

Reno Sparks Visitors Authority Jam On It Tournaments



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Agenda



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Introduction



- **Jam On It is a federal 501c 3 non profit program dedicated to the the development of youth sports.**
- **Jam On It has a partnership with the Reno sparks visitors authority that includes using the Reno convention center for tournaments.**
- **Using a strong network of volunteers and event staff, Jam On It has the ability to run top notch tournaments.**
- **Jam On It has a partnerships with the volleyball festival that include using sport courts.**

Partnership



Reno-Tahoe basketball complex

“Let the games begin!”

- **RSCVA – provide facilities and services for Jam On It tournaments at reduced cost.**
- **Jam On It – manage all aspects of the tournaments. Teams must stay in designated hotels**
 - **Facility usage contained to only need space**
 - **Work around major conventions and events**
 - **Equipment must be totally portable**
 - **Follow RSCVA guidelines**
 - **Solicit national and regional events**
 - **Travel & entertainment packages**

Future Partners



- Establish long term partnership with the city of Reno.
- Financial sponsorship of a wood floor.
- assist with the marketing, staffing and solicitation of vendors.

Project Description



Host local, regional, and national tournaments at the Reno-Sparks Convention Center. Jam On It tournaments will have a one-stop shop mentality.

Teams will be able to...

- Have all the games at one location
- Watch other teams play
- Participate in educational and sportsmanship sessions
- Reduce the amount of travel time to and from gyms
- Have an easy check in procedure

Project Description Con't



Tournament host will be able to...

- Monitor multiple courts
- Have 1 location to check admissions
- Have 1 location for registration
- Create an enthusiastic atmosphere
- Run separate tournaments at 1 time
- Isolate various age groups and teams

Opportunities



Due to the lack of gymnasiums and the rising cost of gyms, tournament directors, coaches and administrators are looking for ways to reduce the cost of hosting and attending tournaments. Having the entire tournament under one roof is an awesome concept.

Savings for the tournament director are...

- Reduced cost of staff and site directors
- Reduced cost of communications
- Rental cars
- Entertainment packages

Benefits for parents...

- Opportunity to watch other teams and brothers/sisters play
- Food court
- Entertainment room (bounce house, video games, etc.)

Market



- Youth and adult sports are continually growing. The RTBC in Reno, NV is an excellent location for tournaments.

“America’s adventure place.”

- Invitational and national tournaments are the focus. Northern California will continue to serve as the primary market. The expansion of adult tournaments will be a major focus for the RTBC.

Services Offered

Bring Your Tournament to the RTBC



Full service tournament program

- Marketing
- Gym space
- Janitorial
- Game management (score keepers, timer, announcer)
- Setup & cleanup
- Evaluation
- Game and official scheduling
- Accommodations (hotel and travel)

- Partnership program.
 - Collaborate w/ the RTBC.
 - Negotiate responsibilities.
- The RTBC will not “rent facility.” All events will be coordinated with RTBC utilizing jam on it basketball academy.
- Concession, parking and gate are not negotiable.

About the Director



- **Matt Williams is the CEO of Jam On It Basketball Academy and is the Governor of the Pacific Amateur Athletic Union (AAU). (AAU is the largest governing body for youth sports). Matt is also on the Executive Board for the Amateur Athletic Union. Some of his responsibilities include: serving as the tournament director for local, regional, and national tournaments.**
- **Matt Williams founded Jam On It academy in 1992. The academy is a full service basketball program. Programs include camps, clinics, traveling teams, leagues, consulting, lesson, gym rental, and tournaments. While playing basketball at the University of Nevada, Reno, Matt earned degrees in social work and communications.**

Capital Equipment



Portable wood floor

Jam On It Owns 5 Regulation Portable Wood floors

Sport courts

Rent floors from the Volleyball Festival

- Portable baskets: portable basket units with full size backboards (60)
- Table top digital scoreboards (30)
- Storage trailers on wheels (Three 53' Vans)

Future Plans & Improvement



Future plans

Jam On It aggressively
Go after grants and
Sponsors as well as look
To expand to other
Markets.

Improvements

- More wood floors
- Updated equipment
- Marketing
- More hotel partners