite as well as advertise certain sponsors. This is usually done with one 10’x10’ pop-up tent. Firecracker Sports will retain 100% of merchandise and sponsorship revenue.

Insurance:

Firecracker Sports maintains a \$5 million liability policy. The insurance will cover the tournament director, staff (workers compensation), venues, teams, players and other groups as requested. All participating teams are also required to carry event insurance.

Hotels/Lodging:

Firecracker Sports will handle logistics for participant and staff accommodations. We currently enforce a 75% “hotel obligation” for all teams traveling from greater than 75 miles to the host destination. Our hotel obligation allows for 25% of each team to use AirBNB, camp site, or their hotel points.

We will require multiple hotels throughout the community, preferably located near each venue, as we aim to put teams in hotels near the facility they will be playing in. Ideally, a centrally-located headquarter hotel will serve staff as well as teams.

Limited-service hotels with rates between \$100.00-\$185.00 per room, and an adequate number of double-bed rooms are usually the most popular; however, our preference is to offer a wide range of lodging/accommodations both in style and price. This range should include family resorts (ex: Great Wolf Lodge, etc.) as well as inexpensive suite-style accommodations.



Media & Coverage:

Pre-event event promotion by Firecracker Sports will include internet/social media campaigns and blog posts highlighting the event destination, facilities, and attractions. Firecracker Sports' social media channels include more than 35,000 followers. Our newsletters and emailing lists reach more than 75,000 potential participants and collegiate coaches across the country. Where possible, we would work with a local media coordinator from the community to serve as the lead volunteer to develop press coverage and interest in the event.

Our events may be live streamed and include on-field reporters, scouting blogs, and social media coordinators on-site posting information, pictures, and videos.

Sponsors & Vendors/Exhibitors:

Firecracker Sports has multiple sponsors and merchandise partners which may require signage and/or vendor permission/access at venues. We would also seek support in engaging local sponsors who would benefit from exposure opportunities to market and sell to the attendees.

Rights Fee & Event Support

Firecracker Sports does not require rights/bids fees. However, access to grants, sponsorship, marketing co-ops, and/or other value-in-kind has a substantial impact on our ability to successfully market and execute a premier event in your community. In recognizing the positive economic impact that a Firecracker Sports event will have on your community, and the competitiveness of this selection process, access to event assistance programs may have a direct impact on our hosting decisions.

Destination Requirements & Future Growth:

Firecracker Sports is looking for long-term destination partners who want to be a part of growing an event together. As such, we are only considering bids for hosts that can commit to multi-year (3 or more) partnerships.

If not already provided or discussed, the following information will be helpful in our consideration of your destination as a host.

Destination

- The unique features of your destination and its baseball/sporting community that will contribute to a successful event.
- Other comparable baseball/softball tournaments already in your market.
- Other non-baseball/softball events in your market during your proposed dates.
- Colleges, junior colleges, and universities with baseball programs in your region.



Facilities:

- A facility usage plan to meet the requirements listed above in the “Facility Requirements” section of this document.
- A map of potential fields/facilities to be used for the event, along with additional facilities that could be used for future growth/expansion. For each field, please include the following information: if the field has lights, type of playing surface, any permanent seating, press boxes, restrooms, parking lots/arrangements, who owns/manages the facility along with contact information, and rental price.

Local Support

- Agencies (CVB/DMO, Sport Commissions, Mayor's office, event service companies, sport institutions, schools, etc.) role in supporting the event.
- Ability to commit to multi-year partnership.
- Access to event assistance programs during this time.
- Ability to act as a local liaison to the community to connect Firecracker Sports to key personnel at facilities, hotels, attractions, local businesses, and your local baseball community.
- Availability of quality umpires in your region.
- Access to local volunteer support during the event (if needed).

Accommodations

- A brief overview of hotel/lodging options to include: the number of rooms in your destination, types/varieties of lodging options in your destination, and the average daily rate during proposed/discussed event dates.

Social Events

- Opportunities for participants appreciation/welcome events.
- Discounted tourist/vacation opportunities to local attractions, events, collegiate/professional sports teams, etc. for participants.

Event Marketing & Promotions

- Ability to assist in promoting the event to the local baseball and business communities.

Thank you for your interest in hosting a Firecracker Sports event in your community. We look forward to working with you on this opportunity. Please reach out to those below with any questions or interest.

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