



UDDL

**UNIVERSAL
DOMINO
LEAGUE**

TOURNAMENT OPERATIONS



MARKETING & PROMOTIONS

- a. Marketing Plan will be individually created for each event

TICKET SALES

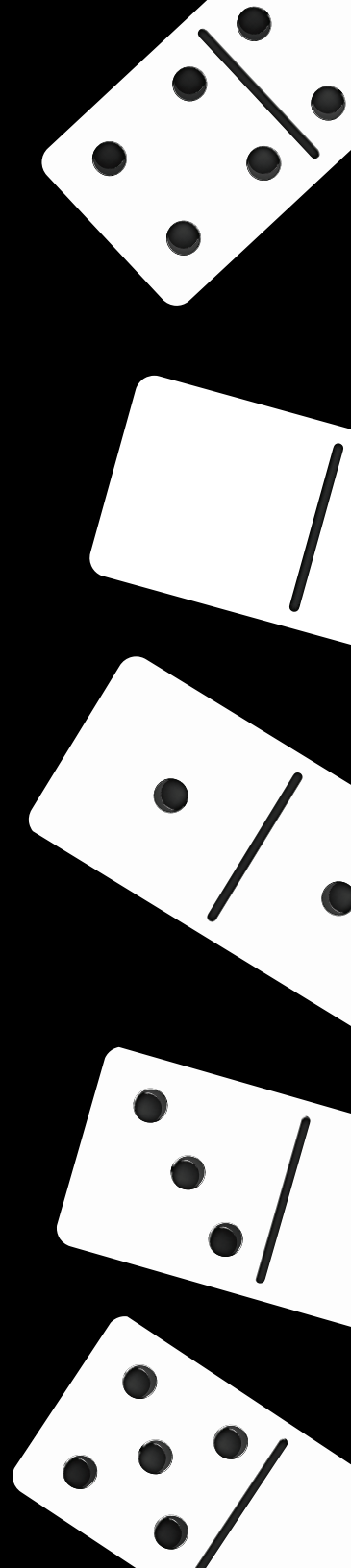
Ticket sales will be done through Eventbrite

PRE TOURNAMENT

- a. Upon check-in at participating hotels, the front desk will provide the player with a UDL envelope containing UDL welcome letter and all tournament information
- b. Ensure that all decorations, signage, tables, sponsors tables are in place prior to the event
- c. Promotions at the tournament of the ability to Purchase UDL Merchandise and Gaming Products
- d. Promotions of secondary tournaments, upcoming tournaments, raffles and giveaways

EMAILS UPON ONLINE REGISTRATION

- a. Pre-registration time/location
- b. UDL Rules
- c. Information about the area (things to do, places to eat, etc)
- d. Directions to the venue from the airport
- e. Airport & transportation information
- f. List of sponsors
- g. Schedule of events
- h. Newsletter
- i. Consent to film, permission to market to in the future, agree to the rules the tournament, check box that they have read and understand the rules
- j. Promote “Host a UDL Event”





PRE REGISTRATION

Players will be able to pre-register where they can receive the following:

- a.** UDL Player Badge
- b.** UDL Rules
- c.** UDL Swag Bag
- d.** UDL Welcome Letter
- e.** Information about the area
- f.** Coupons from sponsored hotel
- g.** UDL merchandise
- h.** Schedule of events
- i.** Pre-registration times will be listed on the website
- j.** Ensure that there is signage so players know where to go

TRAINING

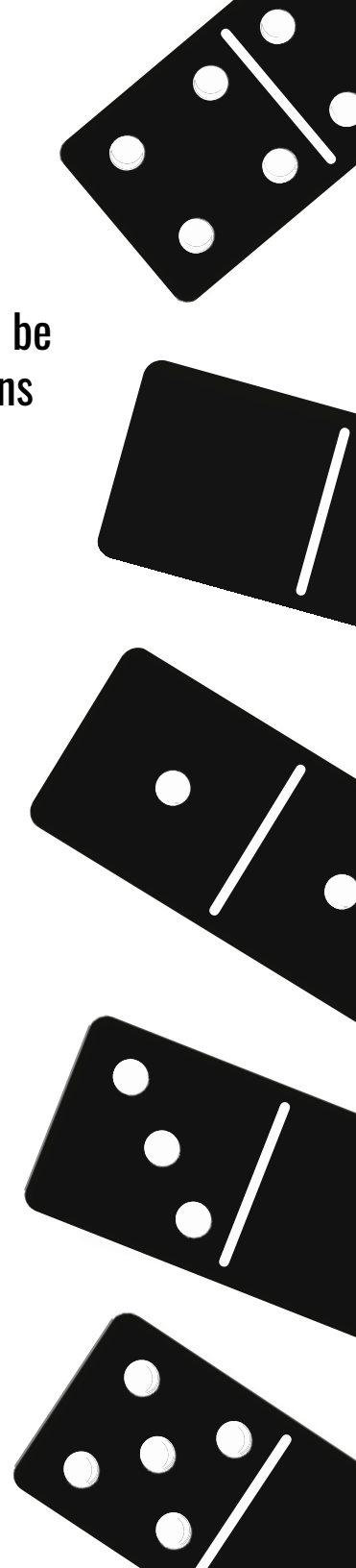
- a.** Prior to the event all UDL staff, administration, tournament host and referees are required to be trained, pass the UDL written exam and memorize all UDL Rules & UDL Tournament Operations
- b.** Standard operating procedures are created for each position to be used for UDL Tournament Operations

PRE REGISTRATION & REGISTRATION

Two separate lines - Pre-registered and same day registration lines

PRE REGISTERED PLAYERS

- a.** Badges preprinted for pre-registered players
- b.** Badges should be attached to swag bags in alphabetical order
- c.** Identification required for badge pick-up





SAME DAY REGISTRATION PLAYERS

- a. Upon payment, player will write their full name on a index card for their badges to be printed
- b. They will be given a copy of the rules
- c. They will be given a UDL swag bag

TOURNAMENT BRACKETS

- a. Challenge Tournament Hosting Software will be utilized to operate the tournament brackets
- b. Players names will be written on a tournament bracket sheet to have a physical copy of the tournament structure

TABLE ASSIGNMENTS

(The Host of the event will do the table assignments each round)

- a. Each round players will review the monitor to see their assigned tournament seating as the tournament runs

UDL ROUND GIRLS

- a. Prior to each round, UDL Girls will display UDL Round Cards. Round cards will have the round number of each round displayed

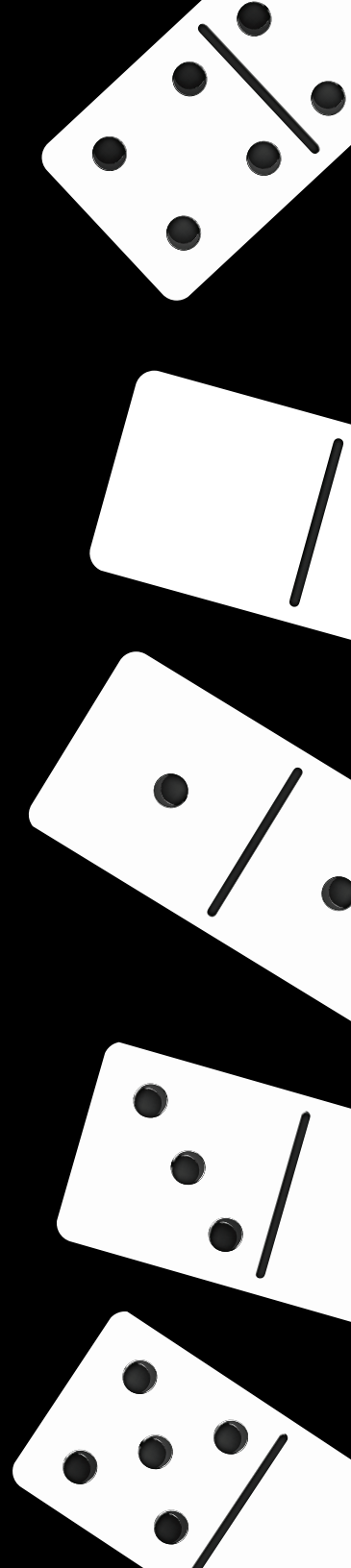
RAFFLES

Player Raffle

- a. Each player will be issued raffle tickets
- b. The player keeps one half and the other goes into the player raffle bin
- c. The player raffle items will be pre-identified and will consist of the best of the gifts available
- d. The player raffles will be drawn between rounds
- e. Photos will be taken of the winner and will be uploaded via social media and kept on file

Spectator Raffles

- a. Each guest will be given a raffle ticket
- b. The guest keeps one half and the other goes into the spectator raffle bin
- c. The spectator gifts will be pre-identified
- d. The spectator gifts will be drawn while games are being played



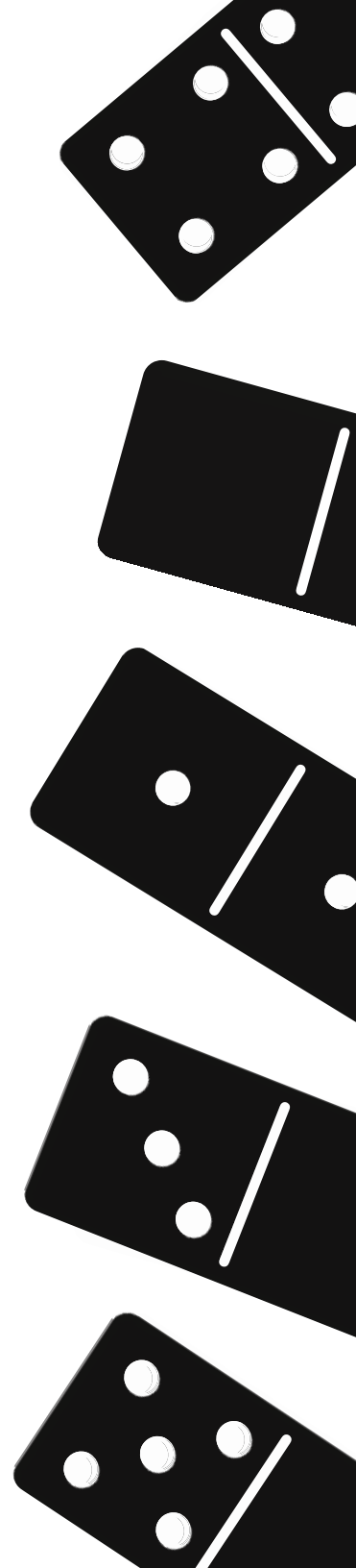


TOURNAMENT WINNERS & PAYOUTS

- a.** The finalist of each tournament will receive cash, and or prizes depending on the format of the tournament
- b.** Full disclosure of each tournament format will be displayed on the Universal Domino League Website and all marketing and promotions
- c.** Payouts are paid via cashiers check immediately after the completion of the tournament (No Exceptions)
- d.** Championship Belts & Trophies are awarded to the finalist of each tournament following the completion of the tournament

STAFFING

- a.** Group Sales Manager - (fraternities, sororities, churches, military organizations, etc)
- b.** Head of Marketing and Promotions
- c.** UDL Player Rep
- d.** Sponsor Rep (Ensures all commitments to sponsors are met)
- e.** Sponsor Reps (Obtain Sponsors)
- f.** Social Media Manager
- g.** Publicist - PR Plus
- h.** Tournament Administration
- i.** UDL Equipment Manager
- j.** Tournament Host
- k.** UDL Girls - Recruited Locally
- l.** UDL Referee's - Recruited Locally





EQUIPMENT

- a.** 2 Lap Tops
- b.** 3 Monitors
- c.** Dominoes
- d.** Scoring Chips
- e.** Gaming Mats
- f.** Score Cards
- g.** UDL Tournament Rules
- h.** Round Cards
- i.** Event Registration Signage
- j.** Cash Box
- k.** UDL Merchandise
- l.** Computer
- m.** 100 Pens
- n.** Clipboards

ACTIVATIONS

Tournaments

- a. Promo Appearances (Learn to play)
- b. Head 2 Head Challenges - 2 Player
- c. 8 Man Invitational Tournaments - 8 Player
- d. Promo Activation Domino Tournament - 32 Player
- e. Satellites - 64 Player
- f. Classics - 128-256 Players
- g. World Series of Dominoes - 256-1024 Players

Merchandise and Gaming Products

- a. Gaming Mats
- b. Dominoes
- c. Scoring Chips

d. Game Timers

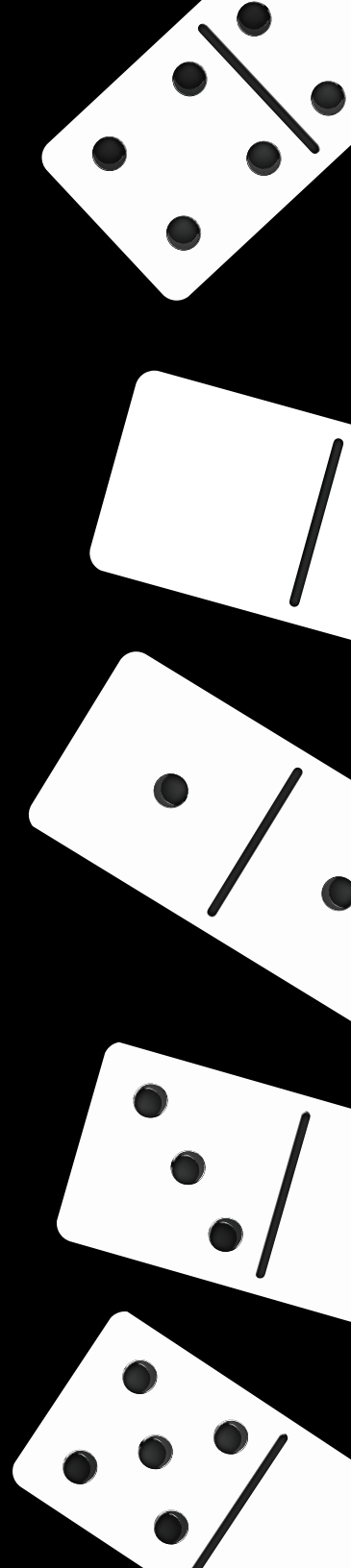
e. Domino Holders

f. Domino Tables

g. Hats

h. Shirts

3. UDL Girls - The Universal Domino League will locally recruit girls to work as UDL Girls at each event. The amount of girls range from event to event





U.D.I.

CONTACT US

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