

# CREATING YOUR TOURNAMENT BROCHURE

**Tournament Brochure** - One of the first things you must accomplish is the printing of your brochure. It's hard to ask people to support you without information for them to refer to. A brochure properly put together and in circulation up to a year in advance, can easily double your tournament attendance.

As an NBL tournament you must follow the NBL template for putting your brochure together. With all NBL tournaments using the same brochure format, players have gotten familiar to the layout and find it easier to understand the schedules and to register making it more enjoyable to follow our league.

All the original material you need from the NBL for your brochure is in this workbook section. Just follow the 8 or 16 page template. Use the 16 page if you want your cards printed in your brochure for easy pre-registration.

Upon completion of a properly executed 16 page brochure your tournament set-up planning is virtually completed as you know your schedules, your ring assignments, divisions, awards, etc.

Finally, set a goal to have your brochure out a year in advance and definitely before the SG. You will be glad you did. Read the "Conference Team" section of this workbook.

1. **Ring Assignments** - Figuring-out ring assignments and printing them in your brochure is an important factor in advancing the professionalism of your tournament. It is however, very difficult and challenging. Without going into detail in this years workbook please consider the following points:
  - a. Keep musical rings as far from each other as possible.
  - b. Soft style need to be where they have access to use a second ring
  - c. For blackbelts try not to put all the players from one age groups for forms in the same ring because the same players may win all the same divisions with the same judges even if the divisions are for completely different types of forms competition. Even if the judges are being fair, when the same person wins, the perception by the parents is that it wasn't fair. For blackbelts have one ring for Japanese forms (and traditional weapons) one for Korean (and Kenpo & Soft) and one or two rings for contemporary (forms/weapons/musical and creative). Start different age groups in each ring so that you can avoid the same age being up at the same time in two rings as much as possible.
  - d. Unlike blackbelt rings, the same age groups for UBB forms and sparring (and weapons to some degree) should be run in one ring. This way all the members of the same age group will be ready to spar at the same time as their same forms divisions will have already ended previously in their ring.
  - e. If you're going to have both creative and traditional forms for UBB (a good idea - it makes more money) then consider running one of them on the night before as running them the same day can really make UBB efficiency difficult.

## SUGGESTED FORMAT

### Friday

UBB Traditional Forms  
 NBL Weapons  
 NBL Teams  
 NBL Continuous

NBL Self Defense  
 NBL Breaking  
 UBB Weapons (optional)

### Saturday

UBB  
9-

UBB  
10-11

UBB  
12-14

UBB  
15-17

### PLAYERS AREA

Junior  
NBL  
Contemporary  
(Musical)

Start with  
11-

Jr & Adult  
NBL  
Korean  
(Soft/Kenpo)

Start with  
12-14

Jr & Adult  
NBL  
Japanese  
(Soft/Kenpo)

Start with  
15-17

Adult  
NBL  
Contemporary  
(Musical)

Start with  
Adult

If you call the NBL office in advance we will send and email you a copy of the SKITA Rules at a Glance with your seven (7) options circled and the others crossed off or you can do that yourself with the master copy supplied in this section.

2. **Entry Fees** - Charge what your event is worth. Don't try to underprice your competitor. Fees don't generally persuade or dissuade people from attending. Make your event worth whatever you want to eventually charge.
3. **Awards** - If you're running your event as an NBL for the first time, the sixty five (65) required divisions may frighten you. They shouldn't. First of all, 21 of the 65 divisions allow under blackbelts, so no attendance is limited there. Second, very few tournaments offer continuous sparring, team sparring, team forms, self defense or breaking. In that case, offering those divisions is an advantage to gain attendance from players that want to try them as long as they don't cost you too much to offer them. So because they are generally not offered you need not give large awards for those divisions. Save your large awards for where they are expected; forms, weapons and sparring; especially UBB not BB. For these new NBL divisions, give simple wall plaques or medals (maybe \$1-\$3 each at best).
4. **Brochure Printing** - The basics are most important. A brochure nicely formatted and easy to read is the most important, not whether it's in full color or uses glossy paper. **Double check everything in your brochure before printing. Check the rates offered the Post Journal where the NBL office does all its printing (see their printing forms in this brochure section).**

So to recap - Don't over spend on unnecessary awards and definitely don't over spend on your facility or fancy brochure papers. Do spend money on your staff, effective equipment and awards for basic UBB divisions.