

Summary

St. Paul Curling Club in St. Paul, Minnesota hosts a successful Cash Spiel each year. With the growth and success of the event each year, the event organizer realized the need to streamline management.

Compete-At's Event Manager platform was chosen because it is tailored specifically for curling and St. Paul Cash Spiel expected a high level of service to make the transition to a web service.

Event Manager was a great fit because it enabled the Spiel to streamline registration for the event and remove the hassles of tracking paper registrations and mailed in check payments.



About Compete-At

Compete-At provides tailored online event management solutions to meet the unique needs of select sports. Clubs, national organizations and associations rely on Compete-At to manage world class events. Visit us online at: www.Compete-At.com

Background

The St. Paul Curling Club in St. Paul, Minnesota hosts the St. Paul Cash Spiel. The event has been contested for over 20 years, and was one of the first American spiels on the major curling circuit, which is now the World Curling Tour. The event typically draws 32 teams to competing for a purse of over \$12,000.

The Challenge

St. Paul Curling Club had already built their own registration system in house. While their own system worked fine, they realized there may be benefits of outsourcing this component for additional registration assistance in 2007. The St. Paul Cash Spiel is a large scale event that has continued to grow annually. With this growth also came the growing task of managing paper registrations and payments was a distraction to the preparations for the event itself.

The Solution

St. Paul Curling Club decided to become early adopters for Compete-At's new Event Manager platform. They helped Compete-At shape the functionality of the product to ensure it met the demands of curling clubs and the sport of curling. St. Paul Curling Club chose Compete-At over other online registration systems because the high level of service that they expected to receive and they are happy to report, it is what they have received thus far.

"What we have found as event organizers is that the conveniences of on-line entry and payment eliminate the difficulties of paper registrations, deposits, and cancelations," says John Benton, Promotions and Marketing Director for the St. Paul Cash Spiel. "It can be a real benefit to have a very streamlined and simple registration process. As a curler myself, I know that there is peace of mind in knowing without a doubt that my entry is in and I am confirmed for the event."

Compete-At's Event Manager has successfully been able to streamline the St. Paul Cash Spiel as well as hundreds of curling events in the 2007-2008 season. The simplicity of Event Manager has allowed the St. Paul Curling Club to eliminate the confusion and hassle that paper registration and payment can cause. St. Paul Curling Club has also helped to advance Event Manager for the sport of curling and has thus helped to promote the event and sport as a whole.

More About Event Manager

Compete-At's Event Manager is a secure online platform tailored to meet the unique planning needs of competitive sports like curling. It is a proven solution for hundreds of curling clubs and playdowns globally. Compete-At partners with governing bodies such as USA Curling and Curl BC to advance and promote the sport of curling.