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BUILDING FAMILY BONDS THROUGH SPORTS

# KNOW-HOW ON ORGANIZING INTERGENERATION SPORT EVENTS AND FAMILY DAYS



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# INTRODUCTION OF THE GUIDELINE



Welcome to the Know-how on organizing intergenerational sport events and family days guideline, a comprehensive resource developed as part of the Erasmus+ Sport project, Building Family Bonds Through Sports (BONTS). This project represents a collaborative effort by the Association for active life and education (Active) from Austria, working in partnership with Club for Youth Empowerment 018 (KOM 018) from Serbia, Physical Activity Promotion Agency (APGA) from Slovenia, Active Zone Outdoor (AZO) from Cyprus, Lota's Box from Croatia and Courage Foundation from Bulgaria. At the heart of the BONTS project lies a commitment to enhancing family well-being through the promotion of inclusive and engaging sport activities across generations.

Intergenerational sport events and family days hold significant importance in today's society, where the demands of modern life often lead to less opportunities for families to spend quality time together. These events offer invaluable moments for parents and children of all ages and abilities to come together in a shared pursuit of physical activity and fun. By creating adapted versions of sports and games, the BONTS project ensures that every family member can actively participate and derive enjoyment from these experiences.

## INTRODUCTION OF THE GUIDELINE

The benefits of family sport activities extend far beyond physical exercise. Research consistently demonstrates that engaging in sports together as a family strengthens familial bonds, promotes communication, and fosters a sense of belonging and unity. These activities provide opportunities for parents to serve as positive role models for their children, instilling values such as teamwork, perseverance, and sportsmanship. Moreover, intergenerational sport events create lasting memories and traditions that contribute to the overall well-being and cohesion of families.

In this manual, you will find many practical tips, strategies, and best practices for organizing intergenerational sport events and family days. Whether you are planning a small gathering within your local community or a larger event involving multiple organizations, these guidelines will equip you with the necessary tools to create inclusive and engaging experiences for all participants. In order to help sport workers, trainers, and youth workers have a deeper knowledge of the concepts of planning of intergenerational sport events, the manual also offers insights into conducting international training sessions.

Following the guidance provided in this manual, you can create memorable experiences that promote physical activity, strengthen family bonds, and enhance the overall well-being of families in your community and beyond. Thank you for joining us on this journey to build stronger families through sport.

# ABOUT PROJECT



The BONTS project focuses on families and sports, recognizing the vital role both play in shaping healthy and strong communities. Families serve as the cornerstone of society, providing support, guidance, and love essential for children's growth and development. Meanwhile, sports offer a platform for physical activity, skill-building, and social interaction, enriching people's lives and fostering a sense of community.

Within the family unit, the relationship between parents and children holds particular significance. It is within this dynamic that values are learnt, bonds are formed, and memories are created. By engaging in sports activities together, parents and children not only strengthen their physical well-being but also forge enduring connections grounded in shared experiences and mutual encouragement.



Through a combination of educational activities, community events, and accessible sports programs, the BONTS project aims to empower families to lead active and fulfilling lives while nurturing strong familial bonds among all members.

One of the primary objectives of the BONTS project is to promote inclusivity and accessibility within the realm of sports. Recognizing that socioeconomic factors and physical limitations can pose barriers to participation, the project aims to create opportunities for all members of the community to engage in sports activities. By providing resources, facilities, and support networks, BONTS ensures that no family is left behind in their pursuit of a healthier and happier lifestyle.

The BONTS project also places a strong emphasis on teamwork, respect, and fair play which are integral values in sports activities. Through collaborative activities and shared goals, families learn to work together, communicate effectively, and overcome challenges as a cohesive unit. These lessons extend beyond the realm of sports, teaching valuable life skills that promote positive relationships and personal growth.



In addition to promoting physical health and social cohesion, the BONTS project also recognizes the importance of mental well-being within families. The stresses of modern life can take a toll on familial relationships, leading to tension, conflict, and isolation. By providing a platform for families to come together in a supportive and uplifting environment, the project aims to help families decrease stress, foster resilience, and strengthen their bonds.

With the BONTS project we intend to support healthy, happy, and connected families across communities. Through the power of sports and games, the project aims to motivate a new generation of families to place a high value on mutual support, wellness, and teamwork. BONTS works to make a lasting difference in the lives of families by fostering constant innovation, collaboration, and advocacy, so that families can prosper on and off the field.

The BONTS project is implemented in the period 01.11.2022 – 31.10.2024 and is co-funded by the European Union.



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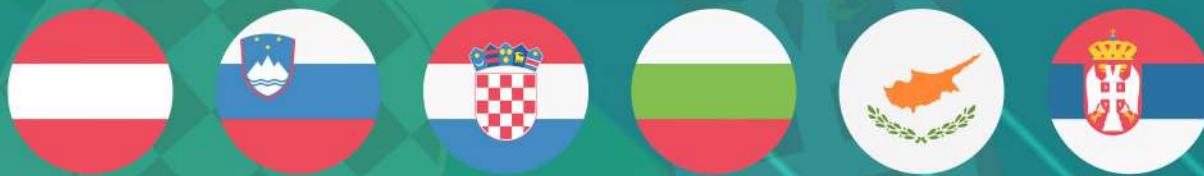
# ABOUT PARTNERS



The BONTS project consortium is dedicated to promoting physical activities as a means of uniting families, a crucial aspiration particularly within the diverse European context represented by partners from Austria, Slovenia, Croatia, Bulgaria, Cyprus, and Serbia.

Recent studies show that a sedentary lifestyle can lead to health problems like diabetes, obesity, and heart disease. Encouraging physical activity can improve families' physical and mental well-being, create lasting bonds, and foster socialization, companionship, and peer support. Initiatives promoting physical activities can bring families from diverse backgrounds together, fostering collaboration and understanding.

Therefore, it is crucial for partners from Austria, Slovenia, Croatia, Bulgaria, Cyprus, and Serbia to collaborate in promoting physical activities to unite families at a European level.



Association for Active Life and Education (ACTIVE Austria) is a diverse team of sports enthusiasts, nature lovers, and culture enthusiasts. With their extensive experience in organising outdoor sports and activities, ACTIVE Austria contributed to Erasmus+ sport projects. Besides, they boast a broad spectrum of physical and cultural activities, including intercultural events, outdoor sports training, language classes, eco-friendly courses, and recreation programs for all family members. Whether you're a small child, senior citizen, migrant, or family, there's something for everyone in their hikes across Vienna, where safety and expertise are always a priority.

Agency for promotion of physical activity (APGA) is an organisation from Slovenia, specialised for research, development, and applicative activities in the field of health promotion and physical activity. APGA uses sports as a tool to promote social inclusion, intercultural and intergenerational dialogue, capacity building, key competencies development, mobility, health and wellbeing. APGAs' experienced team has implemented various sport projects and organised training, workshops, seminars, and other activities for diverse social

groups, including school children, youth, and those with fewer opportunities. APGAs' members have extensive experience in fields such as kinesiology, pedagogy, human resource management, economics, and social science, making their knowledge a valuable asset to any project.



[WWW.ACTIVEZONEOUTDOOR.CY](http://WWW.ACTIVEZONEOUTDOOR.CY)

Active Zone Outdoor is an organisation dedicated to facilitate the enhancement of mental and physical health of young people through outdoor and sport activities, with a particular focus on youth with limited opportunities. AZOs experienced members are experts in a variety of sports such as rock climbing, beach tennis, yoga, sailing, Stand Up Paddle and cycling and will contribute to international sporting events and the collection of good practices in our project handbook. AZO adapts sports activities to ensure inclusivity for all participants, both adults and children with experience and expertise in the adaptation of sport activities for people with visual impairment and other (dis)abilities.



[WWW.KOM018.ORG.RS](http://WWW.KOM018.ORG.RS)

KOM 018, an organisation from Serbia, specialises in organising and executing various activities such as workshops, training, seminars, youth exchanges, lectures, and conferences. They mainly focus on reaching out to children and youth, with a priority on designing international training and

## ABOUT PARTNERS

sporting events for families with fewer opportunities, including young children. With over 150 international projects under their belt, they have developed a methodology for successful cooperation with multiple project partners. KOM 018 also has strong ties with local institutions and NGOs in the south of Serbia, making it easy for them to promote and disseminate the project's findings. Moreover, they have an extensive network with sport clubs and sport associations, and they will make available their proven methodologies and tools for youth work with sport as a method. KOM 018 has already started working closely with various high schools in the local community, and they plan to engage and involve a large number of young people and families in project activities to promote the project in the local community.



[WWW.COURAGEFOUNDATION.EU](http://WWW.COURAGEFOUNDATION.EU)

Courage Foundation is dedicated to supporting and expanding opportunities for disadvantaged individuals, such as the unemployed, women, adults, people in difficult social conditions, those with disabilities, and youth. They have a wealth of experience working with diverse target groups and have successfully completed projects focused on elderly individuals. FON can offer expertise in engaging with older family members, organising seminars, training, study visits, cultural and sports activities for vulnerable groups, and facilitating international sports events. Furthermore, FON has extensive knowledge on implementing non-formal education (NFE) activities and has completed over 100 successful Erasmus+ projects. During the dissemination and impact phase of the project, FON's involvement will be crucial. They

have a strong partnership with local TV operators, ensuring a wide reach and dissemination of the project's results to stakeholders and citizens alike.



[WWW.LOTINA-KUTIJA.HR](http://WWW.LOTINA-KUTIJA.HR)

Lota's Box bases its activity on two pillars: lifelong learning and sports, occasionally combining them in order to bring out the best out of both, especially in supporting digital transition in sport organisations and virtual exchanges as a means of intercultural learning. The organisation actively promotes youth involvement, engagement, and empowerment by encouraging mobility, volunteering, diversity, equality, tolerance, and participation of young people and youth workers.

Through the ambassadorship of the European Citizens' Initiative we are stressing the European dimension of our work and promoting participatory democracy.



# EXPLORING INTERGENERATIONAL SPORT EVENTS & FAMILY DAYS: THEIR SIGNIFICANCE



Intergenerational sport events and family days are gatherings that bring together people of different generations to participate in sports and recreational activities. These events are essential for strengthening connections between family members of varying ages and promoting overall well-being. Here's a closer look at their importance:

## **PROMOTING FAMILY BONDING**

Intergenerational sport events and family days provide opportunities for family members to bond and spend quality time together. Whether it's parents playing sports with their children or grandparents cheering on their grandchildren, these events strengthen familial relationships and create lasting memories.

## **ENCOURAGING PHYSICAL ACTIVITY**

By engaging in sports and recreational activities, people of all ages can enjoy the physical benefits of exercise. This includes for example better stamina, weight control, muscle growth, improved balance, cardiovascular system etc.

## **EXPLORING INTERGENERATIONAL SPORTS & FAMILY DAYS: THEIR SIGNIFICANCE**

## **ENCOURAGING SOCIAL INTERACTION**

These events create spaces for people from different age groups to interact and socialize. Whether it's through friendly competition on the sports field or sharing stories during breaks, intergenerational events help to create meaningful connections and bring the local communities together.

## **TRANSMITTING VALUES AND SKILLS**

Participating in sports alongside family members allows younger generations to learn from the experiences and wisdom of older family members. Skills such as teamwork, perseverance, sportsmanship, fair play are just a few that can be learnt and improved by participating in sports and games with the whole family.

## **REDUCING SOCIAL ISOLATION**

For older adults, intergenerational sport events and family days can help combat feelings of loneliness and social isolation. By engaging in activities with younger family members, older adults can feel a sense of inclusion and belonging within their families and communities.

## **EXPLORING INTERGENERATIONAL SPORTS & FAMILY DAYS: THEIR SIGNIFICANCE**

## CELEBRATING DIVERSITY

These events often attract people from diverse backgrounds and cultures, providing opportunities for cultural exchange and celebration which ultimately leads to fostering mutual respect, understanding across cultures and accepting our differences.

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Overall, intergenerational sport events and family days play a vital role in promoting family bonding, encouraging physical activity, fostering social interaction, transmitting values, reducing social isolation, and celebrating diversity within communities. They serve as occasions for joy, connection, and shared experiences that enrich the lives of participants of all ages.

Sporting events offer organizations a valuable opportunity to come to life and display their activities or services within the community. Yet, delving into event organization reveals the sheer magnitude of the task at hand. This guide aims to provide your organization with an expansive toolkit to craft a comprehensive Sport Event and Family Days Management Plan, ensuring the success of your activities. The strategies outlined in this guide are versatile and can be adapted to suit the needs of any event your organization plans to host.

Event management is a multifaceted process consisting of planning, preparation, and execution. Much like steering a ship through turbulent waters, it requires the strategic acquisition, allocation, direction, and control of resources to steer towards desired objectives. An event manager's role is similar to that of a conductor orchestrating a symphony, overseeing every detail from inception to conclusion. This involves meticulous research, strategic planning, seamless organization, efficient implementation, rigorous control, and thorough evaluation.

The journey of event management begins with thorough research by defining the event's purpose, audience, and logistics. After gathering crucial insights, planners start with the planning phase, laying the groundwork for a successful event. This entails defining objectives, setting timelines, allocating resources, and establishing contingency plans. As the event takes shape, organizers shift gears to execution mode, bringing plans to life through detailed organization and coordination. Every detail, from venue setup to participant registration, is carefully attended to, ensuring an enjoyable experience for all involved.

Once your event begins, the role of the event manager consists of overseeing all activities and tasks, predicting possible challenges and defining appropriate solutions. In this phase, skills such as decision-making, effective communication, and

**EXPLORING INTERGENERATIONAL SPORTS & FAMILY DAYS:  
THEIR SIGNIFICANCE**

swift problem-solving are crucial to ensure a successful event. In the end, the final focus is on event evaluation which consists of collecting and analysing the feedback, assessing outcomes, and identifying areas for improvement. This simple process can ensure that your event is carried out successfully and lays the foundation for future success of your activities.

# PLANNING YOUR EVENT





In order to guarantee the seamless implementation of an event, detailed planning and thorough preparation are crucial.

The process of effective planning serves as a shield against any unforeseen mishaps that may happen during the event's implementation phase.

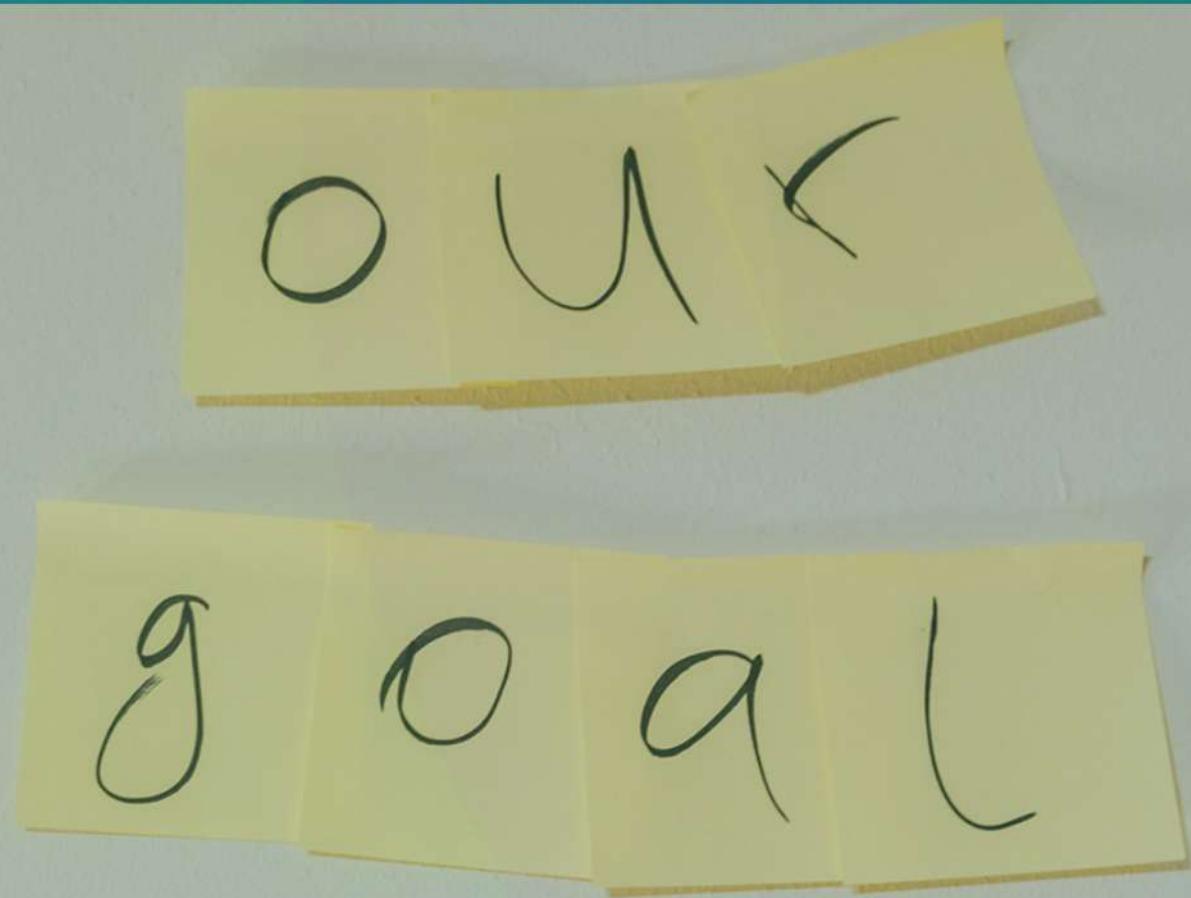
By investing time and effort into strategizing and organizing every aspect of the event beforehand, you not only mitigate risks but also enhance the overall experience for all involved participants.

From coordinating logistics to anticipating potential challenges, comprehensive planning sets the stage for success, ensuring that the event unfolds with precision and finesse.

# AIMS AND OBJECTIVES

Before starting with the organization of any event, it's important to clearly define the aims and objectives that will guide its planning and implementation. Aims and objectives serve as the guiding principles that shape the event's purpose and outcomes, ensuring that it aligns with the organization's general goals and mission.

Aims refer to the broader intentions or purposes behind hosting the event. They encapsulate the overarching goals and aspirations that the organizers hope to fulfil through the event. For example, aims may include promoting healthy lifestyles, fostering community engagement, or raising awareness about a particular cause or issue.



Objectives, on the other hand, are specific, measurable outcomes that the organizers aim to achieve as a result of the event. They provide clear targets and benchmarks against which the success of the event can be evaluated. Objectives should be SMART: Specific, Measurable, Achievable, Relevant, and Time-bound. For instance, objectives may include attracting a certain number of participants.

Make sure to tailor the aims and objectives of your event to comply with the interests and preferences of participating families. Understanding their motivations ensures the event delivers enjoyable experiences and meaningful engagement for all. Clearly define the desired outcomes and impact you aim to achieve with your family event. Whether it's promoting active lifestyles, strengthening family bonds, or fostering a sense of community, setting clear goals provides direction and purpose to your planning efforts.

Listing your aims and objectives in writing is highly recommended as it provides clarity and understanding of your goals, making them easier to achieve. A simple yet powerful tool.



Name of event	
Aims / objectives	

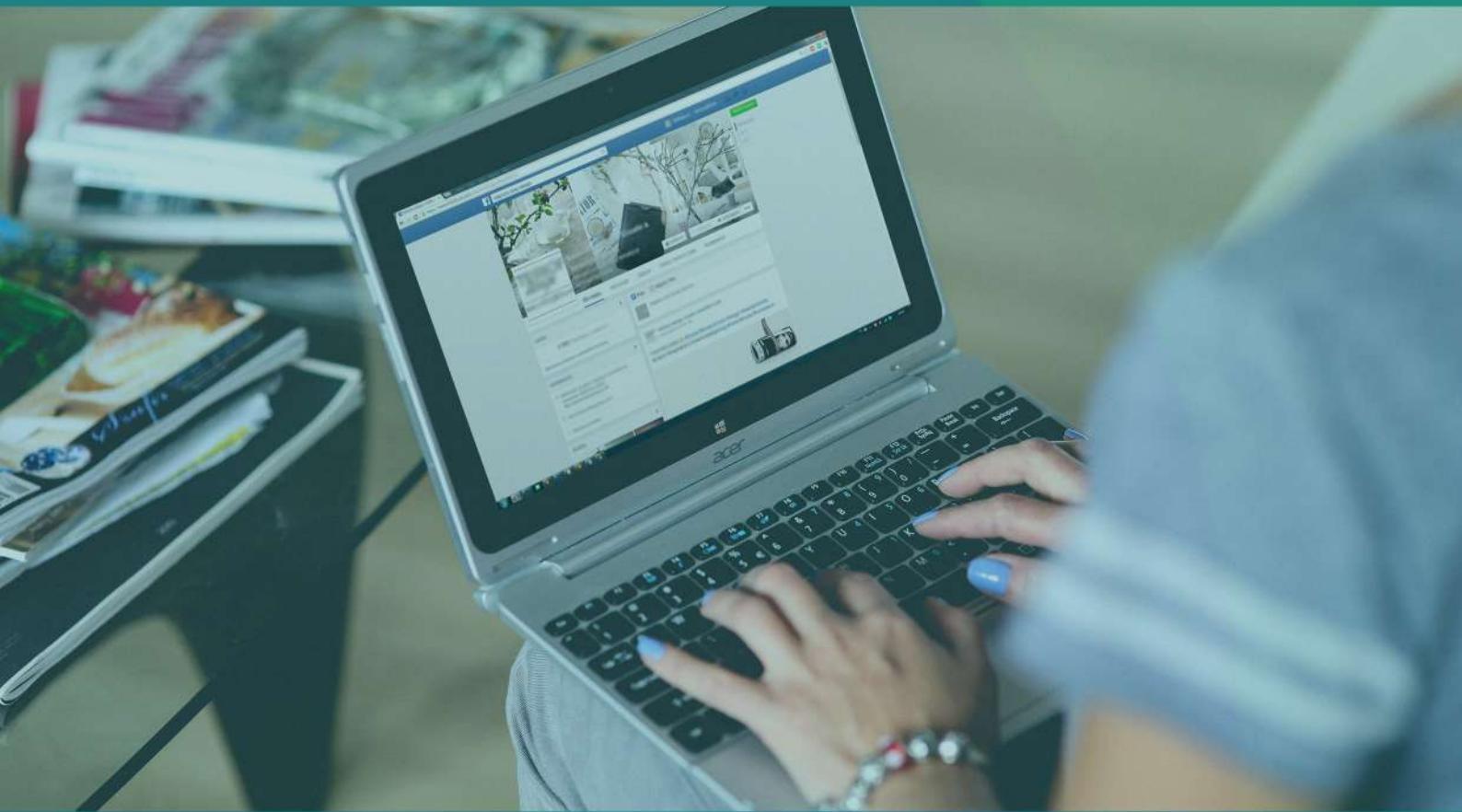
# IDENTIFY TARGET AUDIENCE

Since this guideline focuses on organizing intergenerational and family sport events, it's evident that our primary target group comprises families and participants of different age groups, ranging from children to seniors. However, within this broad demographic, there may be specific segments or interests to consider.

Considerations may include:

- Families with young children looking for fun and engaging activities.
- Teenagers seeking opportunities for socialization and active participation.
- Adults interested in fitness, sports, and recreational activities.
- Seniors wanting to stay active and connected with their families and communities.

Furthermore, the event may aim to attract participants with specific interests or hobbies related to sports and recreational activities. For example, families who enjoy outdoor adventures, individuals interested in team sports, or seniors looking for low-impact exercises.



Once the target audience is identified, the focus shifts to effectively reaching and informing them about the event. Making use of various communication channels, such as social media, local networks, schools, and recreational clubs, can help spread the word and engage potential participants. Additionally, adapting marketing messages to resonate with the interests and preferences of the target audience improves the event's appeal and increases participation.

# SELECT SUITABLE ACTIVITIES

Choosing appropriate activities is crucial for the success of family sport events and intergenerational gatherings. These activities should cater to participants of all ages and abilities, encouraging active participation and stimulating family bonding. Within the framework of the BONTS project, we have developed a comprehensive handbook featuring a diverse range of sports and recreational activities specifically tailored for families and intergenerational events.

The BONTS project handbook provides detailed instructions and guidelines for implementing numerous activities that meet the needs of our specific target group. From traditional sports such as football and basketball to a broader spectrum of activities, including yoga, beach tennis, Frisbee, hiking, etc. the handbook offers many options to suit various interests and preferences.

Each activity in the handbook is carefully designed to promote teamwork, communication, and fun. Special considerations are given to ensuring inclusivity and accessibility, allowing people with diverse abilities and fitness levels to participate fully.

When selecting activities for your event, consider factors such as the age range of participants, available space and facilities, and the overall theme or objectives of the event. Aim to offer a diverse mix of activities that appeal to different interests and preferences within the target audience.

Additionally, don't hesitate to get creative and think outside the box. Incorporating unique and innovative activities can enhance the overall experience and make your event memorable for participants. Remember to provide clear instructions and demonstrations for each activity to ensure everyone feels comfortable and confident participating.

By utilizing the resources and guidelines provided in the BONTS project handbook, organizers can confidently select suitable activities that promote active participation, family bonding, and intergenerational connections at their events.

# SECURE VENUE AND FACILITIES

Securing the right venue and facilities greatly impacts the outcome of implementation of our sporting events. The chosen location should be accessible, safe, and able to accommodate the diverse needs of participants of all ages.

Considerations when selecting a venue:

## ACCESSIBILITY

Choose a venue that is easily accessible to families and participants of all ages. Ensure there are adequate parking facilities, public transportation options, and amenities such as restrooms and seating areas.

## SAFETY

Prioritize the safety of participants by selecting a venue that meets safety standards and regulations. Inspect the facilities for any potential hazards and ensure there are appropriate measures in place to address emergencies.

## SPACE AND LAYOUT

Assess the space and layout of the venue to ensure it can accommodate the planned activities and the expected number of participants. Consider factors such as open areas for sports activities, designated areas for spectators, and sheltered spaces in case of worsened weather.



## **FACILITIES AND EQUIPMENT**

Check if the venue offers the necessary facilities and amenities required for the event, such as electricity, lighting, water access, first aid stations, cones, basketball rims, balls, etc. If additional facilities are needed, such as sports equipment, make arrangements to secure them in advance.

## **INCLUSIVITY**

Ensure the venue is inclusive and accessible to participants with diverse abilities and needs. Consider factors such as wheelchair access, ramps, and designated rest areas for seniors or individuals with mobility challenges.

## **SCENIC SURROUNDINGS**

If possible choose a venue with scenic surroundings and natural beauty, if possible. Parks, beaches, and recreational areas offer a picturesque backdrop for family sport events and create a welcoming and enjoyable atmosphere for participants.

## **PLANNING YOUR EVENT**

## **ALIGNMENT WITH EVENT OBJECTIVES**

Select a venue that aligns with the objectives and theme of the event. For example, if the event aims to promote outdoor recreation and nature appreciation, a scenic park or nature reserve would be an ideal choice.

## **PERMITS AND LEGAL REQUIREMENTS**

Check with local authorities to determine if there are any permits or official announcements required for hosting the event in public locations. Failing to comply with legal requirements could result in fines or legal problems for the organizers. Ensure all necessary permits are obtained well in advance to avoid any last-minute complications.

# RECRUIT SPORT INSTRUCTORS

Ensuring we have adequate sport instructors or sport workers significantly contributes to the success and safety of our events. These individuals play a pivotal role in leading activities, offering guidance, and ensuring a positive experience for all participants. When seeking sport instructors, it's essential to consider their qualifications, certifications, and experience in working with diverse age groups and skill levels.

Collaboration with local sport clubs and organizations can be useful in identifying potential instructors, as they often have experienced coaches willing to volunteer or collaborate with events. Past collaborations with such entities can offer valuable connections and recommendations for qualified instructors. Specialized skills relevant to the planned activities should also be taken into account, ensuring that recruited instructors are equipped to lead the specific activities involved.



Providing training sessions and orientation helps align instructors with event objectives and safety protocols. A collaborative approach, involving open communication between organizers, instructors, and volunteers, contributes to smooth coordination during the event. Recognizing and appreciating the efforts of sport instructors further reinforces their commitment to making the event a success.

Overall, recruiting qualified instructors through local partnerships enhances the quality and safety of activities, creating a positive and memorable experience for all participants.



# INVOLVE VOLUNTEERS

Having volunteers onboard is one more thing that is very helpful in organisation and implementation of such events. Volunteers make the planning and execution easier, helping everything run smoothly and ensuring everyone has a great time.



Organizations planning these events should recognize the importance of volunteers and actively involve them in the event. If the organizing organization already has a pool of volunteers, it's beneficial to invite them to participate and contribute their time and skills. These volunteers are often familiar with the organization's mission and activities, making them well-suited to support event planning and execution.

However, if the organization does not have an existing volunteer base, alternative options exist to recruit volunteers for the event. One option is to collaborate with local organizations or community groups that have active volunteer programs. By forming partnerships with these organizations, event organizers can tap into their volunteer networks and leverage their expertise and resources to support the event.

Another approach is to make an open call for volunteers directly through the event's promotion channels, such as social media, newsletters, or community bulletin boards. By reaching out to the broader community, organizers can attract individuals who are passionate about the event's mission and eager to contribute their time and energy to its success.

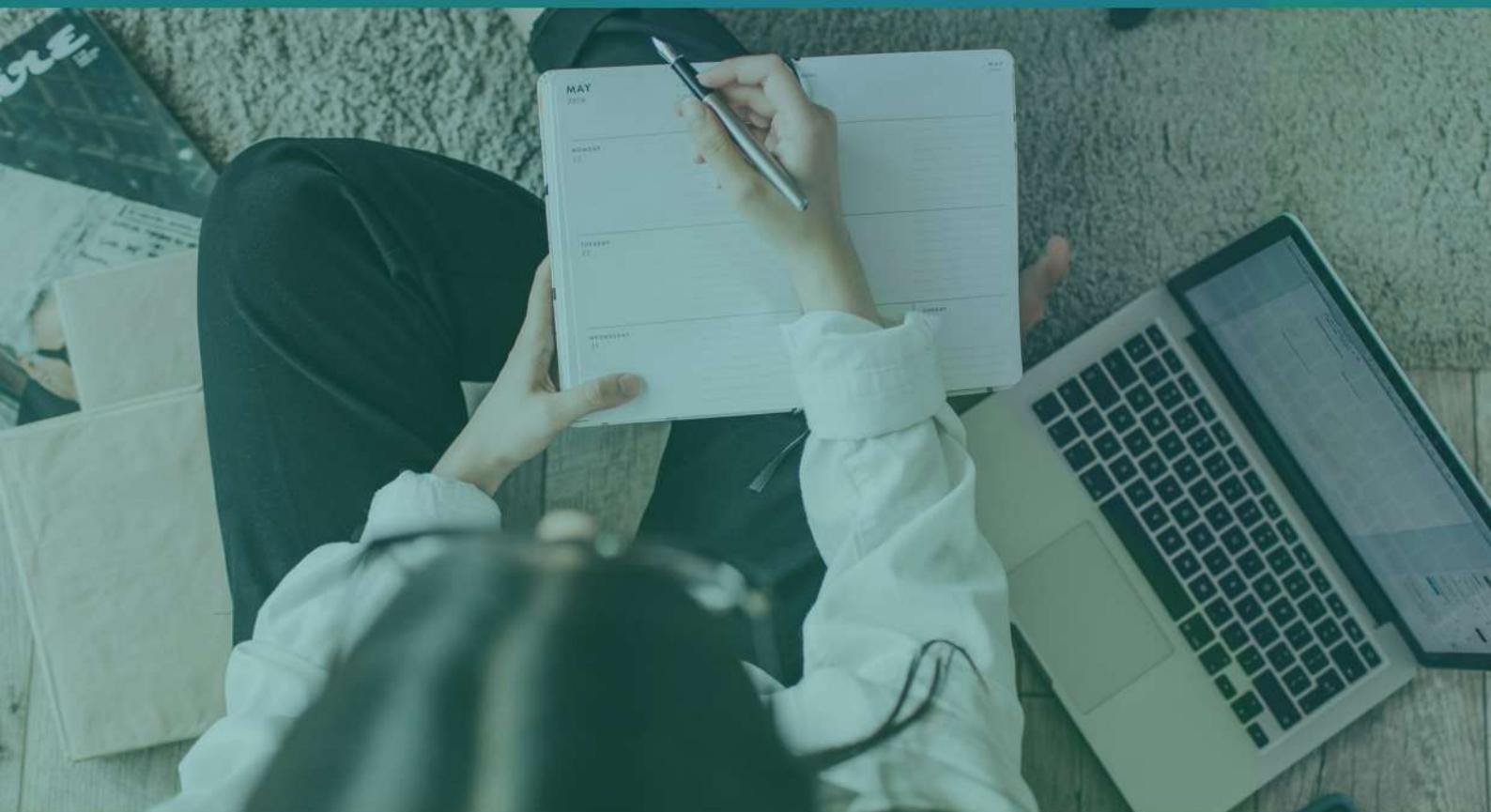
Regardless of the method used to recruit volunteers, it's essential to provide clear expectations, training, and support to ensure volunteers are well-prepared and equipped to fulfil their roles effectively.

Assigning specific tasks and responsibilities, providing orientation sessions or training workshops, and offering ongoing communication and guidance are all critical elements of volunteer management.

## DEVELOP A SCHEDULE

Another important step ensuring smooth running of family sport events is developing a comprehensive schedule. A well-structured schedule allows organizers to coordinate activities effectively, manage resources efficiently, and optimize participant engagement throughout the event.

When developing the schedule, it's important to consider a variety of factors. These include incorporating a diverse range of activities to cater to different interests, abilities, and age groups. Balancing high-energy activities with more relaxed or socializing opportunities ensures that participants of all fitness levels and preferences can enjoy the event.



Additionally, organizers should allocate sufficient time for each activity, considering setup, instruction, participation, and transition periods between activities. Tailoring the schedule to accommodate the specific needs and attention spans of different age groups is crucial, with separate sessions or age-appropriate activities for children, teenagers, adults, and seniors. Integrating regular breaks and rest periods into the schedule helps prevent participant fatigue and reduces the risk of injuries.

Considering family-friendly timing ensures that the event is accessible to participants of all ages, taking into account meal times and nap schedules for families with young children or seniors.

Special events or highlights can be incorporated into the schedule to add excitement and variety, aligning with the event's objectives and theme. Flexibility and contingency plans are essential, allowing organizers to adapt to changes or unexpected circumstances during the event.

Clear communication and coordination ensure that everyone involved is aware of the schedule and their roles, contributing to the successful execution of the event and delivering a memorable experience for all participants.

# PROMOTE THE EVENT

Promoting the family sport event is crucial for maximizing participation and ensuring its success. Effective promotion generates excitement, builds anticipation, and attracts a diverse audience of participants. There are various strategies and channels that organizers can utilize to promote the event and reach potential participants.

Considerations when promoting the event:



## MULTICHANNEL MARKETING

Utilize a combination of online and offline marketing channels to reach a wider audience. This may include social media platforms, websites, email newsletters, local newspapers, community bulletin boards, posters, and flyers. Tailor marketing messages to resonate with the target audience and highlight the unique features and benefits of the event.

## ENGAGING CONTENT

Create engaging and compelling content to capture the attention of potential participants. Use visuals such as photos, videos, and graphics to showcase past events, highlight activities, and convey the event's atmosphere and excitement. Share testimonials or success stories from previous participants to build credibility and trust.

## PLANNING YOUR EVENT

## **EASY REGISTRATION**

Encourage participants to register for the event in advance through simple and accessible registration methods. Offer incentives such as early access to certain activities or exclusive perks for those who register early. Make registration convenient by providing online registration options, such as Google Forms or messaging through the organization's social media platforms. Emphasize the importance of registering in advance to help organizers better plan and prepare for the event, ensuring a smooth and enjoyable experience for all attendees.

Here's an example of a simple registration form for a family sport event:

### **1. Participant Information**

- Full Name:
- Age:
- Gender:
- Contact Email:
- Contact Phone Number:

### **2. Family Information**

- Number of Adults Attending and their age:
- Number of Children Attending and their age:
- Any Special Accommodations Needed?
- Do you plan to attend the entire event, or only specific activities?  
(Please specify)
- Additional Comments or Questions: (Please use this space to provide any additional information or ask questions about the event.)

## **COLLABORATIONS AND PARTNERSHIPS**

Partner with local businesses, community organizations, schools, and recreational clubs to expand reach and leverage existing networks. Collaborate on promotional activities such as joint marketing campaigns, cross-promotions, or sponsorship opportunities. Engaging partners can help increase visibility and credibility for the event.

## **CLEAR COMMUNICATION**

Provide clear and concise information about the event, including date, time, location, activities, and registration process. Make use of event websites, social media pages, and promotional materials to communicate important details and answer frequently asked questions. Ensure contact information is readily available for participants to reach out with any inquiries or concerns.

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Implementing a strategic and targeted approach to event promotion can help organizers raise awareness, generate interest, and encourage participation in family sport events and intergenerational gatherings. Emphasizing the importance of easy and early registration can streamline logistics and ensure a positive experience for both organizers and participants.

## ENSURE SAFETY MEASURES

Prioritizing safety involves implementing a range of measures to minimize risks and create a secure environment for all attendees. This includes conducting thorough risk assessments to identify potential hazards and mitigate them effectively. If possible provide first aid stations staffed by trained person. This helps address any medical emergencies that may arise during the event.

It's essential to ensure proper usage of equipment and facilities to prevent accidents and injuries. Complying with safety protocols specific to each activity, such as proper warm-up routines or supervision requirements, further enhances participant safety.



## PROVIDE EQUIPMENT AND SUPPLIES

Equipping the event with the necessary gear and supplies is essential for facilitating smooth and enjoyable activities for participants.

Organizers should ensure that all required equipment, such as sports gear, safety gear, signage, and materials for activities, is readily available and in good condition. This may include soccer balls, yoga mats, beach tennis rackets, hiking gear, frisbees, and any other equipment needed for specific activities. Additionally, organizers should have sufficient supplies on hand, such as water bottles, snacks, first aid kits, sunscreen, and seating arrangements, to cater to the needs of participants throughout the event.

Collaborating with local vendors or sponsors may help secure equipment and supplies at a reduced cost or through donations. Regularly inspecting and maintaining equipment prior to the event ensures its functionality and reduces the risk of accidents or disruptions during activities.

## OFFER INCLUSIVE OPTIONS

To promote inclusivity, organizers should offer adaptive equipment and modify activities to accommodate participants with disabilities or special needs. This may include providing specialized equipment such as wheelchairs, adaptive sports gear, or sensory-friendly materials to facilitate participation for individuals with physical or cognitive disabilities.

Additionally, organizers should modify activity formats or rules as needed to ensure accessibility and promote equal participation for all attendees. This may involve adjusting the duration or intensity of activities, providing alternative routes or methods of participation, or offering additional support from trained staff or volunteers. By offering inclusive options, organizers can create an environment where individuals of all abilities feel welcome and empowered to participate fully in the event's activities. This fosters a sense of belonging and promotes diversity and acceptance within the community.

## PLANNING YOUR EVENT



## ENCOURAGE ACTIVE PARTICIPATION

Promoting active participation is one of the crucial keys to the success of family sport events and intergenerational gatherings. Organizers can incentivize and encourage participation by offering rewards, incentives, and recognition for individuals and families who actively engage in the event.

One effective way to recognize participants' efforts is by offering certificates for completing specific activities or achieving milestones. These certificates can serve as tangible tokens of achievement, providing participants with a sense of accomplishment and pride in their involvement. Certificates may be awarded for various achievements, such as completing a certain number of activities, demonstrating sportsmanship, or showing improvement in specific skills.





In addition to certificates, organizers can also offer other incentives such as prizes, giveaways, or exclusive access to certain activities or experiences. Recognizing participants' efforts and achievements through shout-outs, awards ceremonies, or social media features can further motivate others to get involved and contribute to the event's success.

Organizers can boost engagement by incorporating friendly competitions, challenges, or scavenger hunts to encourage active participation and interaction among attendees. These activities not only promote physical activity but also foster camaraderie and teamwork across all age groups.

## COLLECT FEEDBACK

Gathering feedback from participants, volunteers, and stakeholders after the event is very important for evaluating its success and identifying areas for improvement. Organizers can utilize surveys, interviews, and focus groups to collect both qualitative and quantitative data.

Surveys are an effective tool for gathering feedback from a large number of participants. They can be distributed electronically via email or through online survey platforms, or distributed in-person at the event. Surveys should include a mix of closed-ended questions (e.g., rating scales, multiple-choice questions) and open-ended questions to capture both quantitative data and detailed feedback.

In addition to surveys, conducting interviews with volunteers and select participants can provide valuable insights into their experiences and perceptions of the event. Interviews allow for in-depth exploration of specific topics and enable organizers to gather rich qualitative data.

Once feedback has been collected, event organizers should analyze the data to identify common themes, trends, strengths and weaknesses and consequently define areas for improvement. This analysis can inform future event planning efforts and help organizers make informed decisions to improve the event experience for participants and stakeholders alike, ensuring the continued success of family sport events and intergenerational gatherings.



# DISSEMINATE RESULTS



After the event, it's essential to share the results and highlights to showcase its success and impact. Organizers can utilize various channels, including social media, newsletters, and local media outlets, to reach a wide audience and attract more participants for future events.

One effective way to disseminate results is through social media platforms such as Facebook, Instagram, and TikTok. Organizers can publish photos and videos of the event, showcasing the activities, participants, and memorable moments. By sharing engaging content and using relevant hashtags, organizers can increase visibility and reach a broader audience, including potential participants and community members.

In addition to social media, organizers can use newsletters or email updates to communicate with participants, volunteers, and stakeholders, especially those who are not active on social media. Newsletters can include event highlights, participant testimonials, and upcoming event announcements to keep the community informed and engaged.

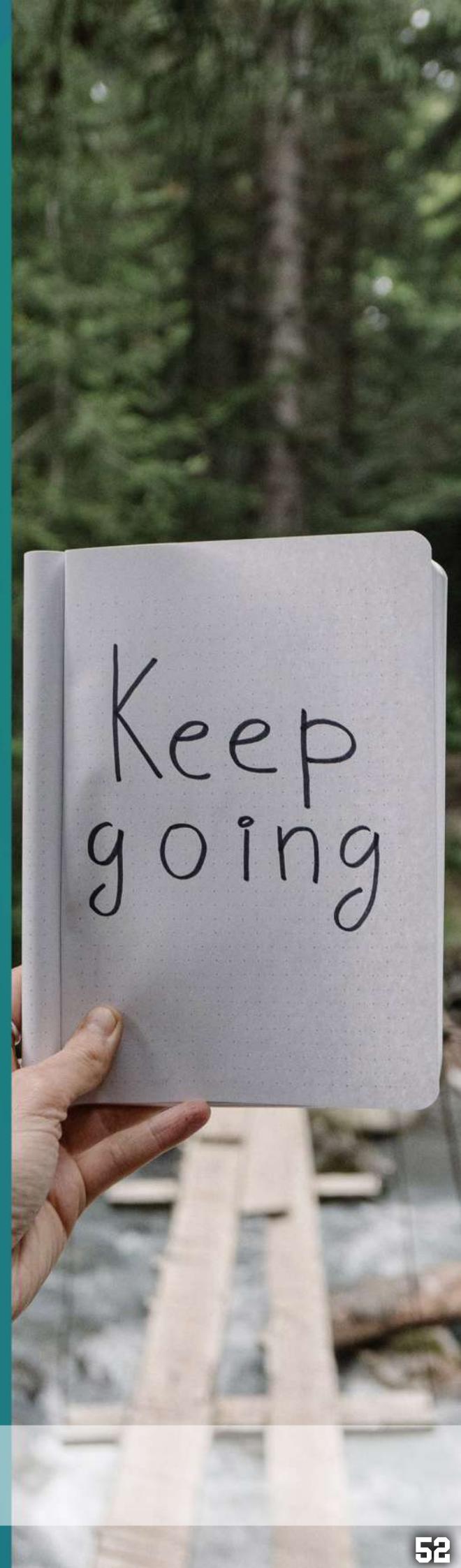
Local media outlets, such as newspapers, radio stations, and community blogs, provide another opportunity to share event results and attract attention to future events. Organizers can pitch press releases or stories highlighting the positive impact of the event on the community, including testimonials from participants and partners. These channels prove useful when trying to reach out to the seniors and people who do not actively use emails or social media to receive news.

Organizing an open day at an organization can be a valuable opportunity to showcase past events and announce upcoming ones. It provides a platform for community members to learn about the organization's mission, activities, and impact, while also engaging with potential participants and stakeholders. By disseminating results and highlighting the positive impact of events, organizers can attract more participants for future events and foster continued engagement and support within the community.

## PLAN FOR SUSTAINABILITY

Finally, do not forget about sustaining your momentum generated by the event in order to ensure long-term success and impact. Organizers can boost continued engagement and participation by implementing follow-up activities, establishing ongoing programs, and fostering partnerships with local organizations.

One key aspect of sustainability planning is to organize follow-up activities that build upon the success of the event and maintain community engagement. These activities may include workshops, clinics, or mini-events that offer opportunities for participants to further develop their skills, interests, and connections formed during the main event. Ongoing opportunities for involvement can help organizers keep participants engaged and invested in the organization's mission and activities.



Establishing continuous programs related to the event's themes or activities can also contribute to sustainability efforts. For example, organizers can launch regular sports leagues, fitness classes, or family-oriented programs that provide opportunities for continued participation and community building beyond the initial event.

With offering consistent programming, organizers can develop a sense of belonging and encourage long-term involvement from participants and families.

Forming partnerships with local organizations, businesses, and community groups can help sustain the momentum created by the event. Collaborating with schools, sports clubs, parks and recreation departments, and other community stakeholders can expand resources, reach new audiences, and strengthen the organization's impact within the community. Partnerships may involve co-hosting events, sharing resources, or collaborating on programming to address shared goals and interests.

# BUDGETING AND FUNDING OPTIONS

Organizing family sport events and intergenerational gatherings requires careful budgeting and consideration of funding options to cover expenses and ensure the success of the event. Below are some key considerations and potential funding sources:

## IDENTIFY EXPENSES

Begin by identifying all potential expenses associated with the event, including venue rental fees, equipment and supplies, permits and licenses, insurance, marketing and promotional materials, staff or volunteer expenses, and any other operational costs. Estimating these expenses upfront will provide a clear understanding of the financial requirements for the event.





## **SEEK SPONSORSHIP**

One funding option is to seek sponsorship from local businesses, corporations, or community organizations. Sponsors can provide financial support or in-kind donations in exchange for promotional opportunities and recognition at the event. This may include logo placement on marketing materials, signage at the event, or mentions in promotional announcements. Reach out to potential sponsors early in the planning process and tailor sponsorship packages to align with their interests and objectives.

## **APPLY FOR GRANTS**

Grants from government agencies, foundations, or nonprofit organizations can provide significant financial support for family sport events and intergenerational gatherings. Research grant opportunities that align with the event's goals and target audience, and prepare grant proposals outlining the event's objectives, budget, expected outcomes, and community impact. Be sure to carefully review grant guidelines and deadlines, and submit applications well in advance to increase the chances of securing funding.

## **TICKET SALES OR REGISTRATION FEES**

Depending on the event format and activities offered, organizers may consider charging ticket sales or registration fees to offset costs. Determine a reasonable pricing structure based on the event's value proposition, target audience, and anticipated attendance. Offer early bird discounts or family packages to incentivize early registration and maximize participation.

## **IN-KIND DONATIONS AND VOLUNTEER SUPPORT**

Donations of goods or services from local businesses or community members can help reduce expenses and stretch the event budget. Consider soliciting in-kind donations for items such as food and beverages, event supplies, or raffle prizes. Additionally, recruit volunteers to assist with event setup, registration, activities, and cleanup, reducing the need for paid staff and lowering labor costs.

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Carefully budgeting and exploring various funding options, can secure the necessary resources to plan and execute successful family sport events and intergenerational gatherings. Collaboration with sponsors, grantors, donors, and volunteers can help ensure the event's financial viability while maximizing its impact within the community.

# CONCLUSION



Organizing family and intergenerational sport events requires careful planning, dedication, and collaboration. Throughout this guideline, we've explored various tips and strategies to help ensure the success of these events and create memorable experiences for participants of all ages.

From defining aims and objectives to securing venues, recruiting volunteers, and promoting the event, each step plays a crucial role in the planning and execution process. By adapting activities to resonate with the target audience, providing inclusive options, and prioritizing safety measures, organizers can create a welcoming and enjoyable environment for families and people to participate in sports and physical activities.

Engaging volunteers, leveraging partnerships, and exploring funding options are essential components of sustainable event planning. Involving the community and fostering a sense of ownership and pride in the event lays the groundwork for sustained success and impact in the future.

As we conclude this guideline, let us remember the importance of flexibility, adaptability, and creativity in responding to the needs and interests of participants.

By continuously seeking feedback, evaluating outcomes, and refining our approaches, we can ensure that family and intergenerational sport events remain vibrant, inclusive, and

meaningful experiences for all involved.

Thank you for your commitment to promoting active lifestyles, fostering community connections, and creating opportunities for families to come together and enjoy the benefits of sports and physical activity. Together, we can continue to make a positive difference in the lives of individuals and communities through family and intergenerational sport events.



## CONCLUSION

# INTERNATIONAL TRAINING SESSIONS



International training sessions play a important role in equipping sport workers, instructors, trainers, and youth workers with the knowledge and skills necessary to successfully plan and implement family and intergenerational sport events. These training sessions serve as platforms for sharing best practices, exploring innovative approaches, and promoting collaboration among participants from diverse backgrounds and regions.

The purpose of this chapter is to outline a comprehensive framework for organizing international training sessions focused on family and intergenerational sporting activities. These sessions aim to gather professionals and enthusiasts in the field to enhance their understanding of the benefits of such events, provide practical insights into event organization, and facilitate the adaptation of sports activities for diverse age groups and abilities.

Drawing upon the expertise and resources developed within the project, including handbooks, guidelines, and good practice collections, these training sessions offer participants a unique opportunity to learn from each other, exchange ideas, and gain hands-on experience in implementing family and intergenerational sporting activities.

Throughout this chapter, we will explore the structure, content, and logistics of organizing international training sessions, using a sample 5-day training session as a reference point. From

introductory activities and presentations to practical workshops and reflection sessions, each day's agenda is designed to maximize learning, engagement, and collaboration among participants.

With investing in international training sessions, we can empower sport practitioners and advocates to promote the importance of family and intergenerational sporting activities in their communities, ultimately contributing to healthier, more inclusive, and connected societies.



## **FUNDING AND FINANCIAL CONSIDERATIONS**

Training sessions can be organized as part of a project funded by sport programs and donors, allowing for financial support to cover various expenses such as venue rental, materials, and facilitator fees. On the other hand, organizations may choose to fund the training sessions independently, covering costs through participant fees or organizational budgets. This approach offers flexibility in program design and implementation, while ensuring sustainability beyond project funding cycles.

## **INTERNATIONAL TRAINING SESSIONS**

## **COLLABORATION WITH INTERNATIONAL PARTNERS**

International partners play a crucial role in identifying and inviting participants for the training sessions. Collaborative efforts involve sharing networks, contacts, and expertise to reach potential participants across different regions and countries. Partnerships with organizations, institutions, and networks involved in sports, youth development, and community engagement enable access to diverse pools of professionals, practitioners, and enthusiasts interested in family and intergenerational sporting activities. Through coordinated outreach efforts, international partners can collectively promote the training sessions, share information, and encourage participation within their respective networks and communities.

## **DIGITAL PROMOTION AND ONLINE REGISTRATION**

Digital media platforms, including websites, social media channels, and email newsletters, serve as powerful tools for promoting training sessions to a global audience. Engaging content, visually appealing graphics, and targeted messaging can attract the attention of potential participants and encourage them to learn more and register.

Online registration systems streamline the participant registration process, allowing individuals to easily sign up for the training sessions from anywhere in the world. User-friendly registration forms, secure payment processing, and automated

## **INTERNATIONAL TRAINING SESSIONS**

confirmation emails enhance the participant experience and ensure efficient event management.

Leveraging digital marketing strategies such as search engine optimization (SEO), social media advertising, and email campaigns can further amplify the reach and impact of promotional efforts, driving higher participation rates and engagement with the training sessions.



## **TRAINING SESSION STRUCTURE**

Each day is structured with morning and afternoon sessions, each consisting of two workshop sessions with a duration of 90 minutes each, separated by a 30-minute break. Lunch break is provided between the morning and afternoon sessions, with a minimum duration of 90 minutes to allow for networking and relaxation.

The length of the international training sessions can vary from 3 to 5 days.

## **DESCRIPTION OF A FIVE-DAY TRAINING SESSION**

### **DAY 1: INTRODUCTION AND TEAM BUILDING**

On the first day, participants are oriented to the training session's agenda and objectives. Structured ice-breaking activities and name games are employed to facilitate introductions and foster group cohesion. The morning session is dedicated to providing an overview of the training activities and ensuring participants are familiar with the schedule.

Team-building exercises are conducted to promote collaboration and establish rapport among participants, setting a positive tone for the remainder of the week.

## **INTERNATIONAL TRAINING SESSIONS**

## **DAY 2: IMPORTANCE OF FAMILY SPORT EVENTS AND ADAPTED SPORTS ACTIVITIES**

Day two begins with presentations on the significance of family sport events and the benefits of adapted sports activities. Participants engage in discussions and interactive sessions to explore practical examples and case studies. Emphasis is placed on understanding the principles of adapted sports and their application in diverse settings. Practical demonstrations and hands-on exercises provide participants with the opportunity to experience adapted sports activities firsthand, reinforcing key concepts and techniques. These activities rely on a usage of "Recommendations for adapted sport activities" and "BONTS collection of good practices" a handbook created within the project which are giving a great insight and a lot of useful information and tips about this topic.

## **DAY 3: ORGANIZING FAMILY AND INTERGENERATIONAL SPORTING EVENTS**

The focus shifts to event organization on day three, with workshops covering essential aspects such as venue selection, logistics planning, and participant recruitment. Facilitators share best practices and strategies for successful event management, drawing upon industry standards and real-world examples. Participants engage in group activities and scenario-based exercises to apply theoretical knowledge to practical challenges. The day concludes with discussions on risk management and contingency planning to ensure smooth

event execution. The "Know-how: Building Family Bonds Through Sports" guideline will be the one used for these activities.

## **DAY 4: PRACTICAL IMPLEMENTATION OF SPORTING ACTIVITIES**

Day four is dedicated to practical implementation, with participants assuming the role of facilitators for selected sporting activities. Mentored by experienced trainers, participants lead sessions tailored to different age groups and skill levels. Practical challenges and role-playing scenarios provide opportunities to refine facilitation skills and adapt strategies on the fly. Feedback and peer review sessions allow participants to reflect on their performance and identify areas for improvement.

## **DAY 5: REFLECTION AND FEEDBACK**

The final day is reserved for reflection and feedback. Participants engage in structured discussions and self-assessment exercises to evaluate their learning and personal growth throughout the training session. Facilitators lead group debriefs and encourage participants to share insights and lessons learned. Feedback forms and evaluation surveys are distributed to gather quantitative and qualitative feedback on the training content and delivery. The day concludes with a closing ceremony, where certificates of completion are awarded, and participants depart with a renewed commitment to applying their newfound knowledge in their professional practice.

## EXAMPLE: AGENDA FOR THE FIVE-DAY TRAINING SESSION

### Day 1: Introduction and Team Building

10:00-11:15: Introduction to Training Activities and Participants  
11:15-11:45: Break  
11:45-13:00: Overview of Training Objectives and Expectations  
13:00-14:30: Lunch Break  
14:30-15:45: Ice-breaking and Teambuilding  
15:45-16:15: Break  
16:15-17:30: Teambuilding and Group Discussion

### Day 2: Importance of Family Sport Events and Adapted Sports Activities

10:00-11:15: Presentations on Family Sport Events  
11:15-11:45: Break  
11:45-13:00: Benefits of Adapted Sports Activities  
13:00-14:30: Lunch Break  
14:30-15:45: Examples of Adapted Sport Activities  
15:45-16:15: Break  
16:15-17:30: Examples of Adapted Sport Activities

## Day 3: Organizing Family and Intergenerational Sporting Events

10:00-11:15: Venue Selection and Logistics Planning

11:15-11:45: Break

11:45-13:00: Participant Recruitment Strategies

13:00-14:30: Lunch Break

14:30-15:45: Risk Management and Contingency Planning

15:45-16:15: Break

16:15-17:30: Group Activities and Scenario-based

## Day 4: Practical Implementation of Sporting Activities

10:00-11:15: Session 1 - Practical work adapted sport activity

11:15-11:45: Break

11:45-13:00: Session 2 - Practical work adapted sport activity

13:00-14:30: Lunch Break

14:30-15:45: Session 3 - Practical work adapted sport activity

15:45-16:15: Break

16:15-17:30: Session 4 - Practical work adapted sport activity

## Day 5: Reflection and Feedback

10:00-11:15: Participant Reflection and Self-assessment

11:15-11:45: Break

11:45-13:00: Group Debrief and Insights Sharing

13:00-14:30: Lunch Break

14:30-15:45: Feedback Forms and Evaluation Surveys

15:45-16:15: Break

16:15-17:30: Closing Ceremony and Certificate Distribution

## CONCLUSION

In conclusion, the international workshop sessions serve as invaluable platforms for knowledge exchange, skill development, and collaborative learning in the realm of family and intergenerational sports.

Throughout the course of these sessions, participants benefit from engaging presentations, hands-on activities, and insightful discussions that deepen their understanding of the importance of such events.

By exploring practical strategies for organizing and implementing family-oriented sporting activities, participants are equipped with the tools and expertise needed to make a meaningful impact in their communities. As they reflect on their experiences and share feedback, the sessions bring a sense of shared purpose among participants, reinforcing their commitment to promoting active lifestyles and inclusive sports environments.

With each session, the collective effort towards building stronger, healthier communities through sports is strengthened, paving the way for continued collaboration and innovation in the field.

# ABOUT ERASMUS+ SPORT





The aim of Erasmus+, as a program, is to support the educational, professional and personal development of people in education, training, youth and sport, to contribute to sustainable growth, quality jobs and social cohesion, to drive innovation and to strengthen European identity and active citizenship.

Erasmus+ actions in the field of sport promote participation in sport, physical activity, and voluntary activities. They are designed to tackle societal and sport-related challenges. Opportunities are available for organizations under 3 Calls which address these challenges.

A specific call on Capacity Building in the field of sport is also available as of 2022. It targets EU Member States and third countries associated to the Program (previously called Program countries) and the Western Balkans.

## **COOPERATION PARTNERSHIPS**

Designed for organizations to develop and implement joint activities to promote (among others) sport and physical activity, as well as deal with threats to the integrity of sport (such as doping or match-fixing), promote dual careers for athletes, improve good governance, and foster tolerance and social inclusion.

## **SMALL-SCALE PARTNERSHIPS**

For grassroots organizations, less experienced organizations and newcomers to the Program. Small-Scale Partnerships have simpler administration, smaller grants and shorter durations than Cooperation Partnerships.

## **NOT-FOR-PROFIT EUROPEAN SPORT EVENTS**

Designed to encourage sporting activity, implement EU strategies for social inclusion through sport, foster volunteering in sport, fight against discrimination and encourage participation in sport and physical activity.



## CAPACITY BUILDING IN THE FIELD OF SPORT

Capacity-building projects are international cooperation projects based on multilateral partnerships between organizations active in the field of sport in EU Member States and third countries associated to the Program (previously called Program countries) and the Western Balkans. They aim to support sport activities and policies in as a vehicle to promote values as well as an educational tool to promote the personal and social development of individuals and build more cohesive communities.

More information at:

<https://erasmus-plus.ec.europa.eu/opportunities/opportunities-for-organisations/sport-actions>







<https://bonts.euactive.org/>  
project no. 101089863