

Event timeline

What to do 12 weeks, 8 weeks, 4 weeks, and event week.

Field note: The calmest events do not have fewer tasks. They have fewer surprises because the team knows which decisions need to be made early.

12 to 8 weeks out

- | | | |
|--|--------------|------|
| <input type="checkbox"/> Confirm course and format | Owner: _____ | Done |
| <input type="checkbox"/> Set packages and prices | Owner: _____ | Done |
| <input type="checkbox"/> Build sponsor target list | Owner: _____ | Done |
| <input type="checkbox"/> Create public event page | Owner: _____ | Done |

8 to 4 weeks out

- | | | |
|--|--------------|------|
| <input type="checkbox"/> Open registration | Owner: _____ | Done |
| <input type="checkbox"/> Confirm sponsor commitments | Owner: _____ | Done |
| <input type="checkbox"/> Collect logos and artwork | Owner: _____ | Done |
| <input type="checkbox"/> Recruit volunteers | Owner: _____ | Done |

4 to 1 weeks out

- | | | |
|---|--------------|------|
| <input type="checkbox"/> Push registration reminders | Owner: _____ | Done |
| <input type="checkbox"/> Confirm food and timing | Owner: _____ | Done |
| <input type="checkbox"/> Draft team list | Owner: _____ | Done |
| <input type="checkbox"/> Prepare auction or raffle plan | Owner: _____ | Done |

Event week

<input type="checkbox"/> Lock roster	Owner: _____	Done
<input type="checkbox"/> Assign teams and starts	Owner: _____	Done
<input type="checkbox"/> Print QR kit	Owner: _____	Done
<input type="checkbox"/> Brief volunteers and committee	Owner: _____	Done

What repeat organizers remember

- Open registration earlier than feels comfortable.
- Treat sponsors as a timeline, not a last-minute revenue push.
- Event week should be confirmation, printing, and briefing.

Tip: add owner names and dates before sending this to your committee. A checklist becomes useful when someone is responsible for each line.