



SPORTS EVENT PLANNING CHECKLIST

Contact Tourism Toronto to determine which areas we are able to assist.

Sport Facility/Venue

- Visit Tourism Toronto's website www.torontotourism.com/sportsplanner for facility/venue listing
- Call Tourism Toronto for new and expanding facilities in the Greater Toronto Regions
- Identify event dates including set up time, practice time
- Determine if there are other facility/venue requirements needed (i.e. space for exhibitors, meeting rooms, etc.)
- Space hold of facility/venue
- Cost estimate for use of facility/venue
- Conduct site inspection of facility/venue
- Secure venue via permit/rental agreement

Accommodations

- Complete the Tourism Toronto Sporting Event Profile
- Identify type and number of accommodations required for athletes & spectators/families
- Provide budget guestroom rate range
- Determine decision criteria for accommodation(s) selection
- Communicate timeline for proposal, site inspection and final hotel selection
- Identify what other space is required at hotels? (i.e. meetings, meal rooms, team room)
- Conduct site inspections of accommodations
- Negotiate rates
- Sign hotel agreements to secure room blocks

Event Management and Logistics

- Recruit volunteers, officials, referees
- Complete scheduling
- Determine transportation requirements
- Manage registration process
- Secure sponsorship
- Event promotion
- Communication to athletes, families
- Plan special events (i.e. awards banquet, social functions)
- Signs/banners/advertising for event
- Information packages for participants