



# Before the Festival

## Hosting a Women's Softball Festival

Marketing the festival:



- Where and when will your festival take place?
  - Cricket club? Other sporting venue?
- Who is going to attend your festival?
  - Parents of youth members? Current players? Local sports clubs? Local press?

Online advertising



- Posting on social media and online
- Linking with other clubs and social groups to promote festival across different markets

Signing Up



- Create an online sign-up list and encourage all ladies taking part to sign up prior to the festival (Signing up in advance helps preparation as you know roughly how many to cater for)





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# During the Festival

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### Rules



- Decide on what format you will be playing and a rota for who will play who, where, and when (can be easily tailored)
- Each pitch will require an umpire/coach to help with the rules and scoring

### Equipment



- Check you have the necessary stumps, cones, bats, and balls prior to playing – Suffolk cricket can help with this if necessary
- Register everyone on arrival to the festival, including necessary contact details (COVID compliant)



### Play cricket!

- Let the festival run and enjoy the day!







# After the Festival

## Hosting a Women's Softball Festival

Talk to players



- During and after the festival is the best time to get feedback on what everyone enjoyed and could be improved on
- Did the ladies have fun? Would they like to do it again? What format would they like to play? Is anyone interested in trying hardball cricket?

Running your next festival?



- How do you think the festival went? Would you be interested in organising another?
- Contact players after the event to congratulate on taking part and ask if they would be interested in attending your next event

