

How to organize a Chess-Off in your country?

What is it about?

The Chess-Off is a (rapid) competition for individuals playing at the locations of the chess clubs. Everybody can join the Chess-Off member or not a member (new chess players). There are three rounds: local, regional and a national final.

Purpose?

The purpose of the Chess-Off is for the new chess players to make an introduction at the local chess clubs. Chess clubs can make them an offer or can invite them later again.

The concept?

The concept is simple. On all the local places you play three rapid games in a group of four. Members and non-members in mixed groups. Groups formed based on rating or indication of the chess level. Most clubs look first at the level of play of the new participants and ask members of the same level to join the group. Sometimes you must make a group of 5 or 6 players.

The rate of play is 50 minutes a game, 20 minutes plus 5 seconds increment or 15 minutes plus 5 seconds for five rounds.

Clubs mostly use their own club location and time schedules to organize the Chess-Off. They can choose any location, date, or time within the two weeks of play. Some clubs have a separate time schedule for youth, early in the evening or in the weekend.

The Chess-Off is not about winning, but it is a competition and winners of the groups love to go through to the regional finals.

If you have enough room in the regionals, all players with the highest scores can join the regionals, otherwise you must let them play some tiebreakers to minimize the total amount of players.

The federation is in control of the communication campaigns and provides a website or webpage where the public can register for a location, date, time in the local qualifications. Players are asked to give an indication of their chess level.

The federation also makes it easy for the clubs by providing a toolbox to promote the Chess-Off extra on a local level.

Overview: what do you need?

- Format:
 - 3 games in groups for 4 players
 - 50 minutes a game (20 minutes plus 5 seconds increment)
 - Groups formed based on rating or indication of the chess level.
 - Strongest players in the highest groups, beginners in the lowest groups.
 - Pairing by the local club.
 - Winners go to next round.
 - Tiebreaks only needed in case you have to minimize the amount of players in the regionals.

- Period of playing for the local qualifications (2 weeks), regional finals (2-3 weeks) and national final (1 day).
- Participating clubs and locations, spread through the country.
- Participating regions and location / organization / prizes for the final.
- Page or website where the public can register for a location, date, time in the local qualifications. Players are asked to give an indication of their chess level.
- Communication tool for the socials, mailing and website to invite the new chess players.
- Toolbox for the clubs to promote the Chess-Off on a local level.
- Registration of the results of the local and regional qualifications.
- Optional: stories, interviews, and pictures of the Chess-Off at the clubs.

Example The Netherlands:

In 2021 it was a great success in The Netherlands; going up to 1.200 participants, 80 clubs joining and nearly 50% not yet a member. The first stage of the Chess-Off at the clubs is in the period of 2 weeks in September. In the regionals we had from 4 players up to 60 players per regional, about 400 players in total. In the final we had 21 groups, 86 players and 22 winners. The winners had chess levels from 2000 plus to a group of beginners (less than rating of 1.000).

Website, news, and results:

<https://schaakoff.nl/>

https://schaken.nl/nieuws?field_tags_tid_selective=All&search=schaak-off

<https://schaakbond.nl/kenniscentrum/ledenwerving-enbehoud/schaakoff>

You will find some items to make organizing a Chess-Off at your place much easier:

- Club registration form Chess-Off
- Club instruction
- Schedule / timetable for project team
- Results
- Briefing of the members about Chess-Off
- Visuals, examples

Finance

You can organize a Chess-Off with very low budget. You ask your clubs for commitment and locations with closed exchanges. They will receive information about new chess players in return.

But if you want to get maximum effect, you must invest in marketing.

If you don't have any budget, you can also ask an entry fee at the participations or ask a sponsor to join the Chess-Off.

An overview:

- Marketing, including paid advertising for new players \$ 6.000
- Website (Schaakoff.nl) \$ 1.500
- Personal mailings new players \$ 1.000
- Location final and Prizes \$ 1.500
- Club and Regional accommodations \$ 0

Total costs: \$ 10.000

Club registration form Chess-Off

Please send this form within 14 days.

Name club *

Club ID *

We will join the Chess-Off *

- Yes
- No

Our target audiences are: *

- Adults and youth
- Adults only
- Youth only (under 18)

Address club location *

Street, house number, postcode and city

Date of play for your local Chess-Off *

dd/mm/yyyy

Choose a date in the period of 12 to 25th of September 2022. If you want to choose for more than one date or more than one time schedule, send the form separately for each date / time schedule / location.

Starting time

The standard starting time is 20.00 hours for an evening and 14.00 hour for a weekend afternoon. Choose what time is best for you. The starting time will be mentioned in the confirmation mail to the participants.

Email contact *

Name contact *

Telephone contact *

Indication number of participants

Make a good guess for the number of participants.

What is the maximum number of participants you can receive on your location?

Date next offer or event (optional)

The participants of the Chess-Off receive a question survey after the local games if they want to play chess more often. You can ask them if they are interested in a weekly offer at your club. There are a lot of players who don't want to play every week. You can offer these players a next rapid or first chess event to keep in touch with them. If you provide a date for the next event, we will mention this in the follow up mail.

Title next event (optional)

Rapid, first chess or open tournament

Comments

Club instruction

Format:

3 games in groups for 4 players

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Groups formed based on rating or indication of the chess level.

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Pairing by the local club.

Winners go to next round.

Tiebreaks only needed in case you must minimize the number of players in the regionals.

Dear Club director,

After the enormous success last year, we can announce the second edition of the Chess-Off!

We had more than 1200 participants and up to 85 clubs spread over the country, can we surpass this amount?

Chess-Off

The Chess-Off tournament is a chess tournament for all chess lovers. The format is for individuals playing at the locations of the chess clubs. Winners of the local tournaments go through to the regionals. They play against the other winners from the region for tickets for the national finals! The Chess-Off is for the new chess players to make an introduction at the local chess clubs. Chess clubs can make them an offer or can invite them later again. In 2021 we had up to 500 new players! A lot of them were students (18-25) and young adults (26 to 40 years of age), but also youth and 60 plus. Some of them were old members. The Chess-Off fits all ages and chess levels.

Youth

The Chess-Off is also for youth. Does your club have youth only, just choose a time schedule early in the evening or in the afternoon or in the weekend?

Follow up

Nearly 20% of the participants became a member after the Chess-Off and another 20% is considering this.

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How does it work?

The concept is simple. On all the local places you play three rapid games in a group of four. Members and non-members in mixed groups. Groups formed based on rating or indication of the chess level. Most clubs look first at the level of play of the new participants and ask members of the same level to join the group. Sometimes you must make a group of 5 or 6 players.

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How can the club join?

- Just send us the registration form within 14 days:

See Club registration form Chess-Off

We ask the following items:

- Confirmation of the club
- Name Club, address, postcode and city
- adult and / or youth
- date of the tournament (in period of 12 to 25th of September)
- starting time
- Indication of number of participants
- maximum amount of participants
- date of follow up event (optional)

More info:

About 5 weeks before the start of the Chess-Off the campaign for the public will start.

The clubs will also receive their communication tool to promote the Chess-Off locally.

Schedule / timetable for project team

Tasks	Dates / period
Preparation	
Project team	3 months from start
Dates of the local rounds	3 months from start
Regional rounds / locations / dates	3 months from start
Location + date national final	3 months from start
Social Advertising	
Check advertising last year on performance	3 months from start
Choose the advertising sets	3 months from start
Content schedule	3 months from start
Design social posts	6 weeks form start
Advertising live	5 weeks form start
Gamification campaign live	4 weeks form start
Pop-up on websites	5 weeks form start
Social Organic	
Schedule start to finish	6 weeks form start
Creative ideas	6 weeks form start
Making of content	6 weeks form start
Direct mailing (last year participants)	
Making of the banners	6 weeks form start
Announcement to last year participants	5 weeks form start
Reminder	3 weeks form start
Tell a friend + visual	2 weeks form start
Conversion	1 week form start
Communication clubs	
Mail 1: to all clubs	12 weeks from start
Mail 2: To all clubs (minus clubs already registered)	10 weeks form start

Mail 3: Participants (clubs)	8 weeks from start
Mail 4: Participants (clubs)	4 weeks from start
Mail 5: Participants (clubs)	2 weeks from start
Communication participants	
Thank you for registration incl. tournament details	5 to 0 weeks from start
Servey	2 weeks after Chess-Off
Follow up event clubs	2 weeks after Chess-Off
Thank you for your participation	2 weeks after Chess-Off
Landing page	
Texts new edition	2 months from start
Visuals new edition	2 months from start
Import participating clubs	2 months from start
Content	
Video + visuals Ambassadors	
Press release	
Announcement	
Interview Schaakbond	
Interview Club	
Interview participant	
Interview Winner	
Give-away	
News item (5x)	
Mail template (last year)	
Social templates	
Ambassadors visual	
Header: video	
Block 1: Chess-Off second edition, for every chess lover	
Block 2: Map of local Chess-Off locations	

Carrousel: Testimonials	
Toolkit	
5 visuals for Social Media	
Mail header	
Press release	
Announcement Video?	
Announcement article	
Extra	
Agreement to publish any photo's	
Prices final	
Level of chess	
Location	
Starting time	
Dates	
Clubs	

Results

Chess-Off, results							
Region							
Date							
Name of official							
Email of official							
Results							
No	Group A	level	1	2	3	4	Total
1			X				
2				X			
3					X		
4						X	
	Group B		1	2	3	4	Total
1			X				
2				X			
3					X		
4						X	
	Group C		1	2	3	4	Total
1			X				
2				X			
3					X		
4						X	
No	Group D	niveau	1	2	3	4	Total
1			X				
2				X			
3					X		
4						X	
	Group E		1	2	3	4	Total
1			X				
2				X			
3					X		
4						X	

Briefing of the members about Chess-Off

Dear chess players,

Our club is joining the Chess-Off this year and we organize on [Date] a local qualification on our club location. Are you participating to?

Chess-Off

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For whom?

The Chess-Off fits all ages and chess levels. Do you know chess lovers in your neighborhood, just send them the info of the Chess-Off. You are our best ambassadors!

How does it work?

The concept is simple. On all the local places you play three rapid games in a group of four. Members and non-members in mixed groups. Groups formed based on rating or indication of the chess level. The rate of play is 50 minutes a game, 20 minutes plus 5 seconds increment or 15 minutes plus 5 seconds for five rounds.

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[Date / time schedule and location]

Everybody plays 3 rounds 50 minutes (20 minutes plus 5 seconds increment)

From each group the winner goes through to the regionals.

Registration?

There is a special website of the Schaak-Off: www.schaakoff.nl

Please go to this website and register you as a player for our Chess-Off date and location.

You can also register at [contact club]

New players (non-members) will be asked for their chess level. You can estimate your rating or you can choose for Beginner, Average and Advanced. The club can use this for the paring of the groups.

After registration, you will receive a confirmation.

We hope you will have a lot of fun at the Chess-Off 2022!

Yours sincerely,

[Contact and name club]

Visuals









SCHAAK-OFF
Voor iedere
schaakliefhebber

Heb jij je al ingeschreven voor de Schaak-Off?

Geen lid van onze schaakclub?
Geen probleem, iedereen is welkom!

@knsb_schaken #samenschaken



Wil jij ook weten hoe sterk je schaakt?



Schrijf jezelf dan nu in voor de
Schaak-Off in jouw provincie!

