





# Competition Event Prep & Marketing Timeline for Gyms

## Overview

This guide provides a concise framework for general managers and competition organizers, detailing staff roles, event timelines, and preparation steps to host a USPK-sanctioned competition.

### Event Resources

- [Host Gym Info Packet 2026](#)
-  [USPK Parkour Competition Rulebook v2.0.pdf](#)
-  [Score Sheets](#)
- [Host Gym Revenue Share Policy](#)

### Marketing Documents

- [USPK Assets](#) - Includes USPK logo, branding, brand colors, etc.

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# Marketing Timeline

## 6 Weeks Before Competition

- Announce event on social media, website, and gym notice boards.
- Brief staff on event details and encourage promotion.

## 5 Weeks Before Competition

- Post “Meet the Judges” or behind-the-scenes content.
- Start a social media countdown.

## 4 Weeks Before Competition

- Share competition details via email and social media.
- Post FAQs at the gym.

## 3 Weeks Before Competition

- Share past participant testimonials.
- Announce sponsors and prizes.

## 2 Weeks Before Competition

- Post registration deadlines and preparation updates.
- Host a staff walkthrough or mock competition.

## 1 Week Before Competition

- Final countdown on all platforms.
  - Share logistical details (parking, schedule, rules).
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# Event Prep Timeline

## 6 Weeks Before Competition

- Design courses and promote the event.
- Brief staff and coaches.

## 5 Weeks Before Competition

- Finalize Freestyle layout.
- Confirm viewing areas for spectators.

## 4 Weeks Before Competition

- Set up Skill Challenges.
- Confirm staff roles.

## 3 Weeks Before Competition

- Train staff on responsibilities and review event diagrams.

## 2 Weeks Before Competition

- Test staff knowledge and re-train as needed.

## 1 Week Before Competition

- Conduct final promotions and prepare event materials.

## Day of Event

- Finalize setup and confirm paperwork completion.
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## Event Schedule

**Duration:** 7 hours (10:00 a.m. - 5:00 p.m.)

- 1. Setup & Introduction (30 min)**
  - Final equipment check.
  - Welcome speech and rule explanation.
  - Warm-up session (5-10 min).
- 2. Skill Round (2 hrs)**
  - Format: Up to 6 Skill Challenges.
  - Run Time: 100 participants (1 min each = 100 min).
  - Buffer: 20 min for judging and transitions.
  - **Awards Ceremony:** 12:30 - 12:45 p.m.
- 3. Speed Round (2 hrs)**
  - Format: Timed courses.
  - Run Time: 100 participants (45 sec each = 75 min).
  - Buffer: 15 min for scoring and technical issues.
  - **Awards Ceremony:** 2:45 - 3:00 p.m.
- 4. Style Round (2 hrs)**
  - Format: 10-30 second routines scored on execution, composition, and difficulty.
  - Run Time: 100 participants (1 min each = 100 min).
  - **Awards Ceremony:** 4:45 - 5:00 p.m.

### Key Considerations:

- Ensure smooth transitions and adherence to judging criteria.
  - Address tie-breakers with buffer time.
  - Maintain safety protocols throughout the event.
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## Roles and Responsibilities

Roles can be performed by either gym staff or volunteers. The gym will **decide whether individuals are suitable for handling multiple responsibilities** during the event.

## Competition Director/Coordinator (1)

- **Role:** Oversees event timeline, announcements, and athlete coordination.
- **Responsibilities:**
  - Explain events to the audience and athletes.
  - Manage event flow and address scheduling issues.
  - Ensure fairness in collaboration with the Chief Judge.
- **Qualifications:** Knowledge of USPK rules and prior event management experience.

## Athlete Liaison (1)

- **Role:** Main point of contact for athletes.
- **Responsibilities:**
  - Address athlete inquiries and minimize disruptions.
  - Provide guidance throughout the event.

## Administrative Staff (1-2)

- **Role:** Manage check-ins, waivers, merchandise, and refreshments.
- **Responsibilities:**
  - Ensure all competitors complete paperwork.
  - Handle sales and attendee logistics.

## Course Design Team

- **Role:** Create Speed Courses, Skill Challenges, and Freestyle layouts.
- **Responsibilities:**
  - Design courses adhering to USPK safety and accessibility standards.
  - Mark out-of-bounds areas and ensure equipment meets safety guidelines.
- **Qualifications:** Experienced parkour coaches familiar with USPK layout guidelines.

## Judges and Coaches

- **Skill Judges (3-6):** Score Skill Challenges and oversee practice sessions. Must have parkour experience and knowledge of scoring criteria.

- **Speed Course Coaches (3-6):** Time runs, track scores, and manage athlete lineups.
- **Freestyle Judges (3):** Evaluate performances based on execution, composition, and difficulty. Must have competitive or coaching experience.

### **Medical Officer (1)**

- **Role:** Provide on-site first aid and manage injuries.
- **Qualifications:** Certified in first aid/CPR/AED. Must be clearly identifiable.

### **Marketing Lead (1)**

- **Role:** Promote the competition and coordinate outreach.
- **Responsibilities:**
  - Manage social media campaigns, email newsletters, and local outreach.
  - Collaborate with staff to highlight event details and updates.
  - Coordinate marketing content, including sponsor promotion and athlete highlights.

### **[Optional] Additional Volunteers**

- **Role:** Assist with miscellaneous event organization, area maintenance, and Speed Course support.