



A GUIDE TO: HOSTING A FESTIVAL

Thank you for choosing to host a Women's Soft Ball Cricket Festival! This is a great opportunity to get more women involved in cricket at your club. We're here to help you as much as we can, which is why we've created this; your guide to hosting a successful festival.

WE WILL...

PROVIDE all the marketing materials you need, including images, logos, social media materials, email templates, posters and more

LEND you kit, banners and festival signage for use on the day

HELP you through the organisation and delivery of your Soft Ball festival, being on hand to answer questions and helping you put together a plan of action

TRAIN your club's 'Soft Ball Champion', giving them with all the information and skills required to run a successful festival

PROMOTE your event through social media by sharing your posts

MANAGE the online booking system, giving you regular updates about sign-up

FEEDBACK and insights about Women's Soft Ball Cricket Festivals will be gathered from participants, analysed and passed to you

YOU WILL...

IDENTIFY a lead volunteer to act as a point of contact and attend any free training sessions

MARKET the festival to women already connected to your club, including existing members, wives, girlfriends, mums, supporters, neighbours etc.

PROVIDE enough volunteers to score and umpire as well as other tasks, activities, BBQs etc.

GATHER and pass on to us, using the google form provided, details of any women who turn up to your festival, without signing up online

WELCOME women to a fun and friendly Festival; encompassing what Women's Soft Ball Cricket is all about. From running the games, to activities off the pitch, the atmosphere should be relaxed inclusive and pressure-free. Some great examples of clubs achieving this include providing free prosecco/soft drinks, playing music, hiring bouncy castles and drafting in the help of local businesses who have something great to offer

We want to make sure you have everything you need to host a successful Women's Soft Ball Cricket Festival, so if you have any questions or require additional help from us, please get in touch with our Women's Soft Ball Cricket Lead, Lara Johnson.

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