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BC SCHOOL SPORTS
ATHLETIC DIRECTORS
SUMMIT

October 23-24, 2026
Richmond, BC

Beyond the Bracket: Creating Exceptional Tournament Experiences

Presenter

October 23-24, 2026
Richmond, BC

Gerald Lambert

Southridge School
20+ Years

Contact:
glambert@southridge.ca

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October 23-24, 2026
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Shannon Klassen

BC School Sports
Sport-Director

Contact:
sklassen@bcschoolsports.ca

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The Secret!

- **STEAL! Take away what you like, not what you don’t like**
- **Net Working – Seeing is believing**
- **Olympics – It’s about the student-athletes and all the teams**
- **Small things matter – What will they remember?**
- **Make big things bigger – Ceremonies & Banquet**
- **Coaches – Say THANK YOU!**

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What I Remember

People may forget what you said or what you did, but people never forget how you made them feel

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The Olympic Creed

“ The most important thing in the Olympic Games is not to win but to take part, just as the most important thing in life is not the triumph but the struggle. The essential thing is not to have conquered but to have fought well.”

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What Matters Most

Design every touchpoint around the experience people carry home.

01

RESORT

- Website

02

FIRST IMPRESSIONS

- Website
- Venue(s)
- Banquet

03

THE TEAM

- Volunteers
- Officials
- Sponsors

04

COACHES

- Coaches Meeting
- Coaches Room
- Coaches Food
- Part of the championships

05

THE BIG ONE

- Coaches Package
- Athletes Packages
- Awards — POG, MOP, Spirit, “RUDY” & Falcon
- Draws / Door prizes and more prizes

06

FINAL TOUCHES

- Decorations
- Signs
- Posters
- Flags
- Team Pictures

> **Seasons end, but memories last a lifetime.**

Create the moments worth carrying forward.

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Event Logos

- Creates a distinct, memorable identity across signage, apparel, awards, and promotions
- Builds pride and belonging, making the event feel special to the athletes







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Coaches Matter Too

- **Treat the coaches like VIP’s! with surprise swag bags packed with event goodies**
- **Put the coaches in the spotlight! With half-court shots, serving challenges, dance offs, and more!**



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Celebrate Every Athlete

- **Surprise every athlete! With swag bags and gifts that make the event unforgettable**
- **Celebrate standout moments! With Player of the Game, Spirit, and Rudy awards at closing ceremonies.**

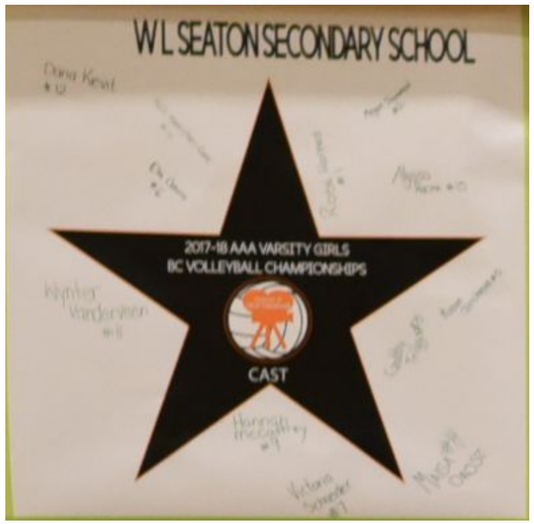


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Turn Up the Venue

- Create a grand entrance: red carpet, welcome signs, logos, posters, flags, doors and windows dressed up
- Bring the gym to life: team signs, slogans, themes, yearbook moments, sponsor recognition
- Showcase team pride: customize team benches and scoreboards with team names, mascots, and stuffed animals







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Recognition They'll Remember

- Unite the host committee with event shirts that build pride and team identity
- Recognize the event-day crew- scorekeepers, lines people, site coordinators and volunteers
- Donation Requests – lean on the local community



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Opening Energy, Closing Memories

- Opening Ceremonies
  - Procession of Athletes
  - O’Canada & Land Acknowledgement
  - Speeches
  - Live Performance
  - Contest/Ice Breaker
- Closing Ceremonies
  - Music
  - Standard Awards
  - Thank you speeches
  - Gift to Volunteers/Committee
  - Door Prizes – one per team

Mini Ball or Stick signed by team and presented to the coach

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More than a Meal

- **Bring a theme to life: use décor, live music, student performers or a DJ**
- **Make it Interactive: dance offs, scavenger hunts, family feud, lip sync battles**





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Banquet Performances



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Banquet Performances



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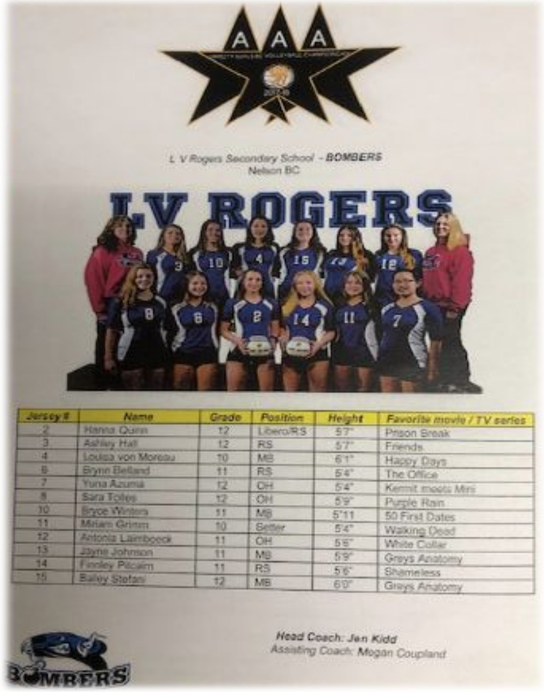
Banquet The Show! Gold Medal Match!

- **Make the audience a part of the show**: add play-by-play commentary, music, and high energy interaction
- **Invite everyone to compete:** include athletes, coaches, and parents in dance offs, serving contests, minute to win it
- **Give them something to cheer for:** offer creative prizes – from pizza and donuts to six-foot subs

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Finishing Touches That Matter

- Make it personal: feature favorite shows or pro athletes in the program, add accreditation or bag tags
- Make it feel professional: add branded credentials, polished keepsakes and livestreams for supporters



Jersey #	Name	Grade	Position	Height	Favorite movie / TV series
2	Hanna Quinn	12	Libero/RS	5'7"	Prison Break
3	Ashley Hall	12	RS	5'7"	Friends
4	Louisa von Moreau	10	MB	6'1"	Happy Days
6	Brynn Belland	11	RS	5'4"	The Office
7	Yuna Azuma	12	OH	5'4"	Kermit meets Mini
8	Sara Tolles	12	OH	5'9"	Purple Rain
10	Bryce Winters	11	MB	5'11	50 First Dates
11	Miriam Grimm	10	Setter	5'4"	Walking Dead
12	Antonia Laimboeck	11	OH	5'5"	White Collar
13	Jayne Johnson	11	MB	5'9"	Greys Anatomy
14	Finley Pitcairn	11	RS	5'6"	Shameless
15	Bailey Stefani	12	MB	6'0"	Greys Anatomy

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How to Stand Out!



Questions?