

North Stockton Rotary Chess Tournament

Mission Statement

Provide a valuable service to Stockton youth and youth of California by hosting a well managed, northern California, grade level chess tournament in Stockton.

Objectives

1. Bring a State Class Chess Tournament to Stockton yearly.
2. Raise local player participation through active solicitation and scholarships.
3. Enhance Stockton's reputation to a larger California audience by attracting players from around the state.
4. Profits, if any, will be used to provide startup or support funds for local scholastic chess clubs and future tournament scholarships.
5. Build total attendance to 400 and Stockton student participation to 100 (71 in 2003)

Strategy

1. Offer an efficient, well run tournament to tournament-weary parents.
 - Info Website (Stockton Chess www.stocktonchess.org)
with Links to sponsored Hotels & Restaurants
 - Good on-site signage & greeters in parking area
2. Scholarships entry fees for local players.
3. Promote Tournament with
 - a. Ads in USCF
 - b. Cal Chess Magazine
 - c. The Dragon (Northern Calif Chess magazine)
 - e. Distribute fliers at Chess Tournaments
 - f. Post announcement on CalChess & Stockton Chess web sites.
 1. Stockton Chess Club
 2. CalChess
 - g. Distribution email
 1. Grade School Chess teams—especially Stockton schools
 2. Chess Clubs
 3. Chess coaches.
 4. Former players
 - h. Local News Coverage
4. Solicit local sponsorship by demonstrating the value to Stockton's youth and community.