

Sport Event Management and Promotion

Planning – Event Timelines

The importance of planning

- “Bad planning on your part does not constitute an emergency on my part.”
- **He who fails to plan, plans to fail.**
- When planning for a year, plant corn. When planning for a decade, plant trees. When planning for life, train and educate people.” – ancient Chinese proverb
- “It pays to plan ahead. It wasn’t raining when Noah built the ark.”
- **“Expect the best, plan for the worst, and prepare to be surprised.”**

Establishing Timelines

Who is going to do **what** **when**.

Event Planning Process: Overview

- Sports event managers spend more time planning than actually executing an event



- Planning and building a team to execute the strategies and tactics go hand-in-hand

Your Project requirements

- Event proposal (Quick facts sheet)
- Event timelines (monthly, event day)
- Marketing plan
- SWOT analysis
- Budget
- Sponsorship proposals
- Contingency plans

Big Pieces

- Appoint the organizing committee
- Set clear objectives for the event
- Have a brainstorming session to gather ideas
- Propose locations/venues and dates
- Conduct preliminary site examination and recommend the best venue based on location, accessibility, suitability, infrastructure and facilities
- Draft quick facts sheet with proposed date/time, venue, program and activities
- Book the venue
- Propose the celebrity or charity for the event

Next steps

- Develop an event budget
- Develop side products
- Create a day of schedule of events
- Define staffing needs
- Sell sponsorships
- Book entertainment
- Advertise and promote the event to fans and non-fans
- Recruit, train and orient staff
- Setup and install the event
- Disassemble and move out the event
- Document the event for future sponsorship sales efforts
- Post event SWOT analysis

General principles:

- Avoid having to do things twice.
- Leave space (margin) for unforeseen delays.
- Keep budget cycles in mind in the timing of trying to obtain sponsors. When are schedules set when dealing with sports teams and celebrities?
- Confirm and verify your plans and timelines with everyone involved

Event Planning Process: Overview

- The **elementary task list** will form a list of deadlines for the event
- Use **Critical Task Analysis** to flesh out the needs for completing each task by the set deadlines
- Create an event timeline based on how you want your final product to look
- Create a month by month timeline (18-10 months)
- Remember your plans must reflect the goals of your event

Exploding Elementary Tasks

Develop an Event Budget

Research & Planning

- Identify key cost categories (venue, staff, referees, marketing, equipment, etc.)
- Research venue costs and negotiate contracts
- Estimate costs for travel, accommodation, and food
- Explore sponsorship and funding options

Budget Drafting & Adjustments

- Create an initial budget draft
- Identify funding gaps and adjust accordingly
- Secure financial commitments from sponsors and stakeholders

Approval & Finalization

- Present the budget for approval
- Adjust based on feedback and finalize

Monitoring & Adjustments

- Track expenses against the budget
- Make real-time adjustments if needed

Develop Side Attractions & Activities

Concept Development

- Define objectives for side events (fan engagement, revenue generation, etc.)
- Brainstorm potential attractions (skills contests, dunk contests, halftime shows, fan zones, etc.)

Logistics & Feasibility Study

- Evaluate the feasibility of ideas (costs, logistics, approvals)
- Select final attractions and develop implementation plans
- Begin reaching out to vendors, performers, and sponsors

Planning & Execution

- Secure contracts with vendors and entertainers
- Coordinate logistics (scheduling, staffing, security)
- Begin promotional activities for side attractions

Final Adjustments & Event Day Execution

- Finalize all details and conduct test runs
- Ensure integration with the main event
- Execute activities on event day

Exploding Elementary Tasks

1 Event Proposal (Quick Facts Sheet)

- Define key event details
- Outline event goals and objectives
- Identify the target audience

2 Event Timelines

- Develop a monthly planning timeline
- Create a detailed event-day schedule

3 Marketing Plan

- Identify target audiences and key messages
- Plan promotional strategies (social media, posters, partnerships)
- Set up ticketing and registration

4 SWOT Analysis

- Identify strengths, weaknesses, opportunities, and threats

5 Budget

- Estimate costs and revenue sources
- Allocate funds to different event areas
- Monitor and adjust as needed

6 Sponsorship Proposals

- Identify potential sponsors
- Develop sponsorship packages
- Pitch to sponsors and secure commitments

7 Contingency Plans

- Plan for venue, weather, or logistical issues
- Establish emergency response protocols
- Create a backup vendor and staffing plan

Creating a Critical Dates Calendar

- Create preliminary deadlines for each elementary task chronologically, starting from the bottom and working backwards
- Identify start dates, allowing proper time to complete each task
- Some tasks with similar deadlines will take longer than others to complete
- The evaluation of tasks and their timelines is called **Critical Task Analysis**

Month	Task	Start Date	Completion Date
August	Define budget categories, research venue costs, brainstorm side attractions	2024-08-15	2024-08-31
August	Research sponsorship and funding opportunities	2024-08-20	2024-09-10
September	Research travel, accommodation, and food costs	2024-09-01	2024-09-15
September	Identify and estimate costs for side attractions	2024-09-05	2024-09-20
September	Research and contact potential sponsors	2024-09-10	2024-09-30
October	Draft preliminary budget, categorize costs	2024-10-01	2024-10-10
October	Start reaching out to vendors for side attractions	2024-10-05	2024-10-25
October	Review budget estimates, identify areas to adjust	2024-10-15	2024-10-30
November	Refine side attraction list, evaluate feasibility	2024-11-01	2024-11-10
November	Finalize initial budget version, assess financial gaps	2024-11-05	2024-11-20
November	Continue sponsor discussions, confirm potential commitments	2024-11-15	2024-11-30
December	Secure major financial commitments from sponsors	2024-12-01	2024-12-15
December	Finalize budget draft	2024-12-05	2024-12-20
December	Finalize selected side attractions, draft detailed execution plans	2024-12-10	2024-12-31
January	Submit budget for approval	2025-01-01	2025-01-10
January	Secure contracts for major side attraction vendors	2025-01-05	2025-01-15
January	Adjust budget based on feedback, confirm funding sources	2025-01-15	2025-01-31
February	Coordinate logistics for side attractions	2025-02-01	2025-02-15
February	Confirm final vendors, sign agreements	2025-02-10	2025-02-28
March	Begin marketing and promotion for side attractions	2025-03-01	2025-03-10
March	Finalize competition and side attraction schedule	2025-03-05	2025-03-20
March	Begin recruiting and training event staff/volunteers	2025-03-15	2025-03-31
April	Conduct test runs for logistics (venue walkthrough, security checks)	2025-04-01	2025-04-10
April	Adjust side attraction logistics based on test results	2025-04-10	2025-04-20
April	Confirm all final side attraction details	2025-04-20	2025-04-30
May	Final event preparations, double-check contracts	2025-05-01	2025-05-10
May	Finalize transportation, accommodations, and hospitality for key participants	2025-05-05	2025-05-20
May	Final coordination meetings with all stakeholders	2025-05-15	2025-05-31
June	Final confirmation of all logistics, venue setup begins	2025-06-01	2025-06-10
June	Staff and vendor briefings, security walkthroughs, rehearsals	2025-06-10	2025-06-14
June	TOURNAMENT DAY! Execute event and side attractions	2025-06-15	2025-06-15

Create a 10-18 month timeline

- The planning process is the foundation for successfully executing any event
- Critical analysis of tasks, deadlines, responsibilities and organizational needs is essential
- Be flexible with dates as you explode your task lists and calendars
- Be prepared to readjust deadlines to accommodate these secondary tasks

Detailed examples can be found in **An Insider's Guide to Managing Sporting Events**

Event Day Timelines

A well-structured event day schedule ensures that all aspects of the event run **smoothly**, **efficiently**, and **on time**.

- **Avoid confusion** – Clear timelines prevent scheduling conflicts and delays.
- **Coordinate teams, officials, and staff** – Ensures everyone knows where they need to be.
- **Optimize resources** – Courts, equipment, and personnel are used efficiently.
- **Improve spectator experience** – Fans get a seamless, well-paced event.
- **Prepare for contingencies** – Allows for buffer time in case of delays or issues.

Steps for Creating an Event Day Schedule

1 Define Key Activities

List all essential components of the event:

- Team check-ins
- Warm-ups
- Game start times
- Halftime breaks
- Side attractions (e.g., dunk contest, music, fan engagement)
- Awards ceremony
- Cleanup and wrap-up

2 Set Time Blocks for Each Activity

Assign realistic time durations for each task:

- Game duration (including overtime allowance)
- Transition time between games
- Media interviews or sponsor acknowledgments
- Breaks for players, referees, and staff

3 Identify Overlapping and Support Tasks

Ensure that key tasks run in parallel where possible:

- Volunteer check-in and setup during early morning prep
- Marketing and media coverage during warm-ups and halftime

Cleanup crew working between game transitions

4 Assign Responsibility

Determine who is in charge of each task (staff, referees, announcers, etc.).

Have a clear communication plan in case adjustments are needed.

5 Build in Buffer Time

Add extra time for unexpected delays:

- 5-10 min between games for smooth transitions
- Emergency slots in case of game delays
- Breaks for referees and staff

6 Create a Final, Detailed Schedule

Format it clearly (table, spreadsheet, mobile-accessible).

Share it with all stakeholders (teams, officials, volunteers).

If you are running a tournament, then you need a game and field/court schedule.

Ultimate tournament schedule

ELITE POOL 1

Mixed Cake Masters USA
Liver Buds Oakland, Minneapolis
Politely F-ing Canadian Toronto, BC, Canada
View From Above Long Beach, CA
Schwino Oregon

TIME	Field 4-A	Field 4-B	Bye
10:00 - 11:15	1 v 3	2 v 4	5
11:25 - 12:40	1 v 5	3 v 4	2
12:50 - 2:05	4 v 5	2 v 3	1
2:15 - 3:30	1 v 4	2 v 5	3
3:40 - 4:55	1 v 2	3 v 5	4

ELITE POOL 2

1 **Globo Gym** Bay Area, CA
 2 **North American Spotted Catbears** Has-beens, USA
 3 **Fried or Fertilized** Washington
 4 **Tomfoolery** Fremont, CA
 5 **Beached Whales** Minneapolis, MN

	TIME	Field 6-C	Field 6-D	Bye
1	10:00 - 11:15	1 v 3	2 v 4	5
2	11:25 - 12:40	1 v 5	3 v 4	2
3	12:50 - 2:05	4 v 5	2 v 3	1
4	2:15 - 3:30	1 v 4	2 v 5	3
5	3:40 - 4:55	1 v 2	3 v 5	4

ELITE POOL 4

Cool Muscles CA/West Coast
ManBeerPig California, Pennsylvania, Colorado, Tennessee
All-Star Beach Ultimate Tour 2016 New York, NY
Downtown Brown DTB
CUT Camp Chicago, IL

TIME	Field 2-A	Field 2-B	Bye
10:00 - 11:15	1 v 3	2 v 4	5
11:25 - 12:40	1 v 5	3 v 4	2
12:50 - 2:05	4 v 5	2 v 3	1
2:15 - 3:30	1 v 4	2 v 5	3
3:40 - 4:55	1 v 2	3 v 5	4

ELITE POOL 5

1 **Team ERIC 1** mERICa
 2 **Prop Joe's Eastside Hustlers** California
 3 **Humiliswag** Ocean City, MD
 4 **Good Job, Jenny!** Palo Alto, CA
 5 **All-Star Tourists** All over the USA

	TIME	Field 3-C	Field 3-D	Bye
1	10:00 - 11:15	1 v 3	2 v 4	5
2	11:25 - 12:40	1 v 5	3 v 4	2
3	12:50 - 2:05	4 v 5	2 v 3	1
4	2:15 - 3:30	1 v 4	2 v 5	3
5	3:40 - 4:55	1 v 2	3 v 5	4

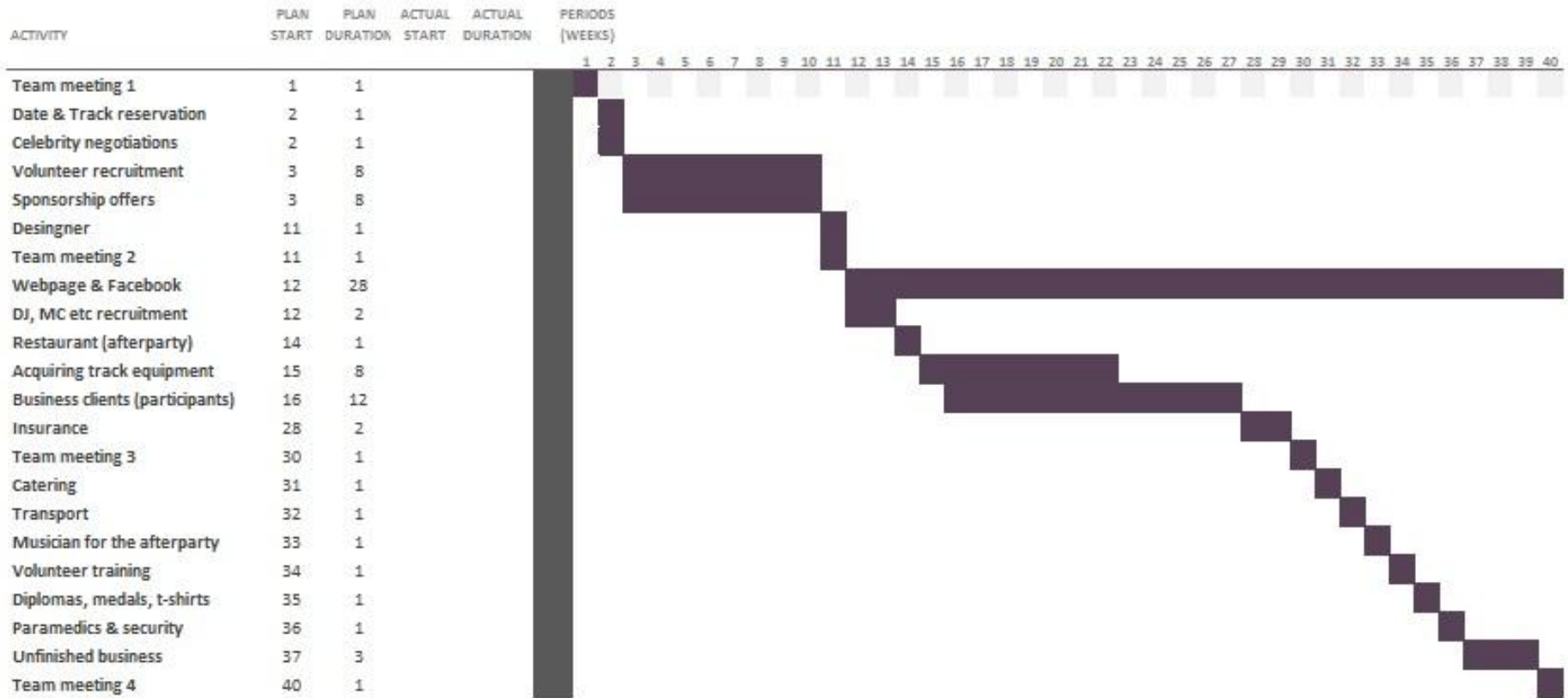


March	April	May	June
<p>Send letters to potential teams.</p> <p>Negotiate host sight details. (Hotel and arena)</p> <p>Negotiate airline sponsor.</p> <p>Update website.</p> <p>Create fan recruiting brochure.</p> <p>Create cover letters for teams, parents, fans, sponsors and corporate guests.</p> <p>Sign graphic marketers to work up sponsor marketing campaigns for event.</p>	<p>Recruit desired teams at Final Four.</p> <p>Sign hotel and arena contracts.</p> <p>Plan fun activities for teams.</p> <p>Plan community outreach event.</p> <p>Sign contract with celebrity guest.</p> <p>Plan opening banquet and ceremonies.</p> <p>Send press release announcing celebrity guest.</p>	<p>Sign desired teams.</p> <p>Reserve transportation at sight.</p> <p>Reserve all venue supplies - tables, podiums, tents, ect.</p> <p>Negotiate fun activities.</p> <p>Finalize top tier sponsors.</p> <p>Create contingency plans.</p> <p>Create brackets.</p> <p>Review budget.</p> <p>Recruit volunteers.</p> <p>Send first press release announcing signed teams.</p>	<p>Finalize second tier sponsors.</p> <p>Negotiate contingency options.</p> <p>First tier sponsorship revenues due.</p> <p>Mail fan recruiting brochures and cover letters to families of teams.</p> <p>Order gifts for teams (balls, bags, jackets, t-shirts).</p> <p>Order corporate polo shirt gifts; sellable shirts and jackets; give-away t-shirts.</p> <p>Order banquet menu.</p> <p>Send press release announcing first tier sponsors.</p>
August	September	October	November
<p>Get all paperwork to schools.</p> <p>Reserve plane tickets.</p> <p>Visit host sight for final details confirmation.</p> <p>Set up community outreach event.</p> <p>Visit each attending team.</p> <p>Third tier sponsorship revenues due.</p> <p>Finalize brackets.</p> <p>Recruit corporate guests from corporate basketball leagues.</p> <p>Send press release announcing third tier sponsors.</p>	<p>Buy plane tickets.</p> <p>Paperwork back from schools. (Waivers, birth certificate copies, insurance applications...)</p> <p>Buy insurance.</p> <p>Send press release announcing community outreach event.</p> <p>Second press release announcing teams.</p> <p>Finalize marketing campaigns of event sponsors.</p> <p>Marketing signage completed and shipped to host sight.</p>	<p>Review contingency plans.</p> <p>Buy team and corporate welcome bag supplies.</p> <p>Plan airport runs.</p> <p>Third press release about teams with coaches anticipation quotes.</p>	<p>Assemble gear gift bags for teams.</p> <p>Assemble team and corporate welcome bags.</p> <p>Send press releases every 3 days leading up to event.</p>

Event preparation

Army run

Plan Complete



Event day schedule

7:30 - Check the bubble equipment

7:45- Meet with all the staff people and check the sound equipment, the publicity, the food staff and explain how to have to be all (orient volunteers)

8:30 – Meet with the players in the field's entry and do the players registration

8:45- Explain to the player the rules (referee) and try a little the bubbles

9:00 – Change the clothes and put the official equipment

9:15 – Warm up time

The matches are going to be two parts of 15 mins with 3 mins of rest between the parts and 2 mins to change the bubbles after the match, there are going to be two groups of 4 teams, both groups are going to play at the same time first 12 matches of group phase and then quarter finals, semifinals and finals. In the group phase the win is 3 points and draw 1 point.

9:30 - 1^o match in the group 1 and 2

10:05 – 2^o match in the group 1 and 2

10:40- 3^o match in the group 1 and 2

11:15 – 4^o match in the group 1 and 2

11:50 – 5^o match in the group 1 and 2

12:25 – 6^o match in the group 1 and 2

13:00- Give to the players the lunch that was prepared for them and count the points to know the opponents

14:13 - Say the opponents and the points

14:15 - 1^o Quarter final

14:50 - 2^o Quarter final

15:25 - 3^o Quarter final

16:00 – 4^o Quarter final

16:35 – 1^o Semifinal

17:10 – 2^o Semifinal

17:45 – Final

18:20 – Prices ceremony





National Exhibitions and Tournaments

11 W. Main Street • Cincinnati, Ohio 45202
(513) 621-1090 • FAX (513) 621- 1091

EVENT DATE(S) TIMELINE(S)

SUNDAY NOVEMBER 26, 2007

12:35 PM verify bus times for team pick-ups at airport for following day of team arrivals
12:50 PM verify hotel reservations/adequate space and rooms
2:00 PM site inspection of venue/identify any problem areas found/take pictures of all areas/record information
(1 hour)

MONDAY NOVEMBER 27, 2007

7:50 AM verify flights of incoming teams are on time/notify buses if not
8:00 AM verify buses will be on time to airport/in proper working condition
9:50 AM departure of buses for teams 1 and 2 to airport for pickup
10:10 AM arrival of buses for teams 1 and 2 at airport
10:20 AM arrival of teams 1 and 2 at airport/greeting of teams at baggage claim
10:35 AM departure of buses for teams 3 and 4 to airport for pickup
10:55 AM arrival of buses for teams 3 and 4 at airport
11:00 AM departure of buses for teams 1 and 2 to hotel
11:05 AM arrival of teams 3 and 4 at airport/greeting of teams at baggage claim
11:30 AM arrival of teams 1 and 2 at hotel/check-in
11:45 AM departure of buses for teams 3 and 4 to hotel
12:05 PM arrival of teams 3 and 4 at hotel/check-in
2:00 PM departure of buses for teams 5 and 6 to airport for pickup
2:20 PM arrival of buses for teams 5 and 6 at airport
2:30 PM arrival of teams 5 and 6 at airport/greeting of teams at baggage claim
3:10 PM departure of buses for teams 5 and 6 to hotel
3:30 PM arrival of teams 5 and 6 at hotel/check-in
3:45 PM departure of buses for teams 7 and 8 to airport for pickup
4:05 PM arrival of buses for teams 7 and 8 at airport
4:15 PM arrival of teams 7 and 8 at airport/greeting of teams at baggage claim
4:55 PM departure of buses for teams 7 and 8 to hotel
5:15 PM arrival of teams 7 and 8 at hotel/check-in



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TUESDAY NOVEMBER 28, 2007 (BANQUET/BRUNCH)

7:00 AM	verify kitchen and banquet hall use under preparation for banquet/brunch
8:00 AM	verify settings, tables, food tables, and decorations are in place
9:00 AM	registration/guests receive name badges and seating cards
9:30 AM	doors open to banquet/brunch
9:45 AM	guests seated
9:47 AM	emcee presents anthems of nations involved/everyone stands up
9:50 AM	welcome speech
9:55 AM	seated for brunch and 2 tables at a time of 10 at each end to buffet line
11:15 AM	emcee announces guest speaker
11:17 AM	guest speaker attends podium/races sits down
12:40 PM	guest speaker finished/sits down/emcee comes back to podium
12:42 PM	emcee thanks everyone for coming/gives explanation of community service "event" (?????????????)
12:47 PM	dismissal of guests
12:56 PM	give kitchen/banquet crew notice of banquet brunch completion

WEDNESDAY NOVEMBER 29, 2007

8:30 AM	security/maintenance/operations arrive/doors open for workers
9:00 AM	meeting with security, operations and others
9:35 AM	arrival of teams 1 and 2 for practice/shown to appropriate locker rooms and training room
10:00 AM	practice begins for teams 1 and 2 (different gyms)
12:15 PM	practice ends for teams 1 and 2
12:30 PM	teams 1 and 2 clear locker rooms and training room
12:40 PM	arrival of teams 3 and 4 for practice/shown to appropriate locker rooms and training room
12:50 PM	departure of teams 1 and 2 from facility
1:15 PM	practice begins for teams 3 and 4 (different gyms)
3:30 PM	practice ends for teams 3 and 4
3:45 PM	teams 3 and 4 clear locker rooms and training room
3:55 PM	arrival of teams 5 and 6 for practice/shown to appropriate locker rooms and training room
4:05 PM	departure of teams 3 and 4 from facility
4:30 PM	practice begins for teams 5 and 6 (different gyms)



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6:45 PM	practice ends for teams 5 and 6
7:00 PM	teams 5 and 6 clear locker rooms and training room
7:10 PM	arrival of teams 7 and 8 for practice/shown to appropriate locker rooms and training room
7:30 PM	departure of teams 5 and 6 from facility
7:45 PM	practice begins for teams 7 and 8 (different gym)
10:00 PM	practice ends for teams 7 and 8
10:15 PM	teams 7 and 8 clear locker rooms and training room
10:25 PM	departure of teams 7 and 8 from facility
10:30 PM	final site inspection before tourney begins following day/finalize any last problems/cleaning crew puts on finishing touches
11:30 PM	usher everyone out of facility/security locks doors

Sparta Hockey Game Day

[illegible]

Tampa Bay Lightning Pre-Game

WARMUPS												
N/S: L1 - PG Clock; L2 - L3 - Team Leaders/Matchup Stats						E/W: Bar - Team Leaders/Matchup Stats; GIP - Pregame Matchup w/ Clock						
END ZONE 1988: Warmup Clock / GIP / Time of Day / Next Game / Out of Town												
TIME	CLOCK	RT	SPYDER	#	ITEM	VIDEO	AUDIO	DAK WRAP	BAR/BKT	GOBOS	SPOTS	PIPES
6:29:00	16:00	16:00	SEAR		PG WARMUPS title (Lakewood Ranch) Players on Cam mix w/ Headshots 2018-19 Stats (Tombstones)	* CFIRE Cams w/CFIRE w/CG Keys	2018-2019 Warmup Mix	Lakewood Ranch	PG Team Leaders/ Stats 18-19			Blue Def.
					BOLTS NOTES title Bolts Notes 3/16 BOLTS NOTES title	CFIRE CG/Score Cam CFIRE		Lakewood Ranch				
					SPECTRUM LEAGUE LEADERS title 18-19 League Leaders 3/16 SPECTRUM LEAGUE LEADERS title	CFIRE CG/Score Cam CFIRE		Spectrum				
					NHL STANDINGS title NHL Standings 3/16 NHL STANDING title	CFIRE CG FULL CFIRE		Lakewood Ranch				
6:44:00	1:00	0:45			Players Finish Up PG WARMUPS title (Lakewood Ranch) ADVENTHEALTH 18-19	* Cams CFIRE CFIRE	PA wrap BIG THUNDER	Lakewood Ranch Advent Health				
PRE-GAME B												
N/S: L1 - PG Clock; L2 - Matchups; L3 - Rotate Messaging (Social); 50/50; Netting; Recycling; Parking; IRadio; Ticket Packages; FI Hospital 17-18; 50/50; NHL Scores*)												
END ZONE 1988: Warmup Clock / GIP / Time of Day / Next Game / Out of Town												
TIME	CLOCK	RT	SPYDER	#	ITEM	VIDEO	AUDIO	DAK WRAP	BAR/BKT	GOBOS	SPOTS	PIPES
6:44:45		0:45			BNN WEATHER 3/16	* CFIRE-S VIDEO		Spectrum	Netting	Slow Bally		Blue Def.
6:45:30		0:15		2	RUMFISH GRILL 106 Rumfish Grill B-Roll	CFIRE CFIRE	Music mix w/GREG	Rumfish Grill	PG Radio			
6:45:45		0:15		3	CHEERIOS ZAMBABI title Zambabi on Cam > TBD CHEERIOS ZAMBABI title	CFIRE Cams w/CG L3rd CFIRE	Music mix w/GREG	Cheerios	Netting		SPOT ZAMBABI	
6:46:00		0:15		4	CFA ICE CREW title Ice Crew on Camera	CFIRE Cams	Music mix w/GREG	Chick-Fil-A	Netting			
6:46:15		0:30			CHICK-FIL-A FAN ZAM Fan Zam on Cam > Kelly Keene & Guests CHICK-FIL-A FAN ZAM	CFIRE Cams w/CG L3rd CFIRE	Music mix w/GREG	Chick-Fil-A	Puck IP		Spot ZAM	
6:46:45		0:15		105	MOSAIC DONATIONS Current Total: \$88,000 MOSAIC LOGO FULL	CFIRE CG Full CFIRE	Music mix w/PA	Mosaic Goals 4 Food	50/50			
6:47:00		0:15		106	KANE'S STAMMER DONATION SETUP Current Total: \$25,750 KANE'S LOGO	CFIRE CG Full CFIRE	Music mix w/PA	Kane's Furniture	50/50			
6:47:15		0:15		5	KANE'S/PDQ SCORE 3 - SETUP	CFIRE	"Instrumental" mix w/GREG	Kane's/PDQ	50/50			
6:47:30		0:15		107	TIRE CHOICE TRIGGER PROMO - SETUP	CFIRE	Music mix w/PA	Tire Choice	Netting			
6:47:45		0:15		6	WENDY'S STICKS 4 STACKS - IF	CFIRE	"Instrumental" mix w/GREG	Wendy's	50/50			
6:48:00		0:15		7	BUD LIGHT KING AND QUEEN title King & Queen in Chairs @ 218 > Jacob & Dara Rosenzweig Bud Light King & Queen of the Game BUD LIGHT KING AND QUEEN title	CFIRE Cam 6 w/CG L3rd CFIRE	Music mix w/GREG	Bud Light	50/50		SPOT 218	
6:48:15		0:15			Logo 6	CFIRE-S VIDEO		Logo 6	Text Prob.			LIGHTS DOWN
N/S: L1 - PG Clock; L2 - L3 - Team Leaders/Matchup Stats						E/W: Bar - Team Leaders/Matchup Stats; GIP - Pregame Matchup w/ Clock						