



# KICKS AND HOPE TOURNAMENT

## ORGANIZERS GUIDE

Play in Support of Darfur United



# iACT



BEYOND  
SPORT™  
AWARDS '14  
WINNER



# KICKS AND HOPE TOURNAMENT HOST GUIDE

## TABLE OF CONTENTS

<b>INTRODUCTION.....</b>	<b>1</b>
<b>DARFUR UNITED OVERVIEW.....</b>	<b>2</b>
<b>CENTRAL AFRICAN REPUBLIC PEACEBUILDING INITIATIVE OVERVIEW.....</b>	<b>3</b>
<b>KICKS AND HOPE TOURNAMENT QUICK START GUIDE.....</b>	<b>4</b>
<b>STEP 1: PLANNING GUIDE.....</b>	<b>6</b>
<b>STEP 2: TOURNAMENT PROMOTION.....</b>	<b>8</b>
<b>STEP 3: RAISING FUNDS FOR KICKS AND HOPE TOURNAMENT.....</b>	<b>10</b>
<b>STEP 4: SECURING SPONSORSHIPS, PARTNERSHIP, &amp; PRIZES.....</b>	<b>11</b>
<b>STEP 5: ACTION FAIR.....</b>	<b>12</b>
<b>STEP 6: ARRANGE TOURNAMENT DAY LOGISTICS.....</b>	<b>13</b>
<b>STEP 7: TOURNAMENT.....</b>	<b>14</b>
Day of Checklist	
Day of Set Up	
Schedule	
Post-Tournament Checklist	
<b>STEP 8: TOURNAMENT FOLLOW-UP.....</b>	<b>17</b>



# KICKS AND HOPE TOURNAMENT: STAND WITH DARFUR UNITED!

April 6 is the International Day of Sport for Peace. April is also Genocide Awareness and Prevention Month. We want to use these two incredible opportunities to help you move your community beyond bearing witness to genocide and mass atrocities to taking action through a **4 vs 4 Darfur United Soccer Tournament and Action Fair**.

Soccer teams and communities around the world will organize a one-day 4 vs 4 tournament, provide education and action opportunities for participants and fans to end genocide, and raise funds to provide joy, hope, and trauma recovery to Darfuri refugee children living in isolated camps in eastern Chad and support peacebuilding initiatives in the Central African Republic.

## TOURNAMENT STRUCTURE:

Teams of 5 people will sign up to play each other. The goal is to have 8 to 16 teams total in each tournament, but you can play with as few as 3. Games will be 4 players vs 4 players using a field of 40-50 yards by 30 yards with goals 3-4 feet wide. Teams will play each other in elimination matches until the top two teams play in a championship game.

**Uniforms:** Encourage teams to wear matching uniforms or t-shirts with a message (you can reach out to other campus clubs and athletic teams to see if they want to participate and wear shirts that promote their own group).

**Winning Team Award:** We encourage you to reach out to local businesses to create a cool “winners” basket. Ask popular restaurants or stores for gifts and items! Remember, it will be split between 5 people.

**Fundraising:** Each Tournament Host will set an individual fundraising goal and set up their own Tournament Page. Teams who register to play will be required to give a registration donation of \$50, though we encourage teams to raise more for the cause! Tournament Hosts are also encouraged to also seek donations from individuals and groups who are not playing.

## ACTION FAIR:

Make it more than a soccer tournament! Turn the day into an educational and action opportunity for participants and fans. Have tables hosted by your group and other community and on-campus groups with educational materials and action opportunities to help end genocide and mass atrocities. Be creative with who you invite and what you display. Visit [darfurunited.com/support/involved/kicks-hope-tournament/](https://darfurunited.com/support/involved/kicks-hope-tournament/) for current action opportunities and genocide/mass atrocity resource guides.

### Remember to always have:

- Information about joining your chapter, club, or organization;
- Information on other Genocide Awareness and Prevention Month events going on in your area; and
- A sign up sheet so you can follow up with potential new members!

## NEED SUPPORT?

Contact us at [kicksandhope@iactivism.org](mailto:kicksandhope@iactivism.org).



# DARFUR UNITED SOCCER ACADEMY

Since 2003, more than 300,000 Darfuri refugees have been living in twelve camps on the Chad-Sudan border. They continue to experience trauma and loss, with a generation of children born into an environment of little hope. Building on the need for programs that address trauma and promote education, health, peacebuilding and social integration, i-ACT works with refugees to develop and implement the Darfur United Soccer Academy.

Using the power of soccer, the Darfur United Soccer Academy (DUSA) offers refugee children a safe place to **play, move, heal**, and be **empowered**. Through DUSA, male and female coaches become leaders in their communities, children ages 6 to 13 learn about **health, education, and peacebuilding**, and often for the first time, women and girls have an opportunity to play, and youth further develop their skills and chance of joining the Darfur United men's and women's teams. Expert coaches from the U.S. and Europe travel to the camps to recruit and train DUSA coaches, forming cross-cultural relationships and spreading awareness about Darfur, as well as introducing new communities abroad to the Darfuri refugee crises, and allowing refugees to feel connected and less isolated.

Not only is Darfur United an opportunity for refugees to represent their people and play, it is also a movement to bring hope, inspiration, and joy to the displaced people of Darfur. After hearing about Darfur United, one refugee leader said: **"Now we are a part of the world."**

## **Funds raised through the Kicks and Hope Tournaments support Darfur United Soccer Academy.**

For every \$10 raised for Darfur United, one Darfuri boy or girl living in a refugee camp in eastern Chad receives leadership development, attends two or more trainings per week and participates in 4 vs 4 tournaments. The \$10 also supports the salaries of four full-time coaches in each camp. A portion of each team participating in a Kicks and Hope Tournament will support Academy players with their \$50 registration donation. But there is also opportunity to raise more funds through the Kicks and Hope Champions Challenge and through each additional individual player who signs up to compete. The top three Kicks and Hope Champions who raise the most money through their tournaments will receive an exclusive package from Darfur United, including signed gear.



*Darfur United Soccer Academy received Beyond Sport's 2014 Sport for Social Inclusion award.*



*i-ACT was the recipient of the 2012 Peace and Sport NGO of the Year Award for the creation of Darfur United*

# CENTRAL AFRICAN REPUBLIC PEACEBUILDING INITIATIVE

**The Problem** Following a violent coup d'état in March 2013, tensions in the Central African Republic (CAR) have run high. Though the roots of the conflict are not religious, recent violence has increased divisions between Muslim and Christian communities and militias' attacks against civilians have forced thousands of civilians, many of them Muslim, to flee the country.

In a statement issued on March 14, 2014, United Nations Special Adviser on the Prevention of Genocide, Mr. Adama Dieng, warned that the "widespread and systematic targeting of civilians based on their religion or ethnicity indicates that crimes against humanity are being committed and that the risk of genocide remains high." To underscore this point, on May 25, 2014, three Muslim youth were killed on their way to a reconciliation soccer game.

More recently, on January 25, Armel Ningatoloum Sayo, CAR's Minister for Youth and Sport, was kidnapped by unidentified gunmen in Bangui. If by the time elections occur in August 2015, Muslim communities do not feel included in reconciliation and political processes in CAR, there is a high possibility of genocide and mass atrocities that will be difficult to stop once started. Luckily, there are many ways you can get involved to help prevent such atrocities from occurring.

**Our Solution** Over the past several years, Aegis Trust has been working on peacebuilding and reconciliation programs in Rwanda aimed at bringing together Rwandan youth through peace education programs to confront the beliefs and prejudice that can lead to genocide. Our aim is to use this as a model for peacebuilding and reconciliation in CAR. Through a youth exchange program between CAR and Rwandan youth, and an on-the-ground peace education program in Bangui, we will create cross-continental dialogue between young peacebuilders, help confront identity-based tensions, and give seed money to young entrepreneurs aimed at growing CAR's economy and integrating current and former child soldiers into CAR's national economy.

We believe that sport can bring groups together in a unique way. Money raised through Kicks and Hope Tournaments will support our Central African Republic-Rwanda youth exchange, peacebuilding and diversity trainings in CAR, and seed money to help young entrepreneurs jumpstart CAR's economy.

# KICKS AND HOPE TOURNAMENT HOST GUIDE

## QUICK START GUIDE

### 10+ weeks before

- ☐ If you haven't already, sign up online as a Tournament Host at [darfurunited.com](http://darfurunited.com)
- ☐ Read and/or print the Tournament Guide.
- ☐ Meet with your event planning group, including volunteers, organizing committee, and community partners.
  - ➔ This first meeting is an opportunity to delegate and have members take ownership over specific tasks.
  - ➔ Invite possible community partners! The more partners you have, the more opportunity there is for collaboration on outreach, organizing, and tournament prizes.
  - ➔ Be sure to communicate with your team regularly through email, meetings, and phone conversations.
- ☐ Research and determine the best date, location, and time for your tournament.
  - ➔ April 6 is the International Day of Sport for Peace. Events will be occurring around the world between April 4 - April 13. Pick the best date for your community!
  - ➔ Research requirements for possible facilities. Possible partners to work with include: your school's sports teams, your town's Parks and Recreation Department, local professional or club sports teams, or your region's American Youth Soccer Association (AYSO).
- ☐ Set up your Tournament Page so teams can register and fundraise by following the link at [darfurunited.com/support/involved/kicks-hope-tournament/](http://darfurunited.com/support/involved/kicks-hope-tournament/).
- ☐ Download the "Tournament Samples" zip file on the website so you have all the sample documents you need to make your tournament a success.
- ☐ Start your event liability insurance process.

### 8 weeks before

- ☐ Meet with your committee!
- ☐ Develop a communications strategy to bring in teams (personal conversations, facebook event, e-mails, press release to your local newspaper, announcements, school or community radio station, etc). This is where partnering with local businesses and other groups will help you reach more people!
- ☐ Finalize promotional materials for your tournament (posters, flyers, etc). Sample posters and logos can be downloaded on the website.

### 6 weeks before

- ☐ Define roles for volunteers on the day of the tournament and begin recruiting your volunteers.
- ☐ Begin promoting the tournament through your school, community, and online (continue throughout entirety of the planning process).
- ☐ Start soliciting sponsorships, prizes, and any additional donations (continue throughout the planning process).
- ☐ Begin asking organizations, clubs, and teams to be part of the Action Fair.

### 4-5 weeks before

- ☐ Invite a speaker to talk about International Day of Sport for Peace, Darfur United, and/or how sport can change the world during your tournament.
- ☐ Get event information about the tournament to a local EMT/medic, athletic trainer, or school Sports Medicine Department who will be on-call during the event. Many sports medicine students must fulfill a certain amount of hours to graduate; this is a perfect opportunity for them to help your event and complete their requirements!
- ☐ Check in with the facilities department in charge of your location. Find a contact person and work with them on details for the day. What do they need from you? What do you need from them?
- ☐ Find sponsors and confirm items for the winning team's "Kicks and Hope Winner's Kit".

### 3 weeks before

- ☐ Create and download your day-of checklist.
- ☐ Draw a field diagram to assist with set-up on the day of.
- ☐ Draw a set-up diagram for the Action Fair. Order tables and chairs from facilities or make sure organizations are bringing their own.
- ☐ Arrange for all the necessary equipment (balls, cones, goals/flags, tables, microphone and speakers, field lining needs, etc).
- ☐ Create the timeline for day-of and tournament brackets/matches. Bracket samples are available on the website under "Tournament Samples".

### 2 weeks before

- ☐ Make necessary signs for field set-up (ie: bracket poster).
- ☐ Double check the roles and responsibilities for volunteers and your Organizing Committee for the day.
- ☐ Arrange for the food and drinks during the event.

### Week of the Tournament and Fair

- ☐ Close registration for teams/players.
- ☐ Have a final volunteer meeting.
- ☐ Confirm all logistics for the event.
- ☐ Finalise the tournament brackets, and have a contingency plan.
- ☐ Send reminder emails or make phone calls to your tournament participants, volunteers, sponsors, and fair organizations. Remind them of times, locations, parking, and any other details they may need to know.

### Day of the Tournament and Fair

- ☐ Set-up, break-down, and inspire!
- ☐ Greet your teams as they play their first games.
- ☐ Provide support to organizations tabling at your Action Fair.
- ☐ Have fun and play hard!

### Week after the Tournament

- ☐ Send thank you notes/letters to contributors (school/location officials, donors, janitors, volunteers, etc).
- ☐ Complete the Post-Tournament Checklist and send necessary items/materials to i-ACT.

# Step 1: The Kicks and Hope Tournament Planning Guide

## ❑ Register as a Kicks and Hope Tournament Host

Register as a #KicksandHope Tournament Host at [darfurunited.com](http://darfurunited.com). We will send you a follow-up email and you will be given a point person to work with. If you have immediate questions, contact us at [kicksandhope@iactivism.org](mailto:kicksandhope@iactivism.org).

## ❑ Form Your Host Committee

It is highly recommended to have a team of 3-5 people organizing the tournament. Leading up to your event, creating meaningful partnerships with organizations, sports teams, businesses, etc as partners and sponsors will help lessen your workload, increase outreach, and create a great winner's pot! First things first, have a meeting and determine the details!

## ❑ Determine the Details

**1. Who?** Decide your target participants for your tournament and how many teams you want to have. Age (mixed-age teams, adult only, 14-18 only, student only)? Skill level? You can have a few teams as 3, or as many as 16. We recommend at least 8 teams of 5 players; 4 on the field with 1 substitute.

**2. What?** Decide whether you will be adding an additional fundraising challenge to the existing \$50/per team registration fee (that's \$10/per player). You can create a friendly challenge between teams!

**3. When?** Securing your location will also help determine the date to host the tournament. April 6 is the International Day of Sport for Peace. Many tournaments will be hosted sometime between April 4-13.

Don't forget to also think about the last day a team can register for your tournament.

**4. Where?** Find and choose a location that is big enough to host the tournament and Action Fair. You might need to reserve the necessary space through a school, park, or university. If needed, you can use our editable "Letter to Possible Tournament Host" to explain the tournament and goals. Tip: if you use an existing soccer field, it will be easy to divide the field into 3 fields that can be played on at one time.

**5. How?** To make team identification easy, ask teams to dress in their own uniform. Make it fun by encouraging them to make their own t-shirts in a specific color (maybe you assign them a color) or dressing up in costumes. Encourage teams to give themselves a unique and creative name!

## ❑ Confirm Permission and Insurance

All tournaments are REQUIRED to present proof of insurance and submit the event policy BEFORE hosting the tournament.

**1. Event Policy:** The event policy represents the agreement between the event organizer and i-ACT, the beneficiary of the event. If you are holding an event at a school, the Event Policy - School must be co-signed by you, the tournament Host, AND a school official. If you are not holding your event at a school, the Event Policy - Non-School must be signed by you alone.

**2. Certificate of Liability Insurance:** The best way to obtain liability insurance coverage for your tournament is through the school where the tournament will be located or organization's existing policy. If possible, add i-ACT as co-insured. For tournaments that cannot get liability insurance through a school or organization policy, contact local businesses, especially insurance agencies, to see if they will sponsor your tournament by providing insurance. If you need assistance, please contact us at [kicksandhope@iactivism.org](mailto:kicksandhope@iactivism.org).



## ❑ Set Up Your Kicks and Hope Tournament Page

Once you have determined your details, you can set up your tournament page by following the link at [darfurunited.com](http://darfurunited.com). Teams of 5 players will then register to participate on this page. Registration is \$50 per team of 5 players. To make the process easy, teams will pay when they register. If a team needs to pay by check, please contact us at [kicksandhope@iactivism.org](mailto:kicksandhope@iactivism.org) to make arrangements.

*Tip: Remind participants that for every \$10 they raise (including their registration fee) one Darfuri refugee child is supported for an entire year at the Darfur United Soccer Academy.*

*Tip: Your Tournament Page should have all the essential details and include contact information for your Organizing Committee.*

## Step 2: Outreach and Tournament Promotion

Outreach, outreach, outreach is the key. You want everyone in your community, school, or university to know about your tournament. This is a list of just some of the ways you can go about promoting your tournament. Be creative!  
[format tip - use icons on this page]

### Kicks and Hope Tournament Page

Use your individual Tournament Page to your advantage and include the link to your page in all of your e-mails, flyers, letters, posters, or social media posts.

### Individualized Tournament Poster

Use our Kicks and Hope Tournament image and overlay your own tournament details. Use this image on your posters, emails, letters, and social media to keep your outreach consistent and professional.

### Flyers and Posters

Post tournament flyers or posters at local businesses, on community bulletin boards, and all over your campus (with permission, if needed!). Station yourself at tables in high-traffic areas where you can hand out flyers, sign up teams, and accept donations. If you can, consider printing a banner to use during promotion as well as at the tournament.

### Online



**Facebook:** Facebook is a powerful tool to encourage people to participate and spread the word about your tournament and the cause. Create and set up an event page for your tournament through your personal profile or your group's page. Be sure that you like Darfur United on Facebook. That way, you can share our photos and stories, and we can help promote your tournament! Keep your content fresh by updating sponsors and the number of teams registered.



**Twitter:** Twitter is a simple way to connect and promote your event. When writing your tweets, include #kicksandhope. You can tweet 3-4 times throughout the day to try to catch your followers when they're online. Don't forget to follow @DarfurUnited on twitter so we can retweet your posts!



**Patch.com and online event calendars:** Add your tournament to your local patch.com, school, and other online calendars to help with outreach. Many will ask you to also upload your image or poster, so have those ready.



**Instagram and Vine:** Instagram and Vine are fantastic ways to engage your community through photos and short videos leading up to and the day of your tournament. Start by following @Darfur\_United on Instagram, and post images of your tournament on your personal accounts using the hashtag #kicksandhope.

### Outreach Emails

Emails are an easy way to invite your family, friends, classmates and community to your tournament. In addition to emailing your own list of contacts, ask your school administration if you can send a campus-wide email, or try sending it through a local community listserv. The breadth and depth of your outreach will be wider as you bring on more sponsors and partners.

## Media

Use our press release and PSA (public service announcement) templates to reach out to your local media outlets. Make it personal and about why you and the organizing committee are involved. That's where the story will be. Start with your school newspaper or radio station, but also send your press release to your city or statewide papers, and local radio and television stations. You can find contact information for most media outlets on their websites.

*Tip: While online, look for a local reporter who has previously written or produced a story on sports, school, African affairs, or mass atrocity issues; if you don't have an existing contact, these authors are the most likely to write about your event!*

## Step 3: Raising Funds for the Kicks and Hope Tournament

Funds raised through the Kicks and Hope Tournament support the Darfur United Soccer Academy and the Central African Republic Peacebuilding Initiative. For every \$10 raised for Darfur United, one Darfuri boy or girl living in a refugee camp in eastern Chad receives leadership development, attends two or more trainings per week and participates in 4 vs 4 tournaments. Funds also support the salaries of four full-time coaches in each camp.

### Organizing Committee Challenge: Kicks and Hope Champion

As a committee, we invite you to be part of our worldwide tournament challenge to be a Kicks and Hope Champion. All Tournament hosts are automatically entered. Take the challenge to another level by setting a goal as an Organizing Committee. The top three Champions from around the world who raise the most funds will receive an exclusive package from Darfur United, including signed gear!

You will use your online Tournament page to collect each team's \$50 registration fee. You can also use this page to seek support from friends, family, classmates, professors, soccer leagues, and community members. Some people may be unable to participate in the tournament, but they may still be interested in supporting the cause on behalf of your tournament.

*Tip: A successful Tournament will be a mixture of fun, education, and fundraising. Keep your supporters on social media updated regularly. Thanking your supporters publicly will encourage and remind others to give!*

### Participating Team Fundraising

Encourage teams who are participating to actively seek support from their friends and families. After teams have registered to play, send them a copy of the Player Outreach Fundraising Letter and the Template Player Pledge Form to help them raise additional funds in support of their participation in your tournament. These supporters will be able to donate directly on your Kicks and Hope Tournament Page or send checks to i-ACT/Darfur United -- **don't forget to tell them to include their tournament and team name in the memo line!**

**Need help with fundraising ideas? Contact us at [kicksandhope@iactivism.org](mailto:kicksandhope@iactivism.org).**

**Donors** can make tax-deductible donations on behalf of your tournament in several ways:

- Encourage online donations to be made directly on your Tournament Page. Every donation goes towards your Organizing Committee's goal to be a Champion of Darfur United.
- **Mail a check made payable to i-ACT with your tournament name in the memo line to:**  
i-ACT/Darfur United  
1732 Aviation Blvd, #138  
Redondo Beach, CA 90278
- Make an online or recurring donation online by following the link at [www.kicksandhope.org](http://www.kicksandhope.org)
- Give cash or a check to the tournament coordinator at any time and have the tournament coordinator submit the funds to i-ACT.

*Tip: For each donation, collect all donor information, including their name, address, phone number, email address, and gift amount. We need this information in order to send proper thank you letters and tax receipts to each donor.*

## Step 4: Securing Sponsorships, Partnership, & Prizes

Seeking tournament sponsors and partners is the perfect way to generate excitement, reach a wider audience, and lessen your workload. A sponsorship letter template can be found by clicking "Download Samples" on the website.

### Partners

For both the Action Fair and Tournament, you will want to invite local sports teams, on-campus clubs, and local nonprofit or advocacy organizations to be part of the event. There can be tables at the Action Fair to engage players and spectators. If you are at a school or university, strategic partnerships with student councils, clubs and organizations, academic departments, and sports teams can help secure your game-day tournament needs and make field set up easy.

### Sponsorships

By seeking local sponsors, you can both create a great prize package for the winning team and get any potential tournament costs covered. A print shop might print your posters for free, a t-shirt screening company may give you a discount, and your favorite restaurant might offer a gift certificate for the prize package.

The best approach is through local businesses. Larger chain stores can be difficult, since sponsorships might need to go through their respective national offices.

We recommend you write a letter addressing the owner or General Manager by name and dropping this off in person. There is a sample letter on our website that you can access by clicking on the "Tournament Samples" button. If you have a connection or frequent the business, mention this in your letter. Ask to speak with the manager on duty, and explain the cause. Always follow up in person, when possible, or by phone. Personal outreach makes all the difference.

### Example sponsorship opportunities:

- ➔ **Prize Package:** Ask local businesses to donate gift cards, products or services to use as a prize for the winning team. Leading up to the event, announce the prize package(s) on social media. Be sure to announce which company donated each item when they are distributed.
- ➔ **Cash or "In Kind" Donations:** There shouldn't be many expenses incurred to host a tournament. Consider asking sponsors to make a cash or "in kind" donation to help offset the operational costs. Examples may include printing (flyers, posters, banners, etc), equipment (balls, goals, cones, whistles, etc), and insurance (if your school/community can't provide it for free). Giving potential sponsors a list of your expenses will help them decide whether or not to sponsor, as well as the size of their sponsorship.
- ➔ **Raffle:** Take your day-of tournament events a step further, and have a raffle! You can sell raffle tickets for a chance to win one large prize or several smaller ones.
- ➔ **Food & Drinks:** Local restaurants or convenience stores may want to sell food onsite, give your participants a discount, or even provide you with free food and drinks. Where possible, you can also invite food trucks to sell products at your event, asking for a portion or percentage of sales to go towards your Kicks and Hope Tournament.

### What your tournament offers to partners and sponsors:

In exchange for a sponsorship, you can offer to feature the sponsor or partner on your tournament's flyers, posters, email blasts, registration page, Facebook page, press releases, etc., as well as allow them to have an on-site presence at the tournament. Be sure to thank all sponsors for their support at the tournament's opening and closing ceremonies.



## Step 5: Education, Awareness, and Action Fair

**April 6 is the International Day of Sport for Peace and Development.** The United Nations uses this day as an opportunity to promote and highlight sports' role in effecting positive change around the world. This change includes five key messages:

- Promote respect and dialogue
- Enhance life skills of children and youth
- Include everyone regardless of abilities
- Advance gender equality
- Improve physical and mental health

**April is also Genocide Awareness and Prevention Month.** Individuals, organizations, and faith groups around the world will remember those who have lost their lives and commemorate them by acting to end ongoing genocide and mass atrocities.

While your tournament should be a day to have fun with friends, consider finding some time to educate participants about the International Day of Sport for Peace, and genocide awareness and prevention--and providing them with an opportunity to act is essential!

**Contact** [kicksandhope@iactivism.org](mailto:kicksandhope@iactivism.org) **for ideas and support.**

### Ideas:

- **Host an Action Fair** during the tournament have a table with information on the International Day of Sport for Peace, genocide and mass atrocities, and actions people can take to make a difference. Don't forget to include information about Darfur United. Invite other organizations, groups, clubs, or departments to have tables.
- **Create a quiz** that people can take with facts about sport for peace, soccer, Darfur, the Central African Republic, ongoing atrocities, etc in order to educate and inspire action. Find a sponsor to provide a simple reward, like a wristband for those who answer a certain number of questions right.
- **Invite a Speaker** for opening or closing ceremonies such as a professor, teacher, international aid worker, diaspora member, a Darfur United representative, a contact with a personal connection to the cause, etc. If a speaker is unavailable, think about sharing a few key points and messages yourself.
- **Organize an evening event** after the tournament. This could include a formal speaker, panel, film, dinner, or a fundraising event. Be sure to promote this during the tournament.

*"Sport has become a world language, a common denominator that breaks down all the walls, all the barriers. It is a worldwide industry whose practices can have widespread impact. Most of all, it is a powerful tool for progress and for development."*

- Ban Ki-moon, UN Secretary-General

# Step 6: Arrange Game Day Logistics

## Tournament Rules

The following Tournament Rules have been adapted from official FIFA game rules. If a rule is not mentioned below, please follow [official FIFA regulations](#). The rules have been designed to ensure fair play, and each player is expected to understand them prior to participating in a tournament. Each game requires a referee. Some important rule modifications include:

- ❖ No slide tackling is permitted.
- ❖ All free-kicks are also indirect kicks.
- ❖ Free and unlimited substitutions.
- ❖ There are no goalkeepers.
- ❖ The offside rule is not in effect.
- ❖ Goal kicks are taken from the goal line.
- ❖ There are kick-ins instead of throw-ins.
- ❖ Penalty kicks are taken from the half line.

## Brackets & Schedule

When creating your bracket, use the Tournament Bracket Samples document for help with creating various brackets. You will need to make bracket adjustments according to the number of teams in the tournament, the field, start and end times, time needed for registration/check-in, opening and closing ceremonies, and educational components. Make sure you have a contingency plan and brackets ready if teams do not show, or if additional teams register onsite. Bracket samples are available in the online resources.

Similar to the World Cup, most tournaments are organized with two stages:

- **Pool Play:** During pool play, each team will play every team in their group. Depending upon the size of your tournament, the top one, two, three, etc. teams from each group will enter the playoffs.
- **Playoffs:** Playoffs are single-elimination. Playoffs may include a round of 16, quarterfinals, semifinals and finals.

## Safety and Emergency Procedures

When a person is involved in any athletic activity, especially in a contact sport, an injury can occur. The Safety Guidelines are in place to inform participants of proper techniques and inherent dangers involved with soccer. Not all potential injury possibilities in this sport are listed, but athletes should be aware that fundamentals and proper safety equipment are important to the safety and enjoyment of the sport. To prepare for the event of a participant or spectator falling ill or suffering an injury, we strongly recommend that you:

1. Find a certified athletic trainer or medical professional to be available on site during the tournament. Check with local teams or a university Sports Medicine Department for potential volunteers.
2. Notify a local EMT about your tournament prior to the event so they can be prepared for emergencies.
  - Provide the EMT with the address and directions to your tournament location.
  - Ask the EMT for a phone number to call in case of medical emergencies.
3. Find out where your tournament location keeps their emergency supplies. Make provisions to have emergency supplies on site if an EMT will not be present at the tournament.

If a participant or spectator does become ill or injured, notify the appropriate personnel immediately and follow the Injury & Emergency Procedures.

## Step 7: Arrange Game Day Logistics

### Field Layout and Equipment:

**Length:** 40-50 yards

**Width:** 30 yards

**Goals:** 4'h X 6'w to 6'h X 12'w; two per field (pop up goals are sufficient)

**Goal area:** 3 yards from each goal post and 3 yards into field of play

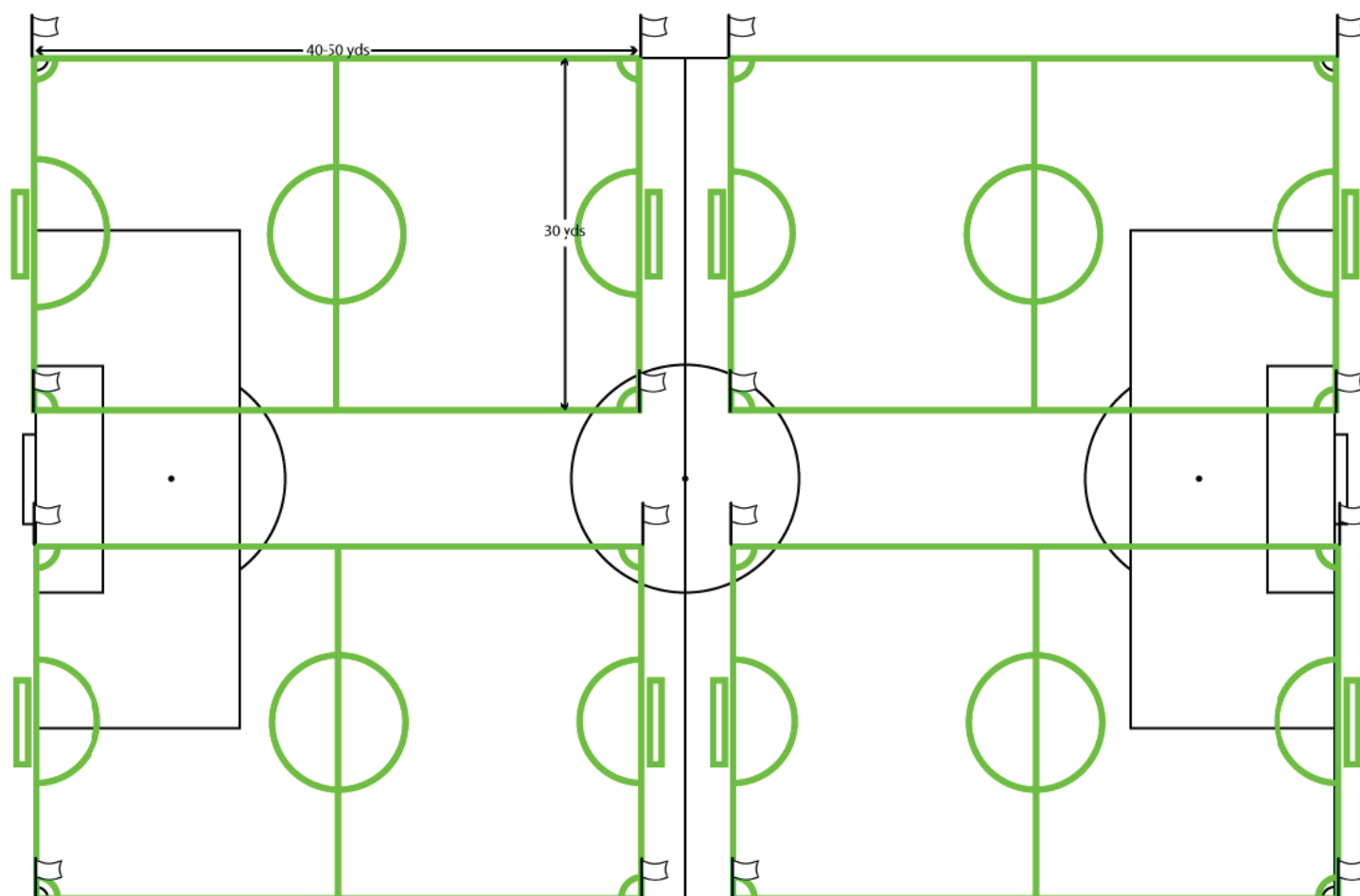
**Center Circle:** 5 yard radius

**Corner Arc:** 2' radius

**Corner flags:** Cones or 5' flags, at least four per field

**Balls:** Size 5, at least one ball per field

**Game times:** 30 minute games, halftime at 15 minutes into the game, at which time teams change sides



## Tournament Headquarters and Supplies:

The tournament headquarters should be the hub of the tournament. This is where registration/ check-in takes place, the brackets and scores are tracked/posted, the official game time is kept, and handouts are passed out.

### Supplies Needed:

- ➔ A printed copy of the Injury & Emergency Procedures
- ➔ Registration tables and chairs
- ➔ A large poster or white board with the tournament brackets and place to fill in game scores for everyone to see
- ➔ Banners, posters, flyers and postcards to promote Darfur United, STAND, the International Day of Sport for Peace, and your sponsors
- ➔ Food and drinks

## Registration and Check-In

The day of the tournament, all participants must check in at the registration table. Use the Registration Form and the List of Teams & Players to track participants' arrival. Collect the registration fee from those who haven't paid. Have copies of the Participant Waiver, Tournament Rules and Safety Guidelines available. All participants should read the Tournament Rules and Safety Guidelines, and they are required to fill out the Participant Waiver. This waiver protects, you and us, from legal retribution. You can simplify registration by emailing these documents to the team captain ahead of time.

**\*\*PLAYERS WHO DO NOT FILL OUT A PARTICIPANT WAIVER SHOULD NOT BE ALLOWED TO PARTICIPATE!\*\***

### Supplies Needed:

- The Registration Form and List of Teams & Players (for large tournaments, print these multiple times)
- Copies of the Participant Waiver, so everyone who registers on site can fill one out
- At least one copy of the Tournament Rules and Safety Guidelines per field

## Volunteers

### Staff Needed:

- ☐ Registration/check-in table staff
- ☐ Referees
- ☐ Scorekeeper and point person for referees
- ☐ Person in charge of injury and emergency procedures
- ☐ Point person for Education and Awareness Fair

# KICKS AND HOPE TOURNAMENT HOST GUIDE

## TOURNAMENT DAY SCHEDULE

Below is a sample tournament day schedule which you can customize as desired for your event. As the Organizing Committee, be flexible and prepared to make last minute changes to ensure your tournament runs smoothly. Have a back-up tournament bracket. Have a contingency plan if volunteers show up late. Check the location's schedule to avoid conflicts. And have fun!

### SET-UP

**Length:** varies

### REGISTRATION & CHECK-IN

**Length:** 30 minutes

### OPENING CEREMONIES

**Length:** 15-30 minutes

Take this time to welcome the participants, explain the rules of the tournament, safety guidelines, thank sponsors and donors, announce brackets, and introduce STAND/i-ACT/DU - and the reason why everyone is playing soccer. Introduce the person in charge of the injury/ emergency procedures so participants know where to go in case a situation arises. If you have a speaker or video, plan to show it immediately after welcoming the participants. Remember to thank your sponsors.

### POOL PLAY

**Length:** varies based on number of teams, number of fields and game duration

### EDUCATE PARTICIPANTS

**Length:** 15 minutes

The ideal time to do a public educational activity is immediately following the end of your tournament or between matches while as many participants as possible are present.

### PLAYOFFS

**Length:** varies based on number of teams, number of fields and game duration

### CLOSING CEREMONIES

**Length:** 15-30 minutes

Use this time to announce your tournament champions and your raffle winners, if applicable. Be sure to thank everyone for coming out to your tournament and for supporting STAND/i-ACT/DU/the International Day of Sport. You can also encourage those present to take an action - we have suggestions available at [kicksandhope.org/act](https://kicksandhope.org/act).



## Step 8: Wrap it Up: Post Tournament Checklist

### ☐ Thank Everyone

Send thank you letters to all the sponsors and donors, and thank you e-mails to all the volunteers and participants in the week after the tournament. Don't forget to personally thank your Organizing Committee by taking them to lunch, happy hour, or having them over for dinner.

### ☐ Compile Funds Raised

Donors can make tax-deductible donations on behalf of your tournament in several ways:

- Encourage online donations to be made directly on your Tournament Page. Every donation goes towards your Organizing Committee's goal to be a Champion of Darfur United
- **Mail a check made payable to i-ACT with your tournament name in the memo line to:**  
i-ACT/Darfur United  
1732 Aviation Blvd, #138  
Redondo Beach, CA 90278
- Make an online or recurring donation online by following the link at [darfurunited.com](http://darfurunited.com)
- Give cash or a check to the tournament coordinator at any time and have the tournament coordinator submit the funds to i-ACT.

### ☐ Post tournament photos online and via social media using the #kickoutgenocide hashtag

### ☐ Complete online Tournament Summary - <http://bit.ly/KandHSummary>

### ☐ Please send photos to [kicksandhope@iactivism.org](mailto:kicksandhope@iactivism.org).