Competition Development Services
Build a Competition From the Ground Up

From idea and budget to a practical plan for a successful competition

Thinking About Starting a Competition?

Maybe you have an idea for a new competition. Maybe you want to add a competition to an existing festival. Or maybe you are thinking about creating something much larger.

You may already have a budget, a possible location, or a group of people interested in making it happen—but not yet have a complete plan.

Competition Development Services can help turn that idea into a workable competition, from the first concept through the structure, budget, schedule, staffing, judging, scoring, and overall plan needed to make it happen.

How I Can Help

- **Shape the Competition:**
  Help define the type, size, structure, and overall direction of the event.
- **Build the Budget:**
- Develop estimated costs, revenue ideas, prize money, and a projected profit-and-loss model.
- **Plan the Venue & Schedule:**
  Determine what the event needs for space, timing, stages, breaks, awards, and contestant flow.
- **Design the Competition:**
  Develop categories, eligibility, rounds, rules, judging, scoring, and tie procedures.
- **Plan the People:**
  Identify staffing, volunteer, judge, registration, and support needs.
- **Plan Revenue Opportunities:**
  Consider entry fees, sponsorships, merchandise, concessions, performances, or other income sources where they fit.
- **Build the Operating Plan:**
  Put together the steps, timeline, responsibilities, and procedures needed to move from idea to contest day.
- **Prepare for Launch:**
  Help identify what still needs to be done before the event is ready to go.

What You Will Gain

- A clear plan for what the competition should look like.
- A realistic budget and financial outlook.
- A structure that fits the available money, venue, and goals.
- A practical schedule and operating plan.
- A clear understanding of staffing, judges, volunteers, and equipment needs.
- Fewer surprises before money is committed.
- A roadmap for moving from idea to contest day.

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Scoring, Registration & Timing

When appropriate, the Normalized Scoring System (NSS) can be built into the competition plan for scoring, registration, scheduling, and event timing.

How It Works

Every new competition is different. We start with a conversation about your idea, goals, budget, location, and the kind of event you want to create.

From there, I can develop a proposal covering the planning, financial work, competition design, and level of support needed to move the event forward.

Competition Development Services are custom quoted based on the size, complexity, location, and amount of help required.

Why Work With Me?

- 49 years competing, judging, organizing, and operating fiddle competitions
- 20+ years designing and operating competitions at the local, state, and national levels
- Developer of the Normalized Scoring System, used in multiple state, regional, and national competitions
- 35+ years solving business, financial, technology, and operational problems
- Practical experience turning ideas into workable plans

Let's Talk

Every competition starts with an idea. Tell me what you're thinking about, what you want to accomplish, and what resources you have available. We can talk through whether the idea makes sense and what it would take to move forward.

Ed Carnes, MBA
Competition Development and Normalized Scoring System (NSS)