

# Stampede City 5v5 Street Soccer Tourney

## **Event Plan Summary:**

The Stampede City 5v5 Street Soccer Tourney is a non-profit, community-oriented street soccer event that I aim to organise each year during Stampede Week in downtown Calgary. The aim is to create something fun, lively, and social that brings people together during one of the busiest times of the year in Alberta. The event will take place on Stephen Avenue, which is already a major pedestrian zone during the summer and especially busy during Stampede.

This will be a one-day event, running from morning until early evening. There will be four small-sided soccer courts set up on the street using portable barriers, turf panels, and court markings. What makes the event unique is the atmosphere: Stampede already brings music, tourists, families, and crowds downtown, so adding soccer fits perfectly with the city's culture and vibe. Small-sided games are also fast, intense, and fun to watch, which makes the event appealing not just to players but also to people walking by.

To make the event even more exciting and competitive, there will be a prize fund for the winners of the Youth Competitive and Adult Competitive divisions. This gives players something extra to play for while keeping the event community-based and affordable. Registration fees are low enough that anyone can enter, but high enough to contribute to the event budget and prize fund.

I expect this event to attract roughly 25–40 teams, which is realistic given the size of Calgary's soccer community. Calgary Minor Soccer Association (CMSA), local clubs, and adult leagues all have huge participation numbers, so there's already a strong base of players who would be interested. Walk-by spectators during Stampede will also help create a lively, festival-like atmosphere.

Since this is a non-profit event, all leftover money after covering expenses and prizes will be donated to KidSport Society of Calgary, an organisation that helps kids access sports.



(Image is AI-generated)

## Mission and Objectives

The mission of the tournament is to bring Calgarians and visitors alike together in an active, inclusive, and exciting environment during one of the biggest celebrations of the year and potentially make some extra cash in the process. Soccer is one of the most accessible and multicultural sports in the world, so I wanted to create an event that reflects Calgary's diversity and community spirit.

My main objectives for the event are:

- To create a fun and competitive soccer experience for players of all levels
- To provide an affordable, accessible event for youth and adults
- To bring more social, active, and outdoor events to downtown Calgary
- To support KidSport Calgary through fundraising and awareness
- To build a long-term community tradition that can grow every year

Long-term, I want the event to be recognised as one of Calgary's signature community sports events during Stampede Week.

## Target Market

The target market for this event includes both active participants and passive spectators.

### **Active Consumers** (Players)

The primary group of participants are recreational and competitive soccer players aged 13–35. These people are motivated by:

- Fun and enjoyment
- Social connection
- Competition
- Fitness and active living
- Playing in a unique downtown environment

Many players in Calgary already participate in CMSA, Calgary Rangers, Blizzard, Foothills, Chinooks FC, or CSSC leagues. The event gives them a chance to play in a new setting and be part of something exciting during Stampede.

### **Passive Consumers** (Spectators)

Spectators include:

- Tourists walking through Stephen Avenue
- Families
- Friends of players
- Stampede attendees exploring downtown

Their motivation is mostly social, people love watching fast-paced, small-sided matches, especially with music, crowds, and open public space. The games are short and energetic, so spectators don't need to commit a lot of time to enjoy them.

## **Planning Committee & Event Personnel**

Since this is a community event and not a full-scale professional tournament, I decided to keep the planning committee small, simple, and realistic. I will still need a team, but the committee won't be very large because the event only lasts one day, and the setup on Stephen Avenue is manageable. Most of the planning will be handled by me, but I will rely on a few key people to help ensure everything runs smoothly.

### **My Role: Event Coordinator**

I will act as the Event Coordinator, which means I'm responsible for almost every major decision leading up to the event. This includes organizing the schedule, applying for permits, contacting sponsors, managing volunteers, planning the layout, and overseeing all operations on event day. Since this is my project, I feel confident taking on the main leadership role.

### **Operations Coordinator**

This person will help me set up the courts, arrange portable barriers, organize equipment such as cones, balls, whistles, markers, and make sure the playing areas stay safe throughout the day. The Operations Coordinator will also help with teardown once the event is finished. Their job is very hands-on and is probably the most important support role for a street soccer event.

### **Registration & Team Relations Assistant**

On event day, this volunteer will help check teams in, answer questions, collect waivers if required, and keep track of scores. They will also help communicate with team captains about game times, bracket updates, and any schedule changes. This person needs to be organized because they help keep the event flowing on time.

### **Marketing & Social Media Helper**

Before the event, one of the committee members will assist me with marketing. This includes making posters, posting on Instagram or TikTok, and contacting soccer clubs to share the event. This role isn't stressful but is important because it helps get more teams to register and encourages spectators to show up. On event day, this person may also help take photos or record videos.

### **First Aid / Safety Lead**

Since the event is outdoors and involves physical activity, I will assign someone to act as the First Aid/Safety Lead. This doesn't have to be a medical professional, but ideally,

someone with basic First Aid training. They will help set up the first-aid tent, manage supplies (bandages, cold packs, etc.), and respond to minor injuries. They will also monitor the heat if temperatures are high.

## **Personnel Plan**

The event will rely mostly on volunteers, but certain paid roles may be required.

### **Paid Personnel**

- Certified Referees
- First Aid Attendant

These are important positions to ensure safety and fairness.

### **Volunteer Management Plan**

- Recruitment will happen through Calgary sports communities, schools, and social media.
- Volunteers will receive short training the day before the event.
- They will rotate roles every couple of hours to avoid fatigue.
- After the event, volunteers will be thanked and offered first choice for next year's event.

## **Venue**

I've chosen Stephen Avenue (8th Ave SW). The specific block will be chosen based on traffic flow and available space. Stephen Ave is ideal because:

- It is pedestrian-focused
- It already hosts street events
- It has natural crowds
- It's accessible by transit
- It fits the atmosphere of Stampede Week

The venue will include:

- Two to four 5v5 courts
- A water and hydration station
- A first-aid tent
- A shaded rest area for players
- Spectator zones

- Clear signage so pedestrians know what's happening

## Permits and Permissions

Because the event will be happening on Stephen Avenue, one of the busiest pedestrian streets in Calgary, I need several approvals from the City of Calgary and other downtown partners to make sure the event is legal, safe, and well-organised.

- Temporary Street Use Permit (City of Calgary)
- Liability Insurance
- Noise Exemption Approval (if using speakers)
- Vendor Permissions (if booths are set up)
- Emergency Access Clearance

The Calgary Downtown Association may also need to review the layout. Since this is a free, community event, the approval process should be straightforward.

## Risk & Hazard Analysis

### Hazard Frequency

Hazard	Often	Occasional	Rare
Heat Exhaustion	✘		
Dehydration	✘		
Crowding/ Collisions		✘	
Uneven Pavement		✘	
Tripping Hazards		✘	
Ball entering Pedestrian Area		✘	
Vehicle traffic (before closure)			✘

### Hazard Severity

Hazard	Severe	Moderate	Minor	None
Heat exhaustion	✘			
Tripping			✘	
Dehydration		✘		
Crowd injury		✘		

Uneven Pavement			✘	
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## Risk Management Measures

- Provide shade tents and water
- First aid station on site
- Secure all barriers
- Separate playing and walking areas
- Regular court checks by volunteers

## Registration Fees & Prize Fund

Division	Fee	Prize
Youth Recreational	\$80 per team	Medal
Youth Competitive	\$100 per team	\$300, \$150 (1 <sup>st</sup> and 2 <sup>nd</sup> place respectively)
Adult Recreational	\$120 per team	Medal
Adult Competitive	\$150 per team	\$600, \$300 (1 <sup>st</sup> and 2 <sup>nd</sup> place respectively)

## Financials

### Revenue

The main source of revenue is team registration fees. Sponsorship support (both cash and in-kind) also reduces operational costs.

Source of Revenue	Amount
Youth Recreational (10–12 teams × \$80)	\$800–\$960
Youth Competitive (6–8 teams × \$100)	\$600–\$800
Adult Recreational (4–6 teams × \$120)	\$480–\$720
Adult Competitive (6–10 teams × \$150)	\$900–\$1,500
Estimated Sponsorship (cash)	\$500–\$1,000
Estimated Sponsorship (in-kind)	\$300–\$800 value

Total Estimated Revenue	\$3,000–\$5,000+
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*Note:* Sponsorship amounts and team numbers are flexible depending on marketing success and the time of year.

### **Costs**

These are the projected expenses needed to run the event safely and efficiently. I chose cost-effective solutions since this is a community, non-profit tournament.

### **Cost Table**

<b>Expense Category</b>	<b>Cost Estimate</b>
Street Use Permit (City of Calgary)	\$150–\$300
Liability Insurance	\$100–\$150
Barriers & Court Marking Tape	\$200–\$300
Renting Turf Panels / Mats	\$250–\$500
Shade Tents (renting or buying low-cost)	\$100
First Aid Supplies	\$100–\$150
Hydration Station (water, ice, cups)	\$50–\$100
Volunteer Snacks / Appreciation	\$50–\$75
Marketing Materials (posters, printing)	\$50
Sound System / Small Speaker Rental	\$50–\$100
Prize Money Total	\$1,350
<b>Total Estimated Costs</b>	<b>\$2,450–\$3,175</b>

Total Revenue:

\$3,000–\$5,000

(depending on the number of teams and sponsorships)

Total Costs:

\$2,450–\$3,175

Projected Donation to KidSport Calgary:

\$1,000–\$2,000+

This amount may increase if more sponsors come on board or if more adult competitive teams register.

## Sponsorship Plan

Since this is a non-profit event, sponsorship plays a big role in helping cover costs and boosting the overall experience. I think sponsorship is important because it helps with equipment, hydration, prizes, and promotional materials, and it connects the event to the local soccer community. I want to include soccer-specific businesses, so the event feels authentic and connected to the people who already support the sport in Calgary.

### Target Sponsors

The focus will be on three types of local partners:

- Soccer equipment stores (Soccer Locker, World of Soccer)
- Local soccer clubs and academies (Calgary Blizzard, Foothills FC, Cavalry FC)
- Sports retailers (Tuxedo Source for Sports)

These businesses already work directly with players, teams, and families, so sponsoring the event helps them naturally reach their audience.

### Sponsorship Tiers

<b>Tier</b>	<b>Contribution</b>	<b>Benefits</b>
Gold Sponsor – \$500+	Cash or gear	Logo on posters, banner on Stephen Ave, social media mention
Silver Sponsor – \$250	Cash or small items	Logo on social media and event signage
Community Sponsor (In-Kind)	Equipment, prizes, hydration	Thank-you banner + recognition during award ceremony

### Examples of Sponsor Contributions

- Soccer Locker: gift cards, small gear prizes
- World of Soccer: match balls or cones
- Local soccer clubs: banners, training vouchers, promo codes

- Tuxedo Source for Sports: equipment discounts or cash contribution

These contributions help cover cost areas like balls, cones, hydration, volunteer snacks, and prize support.

## **Impact & Legacy**

The Stampede City 5v5 Street Soccer tourney will:

- Encourage active living
- Create an annual community tradition
- Bring more sports energy into downtown during Stampede
- Support KidSport Calgary
- Strengthen Calgary's growing soccer community

Long-term, I hope the event becomes a recognisable part of Stampede Week, with more teams, more spectators, and expanded community partnerships.