



How to Run a “Day of Play”

Encouraging Youth Sports Participation in Your Community

What is a Day of Play?

A “Day of Play” is an opportunity for organizations to engage local families and children by hosting a fun, dynamic sports-based event which promotes physical activity, community connection, and FUN!



Reducing the Barriers to Play

The benefits of involvement in youth sports are numerous. but not enough children have the opportunity to play as there are a number of barriers to entry to sport, including cost, transportation and awareness. Your organization can make an impact by designing your own “Day of Play” and creating opportunities for kids where you live.



Why Run a Day of Play?

Encouraging Sports Participation in Your Community



Opportunity to Sample Sports

The Day of Play concept can be modified to fit community and organization needs, but ideally the event provides youth in the community with an opportunity to sample a variety of different sports through organized sports-specific stations and game-based activities.



Open To All Kids, "Free" Play

Typically there is a fee involved with being enrolled in a sports season. By creating a free, no-cost, community event, you can provide the opportunity for a child to play who might not have played sports before, and it's is a great way to connect with youth and families and demonstrate your organization's investment in the community.



6 Steps to Running Your Own Day of Play

1

Sports Coaches/ Volunteers

these individuals will help facilitate the sport-specific stations, operate check-in/out for the event, and ensure the safety of participants

2

Facility Space

ideally, the event will take place outdoors at a local park or sports complex which is accessible for community members.

3

Participants

the hosting organization can set parameters regarding age of youth who can participate in the event. We recommend the event for ages 6-12 years.

4

Marketing

create marketing materials for the event and spread the word! We recommend reaching out and distributing flyers to local schools, community centers, libraries, and other local youth serving organizations.

5

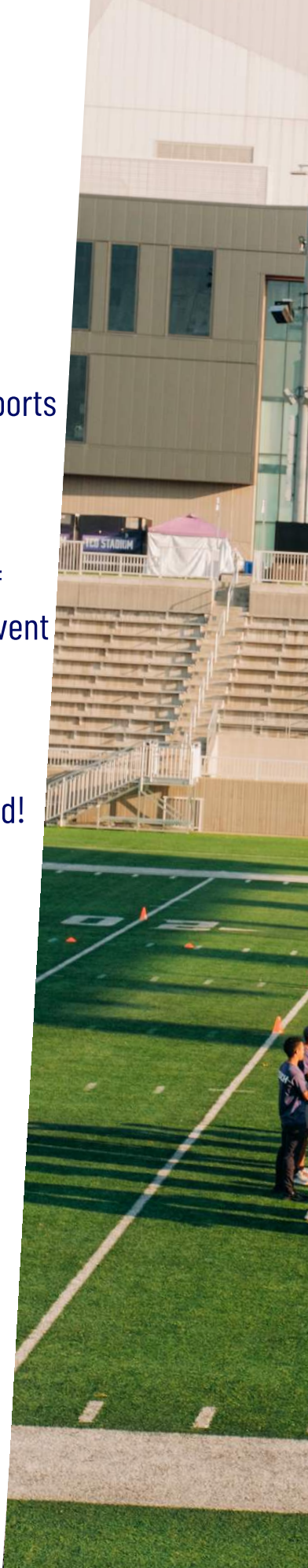
Structure

We've seen most success operating this as a single day event, traditionally on a weekend, for three consecutive hours in the morning (9am-12pm). Participants can rotate around stations every 45-50 minutes - allowing them the opportunity to experience three different sports opportunities over the course of the event.

6

Equipment

the hosting organization will provide all sports equipment needed for athletes to participate. To ensure equitable opportunity for all, no additional equipment should be required for participation.





4 Ways to Make Your “Day of Play” Special

4 Tips to make your event special:

1. Collaborate with Community Partners

see if there are other local organizations who can provide in-kind donations (i.e. local baseball team can donate free tickets, etc.) or who would like to have a presence at the event.

2. Provide Food

even providing small snacks helps ensure participants have the energy to continue playing for the full three hours.

3. Provide Swag

does your organization have extra promo items lying around (i.e. shirts, cinch bags, sunglasses, etc.)? Use this event as a marketing tool to distribute some goodies and boost brand recognition!

4. Promotional Materials

if your organization hosts other upcoming events or has registration opportunities, create a flier and distribute it at the event so folks are in the know!





Make a Lasting Impact



Install a Community Ball Box

To make your "Day of Play" even more fun, create a lasting special space for young athletes in your community by installing a Community Ball Box at a local park, recreation space, or sports complex.

To Access Community Ball Box Plans or Inquire about a kit visit: stacksports.com/community-ball-box



Why Community Ball Boxes?

The Community Ball Box is designed to increase participation in sport through the simple act of sharing a ball.

Each #CommunityBallBox

- creates 520 "Free Play" opportunities
- 33 new youth soccer players
- Improves community spaces

