

Dodgeball Belgium 3Y Strategy

3 Year plan from 2024 to 2027

Vision

To establish dodgeball as a recognized, growing, and competitive sport in Belgium, with sustainable club development, increased player participation, and improved national and international performance.

Core Objectives

1. **Increase Club Membership & Participation**
 2. **Strengthen Club Development & Governance**
 3. **Enhance Competitive & Coaching Standards**
 4. **Secure Funding & Partnerships**
 5. **Improve National & International Recognition**
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Year 1: Foundation & Awareness (2024-2025)

Goal: Build awareness and establish a foundation for growth.

- **Increase Membership & Participation:**
 - Organize nationwide **open training sessions** at each club.
 - Develop a **"Start a Club" toolkit** to help new clubs form.
 - Target schools and universities with free demo sessions.
 - Target 45% gender balance
- **Strengthen Club Development:**
 - Standardize club governance (e.g., bylaws, best practices).
 - Provide workshops on **club management and fundraising**.
- **Enhance Competition & Coaching:**
 - Introduce a **national league format** for more structured play.
 - Organize referee training sessions to ensure fair play.
- **Secure Funding & Partnerships:**
 - Apply for **sports federation grants** from local governments.
 - Establish partnerships with sports brands for equipment sponsorship.
 - Seek collaboration with corporate sponsors for international events.
- **Improve Recognition & Media Presence:**
 - Launch an **active social media campaign**.
 - Engage with national sports bodies for official recognition.
 - Develop a **Dodgeball Belgium website** with club directories and event listings.
 - Apply for hosting international tournaments

Year 2: Expansion & Competitive Growth (2025-2026)

Goal: Expand club numbers and improve competitive standards.

- **Grow the Club Network:**
 - Set a target to **increase to 8 clubs**.
 - Have Open training sessions in every province.
 - Launch **youth teams** at clubs to create pathways for young players.
- **Improve Competitions & Coaching:**
 - Expand the national league into **divisions (beginner & advanced)**.
 - Host the WEC26 in Belgium.
 - Implement referee certification.
- **Enhance Funding & Sponsorships:**
 - Secure more **corporate sponsors** for national events.
 - Apply for **Olympic/European sports funding** where possible.
- **Boost Media & Recognition:**
 - Work towards **official recognition as a national sport**.
 - Feature dodgeball in Belgian sports news and local media.
 - Stream all the competition and WEC26 games live.

Year 3: Sustainability & International Presence (2026-2027)

Goal: Establish dodgeball as a recognized and growing sport in Belgium.

- **Sustain Club Growth & Membership:**
 - Strengthen youth and women's dodgeball programs.
 - Launch **youth competition**.
- **Enhance Competitive Excellence:**
 - Strengthen coach and referee development for higher standards.
- **Financial Stability & Long-Term Growth:**
 - Diversify income sources through **merchandising and events**.
- **Global Recognition & Engagement:**
 - Increase impressions 50% YOY

Key Metrics for Success:

- ✓ Increase from 6 to 8 clubs by Year 3
- ✓ Grow registered players by at 15% each year
- ✓ Launch and sustain a competitive national league
- ✓ Achieve official national sports federation recognition
- ✓ Send a national team to European & World Championships