# **American Kitefliers Association**

# Kite Event Organizer's Manual



Phil Broder



# The AKA Kite Event Organizer's Manual



by Phil Broder

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# Introduction

Any kiteflier will tell you that once you strip away the competition, the technical details, the hours spent over the sewing machine, and all the other extras, there's only one reason why they fly kites: FUN! It's not brain surgery; it's kiteflying. It's people standing on a beach or in the middle of a field holding a string, looking up in wonderment. We don't do it because we get paid, or because it's our job, or because we expect to become famous. We fly kites because it's enjoyable, and we smile when we do it.

As the organizer of a kite event, it's your job to share the fun. You're about to embark on a process that will bring grins to a lot of faces. Unfortunately, there will be times when this process takes the grin off your face. Just remember that in the end, it will all be worthwhile.

This manual is designed to give you a framework within which to build a kiteflying event. Whether you're setting up a schoolyard fun fly or a huge

festival, the ideas presented here will help steer you toward success. These ideas are based on my own experiences attending hundreds of kite events and organizing National Kite Month, as well as the input of numerous other kiteflying veterans. Still, nothing written here is gospel. The things that make the events in Wildwood, New Jersey, and Long Beach, Washington, such huge successes might fail miserably if you try to play it in Peoria. Adjust what you find here to fit your own situation, based on your own experience.

Also, you should talk to kitefliers in your area. Contact the American Kitefliers Association to find out who lives nearby. Their knowledge can add to your plans, and chances are you can get them to help you organize the event. Most kitefliers are happy to share their love of kites with other people and are just waiting for the opportunity.

So for a few minutes, put away your kite, roll up your string, and take shelter from the wind. You're about to become an event organizer....



# **Setting Goals**

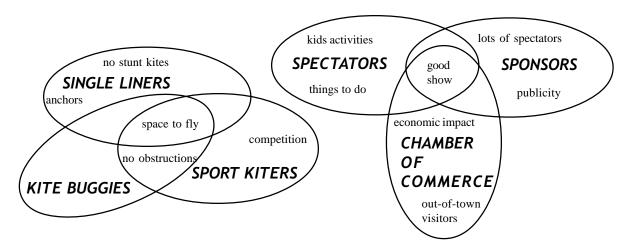
You'll need to decide on a goal for your event. A kite festival can't be all things to all people, and if you try you'll be guaranteed to upset one group or another. If your only goal is to have fun, you won't need to do a lot of organizing. On the other hand, if the goal is competition you'll have weeks of advance planning. Here are some things to consider:

Goal Have fun	Things You Need Safe flying area, PA system
Make money (profit)	Safe flying area, something to sell
Make money (charity)	Safe flying area, something to sell, donations
Competition	Roped-off fields, PA system, awards.

different measures of success. There have been several kite festivals that died out because even though they were successful kiteflying events, they failed to accomplish a specific goal – like gaining a certain amount of media attention, or raising a certain amount of money – that one of the organizers had. From the beginning, you'll need to decide what yardstick you'll be using to measure success.

# **Choosing a Location**

There are several factors to consider when deciding where to have a kite festival. The most obvious is that the site should be a large, open area, free from wind-blocking obstructions and safety hazards. Few non-kitefliers understand how much space is really necessary for kiting. A school athletic field may be large and open, but if it's surrounded by trees, bleachers, and buildings it will probably have turbulent wind.

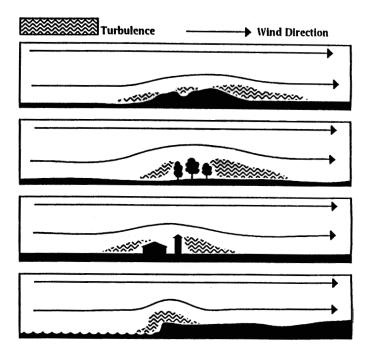


It's not impossible to meet more than one of these goals; they're not mutually exclusive. But make certain you know where you're trying to go, or you may never get there.

Often, the different people involved in running an event have different goals. Some may want to have a kiteflying event, while others may be looking at it as a fundraising event with kites. It's important to get everyone on the same page from the start. Again, differing goals are not mutually exclusive, but there are

Likewise, valleys and depressions usually have poor wind. Kite-eating trees, power lines, fences, and light poles should also be avoided. Large athletic fields and beaches are often the best choices.

Kitefliers talk about the "rule of seven." When the wind swirls over an obstacle like a tree, it takes a distance seven times the height of the obstacle for the wind to smooth back out. For instance, if there's a 50' tree on the edge of the field, there will be a 350' area of choppy air downwind of the tree.



Trees, buildings, and hills can cause turbulence that makes kiteflying difficult. Remember the "rule of seven": if an obstacle is X high, you need to be downwind a distance of 7X for the wind to be smooth again. Some large, open areas that look perfect for kiteflying (like soccer fields) may be surrounded by bleachers, trees, or buildings that ruin the wind.

Bear in mind that a regulation-size sport kite competition field must be at least 300'x300', and that most competitions need not just one field but often two fields and a pit area. The AKA National Convention requires five of these fields to accommodate all the various activities that happen simultaneously; there are few places in America that have the open space necessary to meet this need.

Organizers should also consider the location's proximity to other things in the community. Is your site easily accessible from a major road? Is it close enough to a city for the media to cover it, or is it too far away? How close is it to potential sponsors? Is it close enough for spectators?

Look at the facilities available at the site. Parking must be adequate and fairly close. Restrooms and drinking fountains must be there, or you will have to bring them to the site. A food concession is necessary for longer events. Many events will need electricity, and if none is available you will need to bring a portable generator. The availability of toilets, drinking water, and trashcans can make or break an event. Likewise, noise from a portable generator can be a major problem. You might need to shield a generator with plywood to help muffle the noise.

When laying out your fields, try to think like a specta-

tor. First, research shows that people tend to stay near their cars. Second, no matter where you think spectators will wind up, chances are you'll be wrong. So, put the things the spectators will need the most – information and registration tables, bathrooms, concessions – closest to the parking lot. If you want to try to draw people in from there, put something spectacular – such as giant inflatable kites – farther away, forcing spectators to walk past other things to get there.

But don't forget the needs of the kitefliers. Many kitefliers travel with hundreds of pounds of gear, from big kites to metal rods to jumbo coolers. None of them want to haul all of this from the parking lot out to a distant field. If possible, you should allow kitefliers to drive onto the fields to unload their cars. If this is impossible, think about providing a golf cart to help people move equipment out to the field.

As an example of how important location is, we can look at the example of a popular sport kite competition. It was held on the athletic fields of a small college, an area that was well-known to kitefliers, was visible from a nearby highway, was located close by shopping areas and restaurants, had a concession stand and ample parking, and was not far from a large city. Unfortunately, the college began to develop the fields for other uses, forcing the kite festival to find a

new location. The new site was distant from the city, inconvenient for spectators to get to, and farther from potential sponsors. While it may have been a good location for the kitefliers, it was a poor spot for trying to get sponsors or publicity.

# **Choosing a Date**

There are only 52 weekends in a year, a neverending source of consternation for kitefliers. You could very easily travel to a different kite festival every weekend. So how can you schedule a new event?

Weather is clearly going to limit your choices. You probably already have a good idea of which months will have agreeable temperatures, limited rainfall, and acceptable winds. Some research with the National Weather Service, a local TV meteorologist, or at a weather website can show you with some certainty what sort of weather to expect on any given day of the year. Of course, if your event is indoors, weather isn't a factor. For that matter, some festivals—like Wisconsin's Kites On Ice, held on a frozen lake in February—have embraced weather that is normally not good for kiteflying and had great success.

You should also check into other events in your community that might conflict with the dates you want to use. Established events – parades, holiday celebrations, sporting events, school graduation ceremonies, etc. – can draw spectators away from your kite festival.

Next, look at the kite festival calendar on the AKA's website, or check with your AKA regional director. Are you planning your event for the same time as someone else? For instance, most kitefliers in the eastern U.S. will be in Wildwood, New Jersey, for Memorial Day weekend, attending the long-running festival there. Planning something new in the same area for the same time might not work well. Many long-standing events use the same weekends year after year, so it's not hard to pick a

different date for your event. Ultimately, all conflicts can't be avoided, but smaller local events trying to draw kitefliers from the region will probably want to avoid scheduling opposite larger, established events.

Should you select a rain date? In some cases it's possible, in others it's not. For a larger event that requires kitefliers to travel considerable distances, it's impractical to schedule an alternate date for the following weekend. Typically, if an event runs for two or three days, chances are that at least one of those days will have decent weather. For a smaller, local event, you can schedule a rain date for the next day, next weekend, or any other acceptable time.

# **Finding Sponsors**

There's no trick to raising money. You just have to ask for it. Fundraising is all about personal relationships. Writing a letter to a potential donor is a waste of time; the donor can simply throw it away and not even bother to say no. Phone calls are better, but it's still easier to say no when you're not looking someone in the eye. Asking for the money in person is the way to go.

It also helps to ask the right person. Look around your community at other events – sports events, concerts, kids activities – and see who their sponsors are. Some groups and businesses make donations to secure their stature in the community, while others are looking for advertisement. Service groups like Kiwanis and Optimists Clubs can also be good partners. Make a list of potential sponsors, and how much you think they'll give you.

Consider this: will a donor write a check to you, John Q. Boxkite? Can you provide a tax write-off for the donor? Do donors want to let everyone know that they're donating to you? That's why it's easier to work through a charitable organization or service group. It's much easier to ask for money on behalf of the American Lung Association's Clean Air Kite Festival, or the Rotary Club Rokkaku Battle, because



These banners, made from Tyvek housewrap (available at hardware stores), are simple to make and even easier to decorate with a sponsor's logo. Instead of just asking a potential sponsor for money, be prepared to offer something like this in return.

those organizations have names that carry weight, and donations to them are tax deductible.

Now go start asking. Don't be afraid to ask for specific dollar amounts. Asking for "a donation" allows donors to say no too easily, or offer less than you need. They might think you're asking for \$1000 when you only need \$200. Name a number, so that you can negotiate if necessary. Also, ask for money to cover a specific expense. Will your potential sponsor pay for trophies, or t-shirts, or pay for an invited

guest's plane ticket? Give your donors something to attach their names to.

There's a sure-fire way to reach donors who want to increase their community stature: kids. What business doesn't want to do something to help kids? They may not care much about a sport kite competition, but if you're going to teach learn-to-fly lessons, and offer kids kitemaking classes, or do a candy drop, then you're sitting on a public relations gold mine.

You can "sell" sponsorships for specific things at your kite festival, like trophies, events like a night fly, or even the naming rights for entire fields. Sponsors love to hear the announcer say, "Take a look at the great kites on the F&M Bank Expert Flyer Field..."



It's also nice to be able to offer something back to your sponsors. Can you make up banners or kites with their names and logos on them? That will place your sponsors' names squarely in the public's eyes. Also, be sure to point out that donations are tax deductible (assuming you're working with a charity or other such group). Other incentives include having the sponsors' names on t-shirts, programs, your website, and in your advertising.

Once you've got the money in your hand, you still have a duty to the donors. Be certain to provide them with a receipt that includes the tax ID number of your charity or service group. Ask for a donor's logo, so you can use it on everything. During the course of the event, be sure to announce the sponsors' names several times and thank them publicly. And after the event, write thank-you letters to the donor; include a photo from the festival (a photo of people having a good time, not of kites in the air), and let them know that you're looking forward to working with them next year.

# What Kind of Festival?

There are hundreds of things you can do at a kite festival. Realistically, you can't do them all, so you'll need to pick a few. As we looked at earlier, your goals for the event will help decide what you want to do. In general, festivals fall into four categories: fun flies, competitions, shows, or combinations.

- Fun flies are events where anyone of any skill level can show up and fly any type of kite. No registration is necessary, and no serious competitions are held. There may be fields designated for different types of kites, or for certain guest kitefliers. These can be as simple as a "kite day" at your local school, or as involved as Kites On Ice.
- Competitions can be held for kitemaking or sport kite maneuvers. There are specific rules for kitemaking and sport kite competitions that must be adhered to. Taken down a notch, there can be less serious competitive events such as Prettiest Kite, Biggest Kite, Hot Tricks Shoot-out, or

- Mystery Ballet. You can usually increase the fun by offering competitions for novices and experts, old and young.
- Shows are events where specific kitefliers are invited to put on a performance. These may be single-line kitefliers with huge kites, or sport kite fliers with musical routines. The performers will usually need their own cordoned-off area to perform in. Kite shows work well in combination with other events, such as balloon festivals, holiday celebrations, or fairs.
- Combination events have a little bit of everything. Most larger events fall into this category. For instance, the long-running event in Ocean City, Maryland, is divided into the Maryland International Kite Expo and Mid-Atlantic Sport Kite Championships. Held simultaneously on the same beach, the event features sport kite competition, single-line flying, and plenty of space for the public to fly at their leisure.

There is a long-standing debate between kitefliers who favor more competition and those who want less. Competition can exclude many people, from those who feel they aren't good enough to compete to spectators who can't follow the arcane rules of competition. For someone who doesn't know much about kiteflying, watching a group of judges examining stitches on a kite, or trying to make out hard-to-see figures as a sport kite traces them in the sky can have all the excitement of watching grass grow. On the other hand, dozens of kites rising in a mass ascension, or a team ballet routine with interesting music can thrill an audience. Some events that have the luxury of multiple fields try to schedule the more spectator-friendly events "center stage," while moving less-charismatic events to the rear. Another alternative is to try to schedule less-exciting events at off-peak hours, such as earlier in the morning when crowds are smaller.

# Choosing Events

The following is a reasonably comprehensive list of things to do at a kite event. Think of it as a menu from which you can choose entrees, main courses, and desserts. Your own experience and creativity can supplement the selection.

### **Comprehensive Kitemaking**

Kitemaking competitions are for homemade kites only – no store-bought or mass-produced kites are allowed – and are judged by a point system that considers craftsmanship, handling in the sky, beauty in flight, and design. Kites are divided into categories so that similar types compete on even footing, although occasionally categories can be combined. See the AKA Comprehensive Kitemaking Rulebook for details on how to run a competition. Competition results should be reported to the Kitemaking Committee (kitemaking@aka.kite.org) as soon as possible after the competition.

- Flat kites
- Bowed kites
- Delta and delta derivatives
- Cellular, box, and dimensional kites
- Soft, inflatable, and semi-rigid kites
- Trains and centipedes
- Figure or novelty kites
- Sport kites
- Cooperative kites (made by more than one person)
- Traditional Eastern kites
- Rokkakus
- Historic kites
- Mixed-media kites
- Line art

### Fighter Kites and Rokkakus

Fighters are maneuverable single-line kites. Traditionally, in Asia they are used to cut through the lines of competing kites, using glass-coated cutting line (manja). American convention prohibits the use of manja, so competitions involve either touching an opponent's line in a prescribe d fashion or performing certain maneuvers. See the AKA Fighter Kite Rulebook for details on how to run these events.

- Line touch from above
- Line touch from below
- Precision

Rokkaku battles involve hexagonal kites, all flying at once. The object is to bring down the competitors' kites by any means except body-to-body contact. Line cutting, line tangling, and tipping are all acceptable methods. Often there are separate competitions for large and small rokkakus.



- Timed heats
- Last kite left aloft
- Points for each kite knocked or cut down

### **Sport Kites**

Sport kite events tests the pilot's ability to maneuver the kite, instead of kitemaking skill. There is competition for individuals, pairs, and teams, at levels ranging from Novice to Master. A competitive event needs at least one 300'x300' field, as well as a pit area, practice area, and sound system. For details on running a competition, see the AKA's Sport Kite Competition Rulebook, and <a href="https://www.aka.kite.org">www.aka.kite.org</a> for recent updates to the rules. Sport kite competition results should be reported to the Conference Commissioner as soon as possible after the event. In addition to the standard competitive events, there are a number of noncompetitive and fun games you can offer sport kiters.

- Precision flying (flying figures selected from the rulebook)
- Ballet flying (flying choreographed routines to music)
- Learn-to-fly lessons
- Mystery ballet (fliers perform to music chosen by the organizer)
- Twisted Lines (two fliers each control one line of a dual-line kite)
- Hot Tricks Shoot-out (head-to-head trick flying)

- Megateam (as many fliers as possible flying together)
- Mystery Pairs (randomly selected fliers compete together as a duo)
- Kite buggies (kite-powered carts that can be used for races)

The AKA has an organized program for beginners, Flight Training. This four-step program teaches novices the basics of sport kite flying, leads them through more advanced skills, and finally prepares them for competition.

Flight Training Level 1: equipment selection, kite assembly, laying out lines, connecting lines, using a ground stake, setting up on the field, safety Flight Training Level 2: launch the kite, fly the width of the wind window, fly circles in both directions, horizontal ground pass (turning up at end), landing the kite on its leading edge

Flight Training Level 3: relaunching from the leading edge, push turns, horizontal ground pass (down turn at end), Infinity Downwards, Square, spin landing Flight Training Level 4: introduction to competition, field staff jobs, competition rules and procedures

### **Noncompetitive Events**

You can recognize or give awards to kitefliers for almost anything. Prizes can be given for specific things, or handed out by anonymous strolling judges. Use local celebrities or politicians as judges, assemble



a judging panel of kitefliers, or find a group of kids to be judges. These prizes are noncompetitive, so make sure everyone understands not to take them too seriously. Here are some fun possibilities:

- biggest kite (this should be for the kite only, not including the tail)
- smallest kite
- longest kite (this includes the tail)
- oldest kiteflier
- youngest kiteflier
- kiteflier from farthest distance away
- highest flying kite (a subjective measurement)
- best homemade kite (make sure to define "homemade"; buying a kit and assembling it yourself doesn't count as homemade)
- Audience Choice (kites entered for this prize should be lined up in a display area, and the audience given time to cast ballots)
- best international kite
- best line laundry (this is for anything hung from the kite line)
- best ground display (this includes banners, flags, windsocks, spinners, arches, as well as the manner in which they're presented)
- funniest kite
- most unusual kite
- best kite accessory (this is for interesting kite bags, ground stakes, line climbers, parabears, lights, winders, etc.)
- Charlie Brown (most outstanding disaster/crash)
- best swimming kite (for events near water, if a kite comes down in the water)
- ugliest kite (for creative use of duct tape, trash bags, twine, garden hoses, superglue, clashing colors, etc.)
- best line tangle
- wind sprints (kites start in competitors' hands, are released all at once, and the first to cross a downwind finish line wins)
- candy drop (candy released from kite or box attached to line)
- parabear drops (parachuting teddy bear released from line)
- bol races (footraces towing large parachutelike line laundry)
- art displays (ground or aerial displays of "art" kites)



Ground displays can add color to an event and encourage spectators to get involved. The Lehigh Valley Kite Society often sets up their club banners just far enough apart that they make a good playground for children.

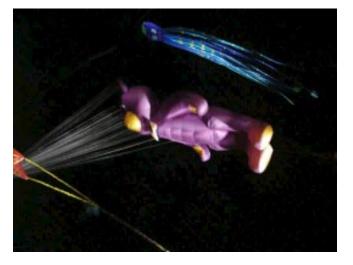
- wind gardens (a display area of banners, flags, windsocks, windmills, wind-powered musical instruments, etc., arranged as a garden)
- mass ascension (all of a single type of kite fly at once; a "red, white & blue" mass ascension, with patriotic music playing, is a good way to begin an event)
- night fly with lighted kites

Keep in mind one problem inherent to night flies: the wind often dies at sunset. When you advertise a night fly, be prepared for there to be no wind, and a bunch of kitefliers standing around doing nothing. On the flip side, if the wind is blowing, be prepared for uninitiated passersby to call the sheriff to report UFOs and other strange lights in the sky.

### **Night Flying**

Your event doesn't have to stop at sundown. You can also have a night fly. Typically, a night fly is a fun event, loosely organized with no competition. Put some music on, and invite kitefliers to add lights to their kites. There are any number of ways to light up kites. The simplest is the green cyalume light stick, sold at camping stores, bait shops, and WalMart. It can be attached with string or tape to kite spars, or hung on the kite string. There are also more advanced, battery-powered systems, available in many kite shops, that can be attached to single-line and sport kites. You may also be able to use flashing lights or strobes that you can find at Radio Shack or other electronics stores.

You can also use lights on the ground. Hand-held floodlights are available in many stores that can be used to shine up at the kites. Theatrical spotlights offer the same effect on a larger scale.



A night fly, with kites lit by spotlights from the ground. Most spectators never will have seen anything like this before.

### **No Wind Events**

It's entirely possible that the wind won't blow. Instead of leaving your audience to watch the grass on the field grow, there are still several things you can do.

- zero-wind sport kite demonstrations
- bol races
- parade of kites and banners
- bubble machines (battery-powered machines that blow soap bubbles)
- frisbees, boomerangs, and other kite alternatives



In a bol race – also called the Running of the Bols – participants have to run with these large parachute-like spinners tied to their backs. Running into a strong wind can be nearly impossible, but funny for the audience to watch.

# **Event Staff**

You've got dozens of kitefliers arriving at your festival, the trophies and t-shirts are ready to be handed out, and the media is coming soon. This is where everything falls apart, unless you've got well-trained staff and volunteers ready to make sure all the pieces fall into place. The staff you'll need fall into four categories:

- Operations: organizer/director, setting up flying fields and other equipment, clean-up, maintenance, safety crew
- 2. Accounting: competitor registration, scorekeeping
- 3. Public relations: announcements, souvenir and concession sales, information
- 4. Judging: determining winners

Don't be intimidated by the technical nature of some of these jobs. You can use resources like your AKA Regional Director, Sport Kite Conference commissioner, local clubs, and local kitefliers. The AKA Member Directory lists kiters by state and city to make it easy for you to find help.

### Event Organizer/Director

This is where the buck stops. The organizer is the person who has helped put the event together from the beginning, and who is responsible for making it all work. The organizer takes the lead before the event, arranging for the supplies needed to run a festival, lining up other volunteers, promoting the event, finding sponsors, and generally getting everything ready. (Obviously these responsibilities can be delegated to others, but the organizer needs to stay on top of everyone so that everything gets accomplished.)

On the day of the festival, the organizer assumes the role of director. Like the director of a Hollywood movie, a kite festival director must make sure the stage is set, the props lined up, and all the participants ready to go. The director's biggest challenge will be keeping the event running on schedule. Kitefliers can be notoriously slow, and trying to get a group of them together to run a competition can be like herding cats. A good festival director often must rule with an iron fist, while wearing a velvet glove.

# Operations Staff

Every festival will have volunteers who don't know anything about kiteflying but want to help. Put them to work on operations. Someone will need to pound field marker stakes into the ground, and stretch flagging or ropes between them. Tents need to be set up. Boxes of t-shirts need to be moved around. In short, a kite festival has enough unskilled jobs to occupy several people. You may also need messengers to handle small tasks throughout the day. Kitefliers will appreciate having volunteers available to help them move bags of gear. And don't let anyone leave before you've cleaned everything up at the end of the day.

# Safety Crew

Every kite festival must be concerned with safety, first and foremost. Most kitefliers are fairly good at policing themselves and will fly safely. It's the inexperienced spectators who present the biggest problems. Setting up the fields in such a way that non-kitefliers are kept out of dangerous areas is the first step. After that, it helps to have one or two roving volunteers to keep an eye out for safety problems. To give them authority, you may want to give them name badges or arm bands that clearly designate them as a "safety marshall." For a larger event that's spread out over a big area, safety marshalls may want to carry a small first aid kit, radio, spare flagging tape, and other supplies. For an AKA sanctioned event, there are specific requirements for safety crew. See the sanctioning form at www.aka.kite.org for guidelines.

# Registration

Especially for competitive events, kitefliers will need to register for the event or pick up information packets. Depending on how many kitefliers are expected, this may require one person or several. Registrars are not only responsible for giving contestants nametags or numbers, but should also assist the announcer by providing information about the fliers.

# Scorekeeping

Competitive events will have pages of scores to be tabulated. One or two people who know their way around a calculator will need to be available for this job. Luckily, there are now several software packages available to handle scorekeeping on a computer. If you can bring a computer to the festival, it greatly simplifies the job.





### Announcer/Sound Technician

As the person holding the microphone, the announcer wields enormous power to make or break your festival. A good announcer is someone with a good voice who knows something about kiteflying, but doesn't have a one-track mind. No doubt you've watched a football game on TV where the announcer was an ex-player who constantly used technical jargon that only serious fans could understand. Kiteflying isn't like football; most spectators don't know a dual-line from a quad-line or a rokkaku from a roller. The announcer not only has to communicate to the kitefliers but often must explain kiteflying basics to the masses. Spectators will stop listening if the announcer talks about gossip, inside jokes, or the relative merits of wrapped graphite rods over pultruded carbon. It can sometimes be easier to use two announcers. A local radio DJ can be an excellent announcer when paired with a knowledgeable kiteflier who can offer commentary.

A major problem announcers face is that they are easily identifiable as someone "in charge," so people continually interrupt them with comments, questions, or things they want announced. This can be very distracting for the announcer. If possible, position the announcer in a place – such as on top of a platform or scaffold – that limits other people's access to them.

The announcer may also be responsible for running the sound system, although some festivals have someone who is specifically responsible for operating the system and cueing up music. Make sure the sound technician understands how a competitive event works, and is familiar with all the formats of music (cassette tape, CD, CD-RW, mini-disc, etc.) that competitors may bring. Be sure to run sound checks at the start of the day. The sound technician and announcer will also need to have radios to communicate with judges and field directors.

### **Concessions**

Many events sell souvenir items like shirts or pins. Plan on at least one person – preferably someone who can be trusted to handle cash – to take care of this job.



# Judges

To get scores, you'll need judges. Finding qualified judges for competitive events can be difficult. Using experienced fliers to judge less-experienced ones works well. You may also want a Chief Judge, who will be responsible for assembling judging panels, keeping track of scoresheets, and settling disputes and protests. You should also encourage inexperienced fliers to be "shadow judges," following the real judges, scoring the event for practice, and generally learning how to judge.

For noncompetitive, fun events, you can use anyone as a judge. A local celebrity or politician is the perfect person to hand out prizes to children.

# **Safety**

It can't be said often enough: there is nothing more important to a successful kite event than safety. It needs to be on your mind at all times, from when you're deciding what to do at the event until the moment the last person leaves. If you choose to apply for AKA event sanctioning, your event will be covered by a \$1 million liability insurance policy. AKA members already have \$100,000 of liability insurance anytime they fly. It's important to remember that this is only liability coverage, not medical insurance for injuries sustained by the kiteflier. It won't cover broken bones, string burns, or other medical expenses. To avoid these problems, ask everyone at the event to follow the safety rules in Appendix A.

You should also have safety marshalls roaming around, keeping an eye out for problems. And careful advance planning will eliminate most problems before they ever happen.



Almost every event organizer has a safety horror story to tell. Be ready for someone to show up with a kite made from aluminum tubing and piano wire, for kids to wander onto the kitebuggying field, for people to trip over unattended kite lines on the ground, or for

someone to try to discover if their kite can lift them off the ground in a strong wind. Giant spinners, like the crown shown above, can be an attractive nuisance. People will flock to them and try to touch them. But something this size can pick up a child, and the spinning bridle lines can seriously injure anyone who gets tangled in them.



Even experienced kitefliers have accidents. The stack of kites shown at left, flown by an expert, knocked over several heavy speakers, one of which landed on a spectator.

Be aware of the Federal Aviation Administration rules pertaining to kiteflying. Section 101 of the FAA regulations states:

- No person may operate a kite in a manner which creates a hazard to people or property.
- No person may drop an object from a kite which creates a hazard to people or property.

There are other regulations which apply to kites that weigh more than five pounds. Such kites may not be flown:

- within five miles of the boundaries of any airport
- more than 500 feet above the surface of the earth
- less than 500 feet from the base of any cloud
- from an area where the ground visibility is less than three miles.

In general, use good judgement when flying kites near any airport or landing field. Often, simply contacting the airport manager in advance of your event will allow them to issue a notice to pilots, warning them to be on the lookout for kites. Some events, like the Smithsonian Kite Festival held at the Washington Monument, set a ceiling of 500 feet on all kites, because of their proximity to an airport.

# **Prizes and Awards**

There's no limit to what you can give out for prizes and awards. There's not even any requirement that you give out anything at all. But here are some ideas:

- gift certificates
- kites and accessories
- nylon feathers
- banners
- gag prizes
- recycled trophies from other events
- certificates
- plaques
- trophies
- ribbons



# **Getting the Word Out**

You've got everything else organized to perfection, and now you just need people to show up. It's time to publicize! You've got two different groups to reach: kitefliers and the public.

To let kiters know about your event, there are several simple and inexpensive things to do. If yours is an AKA sanctioned event, it will appear on the AKA website's calendar. If you applied for sanctioning far enough in advance, the event will also be listed in *Kiting*. You can also try writing a letter to nearby kite clubs and give them information to put in their newsletters. Contact the AKA Executive Director to purchase mailing labels for kitefliers in your area, state, or region. Your AKA Regional Director can do bulk e-mails to people in your region. And sometimes just simple word of mouth works best; visit another kite festival a few weeks before yours and let everyone know what's going on.

Reaching the public takes a little more work and time. It will be more difficult in a large media market, because there are so many events and stories competing for a limited amount of airtime and column inches. Start with newspapers, especially smaller local

papers. Write up a simple press release and send it to the assignment editor two weeks before the event. A release doesn't have to be a masterpiece of Western literature; it just needs to have the who, what, where, and when, organized coherently and interestingly. You have about ten seconds to get the editor's attention, so if your first two sentences are boring, the press release goes into the trashcan. So find a hook for your event, something that stands out and makes it exciting. You could write, "The Walla Walla Kite Club will have a rokakku battle at Community Park at 1 p.m. on February 30." Or, you could say, "Local kitefliers will use large Japanese kites in airborne combat over Community Park on the afternoon of February 30." After you've hooked the editor, then you can fill in the details. See Appendix B for sample press releases.

You can use the same press release for TV, but you may need to give it a more visual angle. Remember, TV news directors are looking for things that appeal to the eye, which translates into lots of people, lots of kites, big kites, and "different" things like indoor flying or big windsocks. Since TV people may not understand you when you talk about a Peter Lynn octopus, sometimes it's helpful to send a photo to help whet their appetite.



Prizes and awards are different at every event. Depending on your budget, you can choose from ribbons, feathers, rosettes, medals, plaques, trophies, etched glass, lucite, stone, or acrylic awards. Of course, you can use your own imagination to come up with other creative prizes.

Radio stations make good partners for kite events. You might be able to get one as a sponsor, but instead of asking for money, ask for airtime. If the station will record a couple of commercials and run them in the week preceding your festival, you'll save lots of money and attract lots of people. Many stations also have "community calendars" or talk shows where you can get the word out.

And of course, there's the Internet. In a 30-second radio ad there's no way you can tell people everything about the festival, but if you can direct them to your website they can find the information on their own. Today, you don't need to know anything about web design to set up a site. With do-it-yourself free websites available at places like <a href="www.kitelife.com">www.kitelife.com</a>, you can plug your information into ready-made templates, add a picture or two, and you're all set. Make sure your website URL is forwarded to the AKA's webmaster for inclusion on the AKA Calendar page. You can also check with your local Tourism Office to see if they'll link your site to theirs.

If members of the press come to your event, you might want to intercept them and show them your festival's highlights. Think about the sorts of things you see on TV or in the newspaper: pictures of kids flying kites, large or colorful or unusual kites, spinning line laundry or ground displays, and people doing things. Skip over the less-exciting things that really make the event work or present a negative image (volunteers selling t-shirts, people assembling kites, someone untangling a huge string tangle, etc.). For the TV cameras, think of a sound bite. You're not going to have a full minute to explain what's happening, who all the sponsors are, or what time the event continues tomorrow. At most, you'll have 5-10 seconds to get out a single sentence that might appear on the six o'clock news. Be thinking ahead of time what that sentence should be, and practice saying it so that when the cameras are rolling, you can be an eloquent spokesperson for your event.

# **During the Event**

The big day has arrived! Get out to the field early and get everything set up. If possible, it's often easier to put in field markers and set up tents and other equipment the day before. Regardless, try to have things set up before kitefliers and spectators begin arriving; it's hard to set up tents and tables while people are asking about registration and t-shirts.

To get the festival rolling, you might want to start with something like a "red, white and blue fly." Ask everyone with red, white, and blue kites to take positions on the field, and launch their kites while playing "The Star Spangled Banner." Like playing the national anthem at a baseball game, you've clearly signaled that the event has started.

For a competitive event, you'll probably need to have a pilot's meeting. Gather the kitefliers together for a short meeting. This is the proper time to discuss safety concerns, schedule of events, rules, where to fly, and what you need people to do. If you need volunteers, now's the time to ask. Let people know if they're going to be used as judges. This is your best and only chance to talk to everyone *en masse*, so make a list of everything you need to cover.

Then, get to it. Get kites in the air, start competition, put some music on, and start having fun. If you're well-organized, and everyone understands their roles, things will go smoothly. Deal with problems as they arise, in whatever manner best suits your needs.





The Rencontres Internationale du Cerf-Volants in Berck-sur-mer, France, lasts 10 days and brings in more than a quarter-million spectators to see kites from around the world.

Make sure the announcer is keeping everyone informed about what's going on, what's going to happen, and any changes. Don't forget to thank sponsors over the PA system throughout the day, remind people about souvenir sales, and toss in an occasional plug for the AKA or your local kite club.

As the day goes on, try to be thinking ahead. Nothing will kill the momentum of a good festival faster than having nothing going on. For sport kite and kitemaking competitions, ask competitors for the next event to begin getting ready when the current event is about 2/3 finished. That way, when it ends you'll have the next event ready to go in a matter of minutes. Line up kitefliers to do demonstrations on the field in between events. Do whatever you can to keep the action rolling, instead of giving your audience an excuse to get up and leave.

As the end of the day nears, you may need to hand out awards, or prepare for dinner. Keep everyone informed of what's going on. Will you hand out prizes in an Olympic-style ceremony, pass them out informally, or award them at a banquet? If there's a night fly, remind people of the starting time so they'll return after dinner. If your festival runs for more than one day, tell everyone what tomorrow's plan is.

# **Pleasing Your Audiences**

Any kite festival will attract different groups of people, and they all have different needs. Clearly, your plans will depend on who you want to please. Things that appeal to kitefliers may not hold the spectators' interest. Think from the audience's perspective; what does a fighter kite skills competition

look like to someone attending their first kite festival? (A bunch of little kites going in circles and crashing!) How interesting is comprehensive kitemaking to a 6-year-old? But on the flip side, making 200 sled kites and turning them loose in the hands of Boy Scouts may not thrill a serious sport kite competitor.

You can do things to please all the different audiences, so long as you're mindful of space requirements. Laying out a map will help you see how all the pieces fit together. When you chose your location for the event, you probably had some ideas for where you wanted things to happen. Now's the time to follow that plan. Put events in the places where they'll do the best at pleasing kitefliers, spectators, and sponsors.

One common problem at some kite festivals is the kitefliers themselves. Most kitefliers arrive at a festival with a pile of gear, which they'll put under their tent or cabana. A row of cabanas facing the field is ideal for the kitefliers, but it creates a wall for spectators, both physically and psychologically. Not only can spectators not see the action through the tents, but the densely-packed group of kitefliers becomes unapproachable. Most spectators won't talk to the "professionals" or ask questions about what they're seeing, which is usually the opposite of what the organizer wants. Try to locate the kitefliers in an area that still provides access to the field, but also lets the spectators get in on the fun.

Having a realistic schedule lets you be sure that there are enough hours in the day to fit in everything you want. (See Appendix E for sample event schedules.) People hate to wait, so if you announce that the rokkaku battle will be at noon, and it doesn't happen for one reason or another, someone won't be happy. Two of the biggest complaints at the annual AKA Convention are that there are too many things happening simultaneously, and that things don't start on time. Try not to have so many things happening at once that you force people to make tough choices about what to participate in. And keep your activities on schedule, or make announcements about schedule changes and starting times. Allow enough time and space for things to happen, and everyone should be smiling.

# Selling, Making, and Fixing Kites

It's not always possible for everyone to show up at your event with a kite of their own. In that case, you'll need to sell kites, or offer kitemaking. And since things will inevitably crash and break, you can also set up a Kite Hospital.

Many kite events are sponsored by retail kite shops that already have a store close by, or set up a tent to display and sell their products. If there isn't a store near you, consider contacting a kite shop and inviting them to bring merchandise to your event. Some stores have trailers or other portable displays and are happy to reach out to new markets and new customers. You can find a list of AKA Member Merchant stores in *Kiting*, or at <a href="www.aka.kite.org">www.aka.kite.org</a>.

It's also easy to set up a kitemaking area. You'll need to decide in advance how many kites you intend to make. If you have materials to build 100 kites, and 500 people show up, you'll have an unhappy audience. On the other hand, if you have 500 kite kits, and only 100 people show up, you'll still have to pay for the inventory. You'll also need several volunteers or staff to assist with kitemaking.

Pick a plan for the kite you want to build. There are numerous plans available for simple, inexpensive kites. Sled kites are among the most popular, because they don't require any sticks or spars, and can be built out of materials like paper sacks or plastic trash bags. See the <u>Internet Resources</u> section and Appendix F for simple kite plans.





Kitemaking workshops can be very involved, with expert instructors and participants bringing their own sewing machines, or very simple, with readymade supplies on hand and ready to assemble into an inexpensive kite.



When kites crash and break, it's nice to have a Kite Hospital on hand to deal with repairs. This doesn't need to be anything fancy, just a table equipped with some simple supplies and a knowledgeable kiteflier. For the basics, you'll need:

- small coping saw
- X-acto or utility knives
- scissors
- small sewing kit
- wood for making splints (barbecue skewers or popsicle sticks)
- Krazy glue
- different rolls of tape (scotch, duct, strapping, masking, etc.)
- string

A deluxe hospital also has:

- needle-nose pliers
- stapler or staple gun
- hammer
- dowel rods in different sizes
- small nails
- eyelet tool
- kraft or butcher paper

# When It's Over

All good things come to an end, and sooner or later the day comes to a close, the spectators and audience leave, and you're left to clean up. Take down your field markers, tents, and anything else left on the field. Pack up all your supplies. Do a trash patrol, and try to leave the field cleaner than when you got there (you can create a lot of goodwill with whoever owns the field by not leaving a mess). Go home, and take a couple of days off.

Within a few days of the event, get your thank-you letters in the mail. Be sure to thank all the sponsors, volunteers, and anyone else who helped make the event a success. Sponsors especially will want to know how many people attended (did you put their name in front of a hundred people, or ten thousand?), and if there was any press coverage.

If you ran a competition, you will need to send the final scores to the appropriate AKA committee. Sport kite results should go to your Sport Kite Conference Chairperson. Kitemaking results get sent to the Kitemaking Committee. You should also send results, a photo or two, and a brief summary of your event to the editor of *Kiting* magazine.



Was your event a success? At the start, you probably set goals. Did you accomplish them? Did you accomplish the goals that other people had for you? Did the sponsors consider the event a success? You may have several different measures of success, but if you fail to use them, then you won't ever know if your work was effective or just wasted effort. And try to judge your event on the things you can control. It's possible to have everything set up perfectly, and a rainstorm or no wind ruins everything. Speaking from personal experience, you can't plan on a terrorist attack three days before your event driving all the spectators away.

When all of that is finished, put your feet up, congratulate yourself on being a successful kite event organizer, and then start planning for next year. Don't forget to have fun!



# **Internet Resources**

There are numerous kiteflying resources available on the Internet. The following is a sampling of some of the websites you can use (all websites were functioning when this manual was published, but the author and the AKA take no responsibility for the content or timeliness of the sites; the inclusion of these sites is for information only, and is not an endorsement by the AKA):

 www.aka.kite.org (home of the American Kitefliers Association, with a calendar of events, sanctioning info, downloadable publications, and links to local clubs and members' websites)



- <u>www.kitetrade.org</u> (home of the Kite Trade Association International)
- <a href="www.nationalkitemonth.org">www.nationalkitemonth.org</a> (the National Kite Month site, with educational resources and kitemaking plans)
- <u>www.kitelife.com</u> (an Internet magazine with links to many other kiting resources)
- www.drachen.org (home of the Drachen Foundation, with info about kite art, history, and education)
- www.kitez.com (links to every kind of kite info)
- <a href="www.earthnet.net/~jpa/osow/">www.earthnet.net/~jpa/osow/</a> (home of October's annual One Sky One World event)

# Appendix A

# Safety First!!!!!!!!

(Compliments of Windstar Kites & Fly Pittsburgh Kite Club)

- Never fly near power lines or try to free a kite caught in a power line. Call your local power company instead. Carbon spars used in most sport kites are good conductors and are very dangerous if caught in power lines. To see what happens to a kite when contacted with power lines, visit <a href="http://windstarkites.com/WindandWeather.htm">http://windstarkites.com/WindandWeather.htm</a>
- Never fly in stormy weather (Remember Ben Franklin was very lucky not to have been killed by his famous experiment.)
- Never fly near trees; your kite might get cut loose and out of control, and it could damage both people and their property.
   Several people this year have had damage done to the finish on their cars, and several kites have landed on people. When you consider the size of our fields, there is no reason for this.
- Never use metallic flying line.
- Never fly your kite near or over people. Politely instruct all spectators to stand behind you when your kite is being flown. Remember, the safety of others is the responsibility of the flyer!
- Always be aware of your surroundings and mindful of others.
- Avoid all other obstacles; besides the risk of entanglement in trees, you should not fly near roads and vehicles, and make sure that your flying area does not have obstructions such as posts and holes.
- Special rules apply when flying near any airport. If flying a kite within two miles of an airport, FAA regulations prohibit
  the use of any kite weighing over five pounds, and it is not permitted to fly any kite on line longer than 500 feet in
  length.
- Always use extreme caution when flying large kites. It is considered by many to be advisable to wear gloves when
  handling large kites. Never leave them unattended. Winds can change direction and intensity very quickly.
- Sport & power kites need to be flown with particular care. Make sure that your kite can not self launch when setting up your kite, and follow all safety rules and instructions for the type of sport or power kite you are flying. If a kite you plan to fly did not come with safety instructions, make sure you acquire the proper knowledge to safely control the kite. Periodically inspect your kite for broken or split spars, and verify that the bridle and flying lines are not excessively frayed or worn. Also, do not leave your kite lines unattended while staked or lying on the ground. You do not want people to trip over your sport kite lines.
- Fastening yourself to your kite line can lead to painful, serious injuries. Extra caution should be used if using a harness when traction or power flying. A harness should not be engaged if there is any doubt that total control can be maintained. It is also advisable to use a quick release system if you are attached to your kite.
- Never overpower yourself with a kite too large for wind conditions or fly a kite that you can't safely control.
- Never cut line and release a kite. (The only exception to this rule is within the confines of a controlled fighter or rokkaku kite battle.)
- Always be prepared for the worst. Fly your kite with the assumption that you will lose control and crash at anytime due to
  pilot error or equipment failure. With this mindset, you will ensure that your flying area and the immediate surroundings
  are free of people and the other dangerous circumstances mentioned above.

### General rules of thumb to maintain Line Safety

- **Kevlar line will cut all other lines.** (For this reason, this line is very seldom used in kite flying, except under special applications.)
- Fighter kite line (waxed line or glass coated), will cut most other lines, depending on the line. Traditional fighter kite line is meant to be used for cutting lines of other fighter kites. In fighter kite competitions of this nature, the last fighter kite that remains in the sky is the winner. Glass-coated line, also called manja, should not be used for any other type of kite flying.
- Cotton line will cut most lines (except Kevlar), because it is a natural fiber and has no oil-based by-product within its fibers. Cotton line is used mostly for inexpensive kites.
- Dacron line will cut Spectra (but not cotton or Kevlar). Dacron is commonly used for single-line kites.
- Spectra line will be cut by all other lines (including Spectra/Dacron blends, sometimes called Sport line). Spectra is the ideal line for sport and power kite flying because it has very high strength but very low stretch. It has the capability of having many wraps in the lines, with the flyer still able to maintain control.

LINE SAFETY: Always avoid crossing different types of flying line. That's right; you heard correctly. Line safety is an issue that is very seldom mentioned, but is extremely important! A fact that all fliers should know, and many are not aware of, is that not all kite line is created equal! Most other lines can cut Spectra line, which is most commonly used for stunt kite flying. Although Spectra line uses very strong woven fibers, it has a very low melting point. Therefore, the friction produced by any other type of line crossing Spectra will swiftly cause the line to be cut. Many single-line fliers, and beginner sport kite fliers (and even fliers with some experience) do not realize that cotton or Dacron line can be very hazardous to Spectra lines, the sport kites being flown, the flyers, and spectators within the flying area. These lines, used for single-line and some low-end sport kites, can be the cause of major problems on the flying field. If a sport kite flying at high speed has one or all of its lines cut, that kite can go out of control, possibly causing injury or even death to anyone within its path.

I have witnessed 20# cotton line cutting 300# Spectra. You can be fairly sure that any flyer using 300# or 200# Spectra will be under serious power, and if the lines are cut, this can end in disaster. Also, do not be fooled by smaller sport kites using lighter kite lines. The smaller the sport kite the faster its relative speed for any given wind speed, compared to its larger counterparts. A fast moving kite can cause serious injury, especially if out of the control of its flyer.

Always remember that not only the kites themselves but also kite lines can cause serious injury. Many sport kites are capable of flying at very high speeds in higher winds. If your sport kite is flying at 60 mph, so are the ends of the lines closest to the kite. Imagine a cheese slicer moving at the speed of your kite (yes, that is an exaggeration, but it's not that far off). Please remember these points, fly safely and enjoy kiting!



# <u>Appendix B</u>

Sample Press Releases

FOR IMMEDIATE RELEASE

Contact: Phil Broder (319)867-5309

August 21, 2000

### GIANT FLYING OCTOPUS READY TO FLY OVER BURLINGTON AGAIN

A forty-yard-long flying octopus, along with other amazing kites made by a pair of national champions, will soar over southeast Iowa's skies during the second Kites Over Burlington. Slated for September 16-17 at Burlington's new RecPlex, the family-oriented event will feature kite games, free stunt kite lessons, kitemaking prizes, and a sanctioned sport kite competition with many of America's top flyers.

In 1999, its first year, Kites Over Burlington set the weekend attendance record at the RecPlex. This year, with the help of the Burlington/West Burlington Optimists Club, organizer Phil Broder is bringing even more kites and kitefliers to the event. Among the invited guest kiters will be New Jersey's Pete Dolphin — two-time winner of the American Kitefliers Association Member's Choice Award — and Kansan Jug Buckles, designer of the 1999 Grand National Champion kite.

Kites Over Burlington will be centered around a pair of sport kite competition fields. Flyers will maneuver their kites through a series of precision figures, and also fly to music during the kite ballet competition. Teams of flyers also compete in Blue Angels-like formation flying. Scheduled to fly are the Chicago Fire Sport Kite Team, the American representatives to the World Cup for the past three years, 1998 National Champion Mike Delfar of Milwaukee, and some of 1999's top flyers. With the American Kitefliers Assocation Grand National Championships only two weeks after Kites Over Burlington, many flyers will use the event to hone their routines as they compete to be the nation's top flyer.

Surrounding the stunt kite fields will be areas for single-line kites and stunt kite lessons. The Midwest Federal Savings Family Fun Field will be open to kiters of all ages. The next field, the F&M Bank Expert Flyer Field, will be crowded with several of America's best kiters. Pete Dolphin will show off his rainbow arch, "Man in the Moon," and "Soul Train," featuring the likenesses of John Lennon, Jimi Hendrix, Janis Joplin, Frank Zappa, Jim Morrison, and Jerry Garcia. Jug Buckles designed a purple and black multi-winged box kite that won the prize as the best kite in the nation last year. Also sharing the sky will be Chicagoan Alan Sparling with his collection of giant kites and windsocks, kite artist JoAnn Weber of Minnesota, and miniature-kite specialist Charlie Sotich. Prizes will be awarded in categories such as Prettiest Kite, Coolest Kite, and Best Group-Built Kite. Kite clubs such as the Chicagoland Sky Liners West, Kansas City Kite Club, and Springfield Cloud Chasers will cover the grounds with banners, windsocks and other wind toys, competing for the best ground display.

The kite festival will launch the morning of Saturday, September 16, and continue through the weekend. Various activities, including free sport kite lessons, the Muddy Mississippi Mystery Ballet, and Cunning Stunts Trick Championship will run throughout the weekend. After dark on Saturday, kiters will add lights to their kites for a night fly. The Wind Wizards Kite Shop will be on hand to sell kites, string, yo-yos, and other wind toys. All activities at Kites Over Burlington are free; there is a \$1 admission charge to the RecPlex. For complete schedules and more information, check www.kob.kitelife.com.

###

Phil Broder 2114 South Third Street Burlington, IA 52601 319/867-5309 twelvewinds@hotmail.com

FOR IMMEDIATE RELEASE

March 30, 2000

### KITE PRO TO HELP NOVICES FLY

You bought a stunt kite at last September's Kites Over Burlington and haven't been able to get it off the ground since then. Then you need lessons from professional kiter Phil Broder, in a "Learn To Fly Stunt Kites" class at Southeastern Community College on Saturday, April 29.

The two hour class provides beginners with all the equipment necessary to get off the ground and learn the sport. "It doesn't take any skill, just the ability to tell left from right," says Broder. "By the end of two hours, you'll be ready to win a trophy at this fall's Kites Over Burlington." Novice flyers will learn to assemble kites, how to control them, and then launch and fly them. Kites are provided by Prism Kites of Seattle, and lines by BBS Tech of Covington, Kentucky.

The class runs from 10 a.m. to noon on Saturday, April 29, at Southeastern Community College. There is a \$5 fee. To register, call SCC at 319/752-2731. The class is one of the final events of National Kite Month, a series of more than 150 kite classes and festivals nationwide. For more information on National Kite Month, look up www.kitetrade.org.

###

# Appendix C

Event Planning Schedule
Adapted from Dave & Sherri Arnold

### 6 MONTHS PRIOR

- Reserve field
- Choose hotel
- Reserve banquet location
- Notify magazines and newsletters of event dates

### 3 MONTHS PRIOR

- Send AKA sanctioning application
- Arrange for PA system
- Solicit sponsorships

### 2 MONTHS PRIOR

- Order trophies and pins
- Plan banquet menu
- Design registration form

### **6 WEEKS PRIOR**

- Follow up with sponsors
- Print registration forms
- Arrange for food vendor

### **5 WEEKS PRIOR**

- Mail registration forms
- Send registration forms to local kite stores
- Plan program
- Deadline for sponsor artwork
- Solicit event staff

### 4 WEEKS PRIOR

- Schedule equipment deliveries (tents, chairs, toilets)
- Print scoresheets
- Order t-shirts

### 3 WEEKS PRIOR

- Lay out program
- Finalize schedule
- Distribute flyers to local retailers

### 2 WEEKS PRIOR

- Print programs
- Collect event supplies
- Confirm field arrangements
- Room assignments to hotel
- Mail press releases

### 1 WEEK PRIOR

- Confirm equipment deliveries
- Pick up shirts, programs, trophies, pins
- Prepare registration packages
- Prepare announcer book
- Schedule staff
- Inventory sales items
- Prepare sales kitty
- Prepare flight orders
- Check hotel arrangements

### **DAY BEFORE**

- Meet equipment deliveries
- Set up fields
- Set up judging packages

### AFTER THE EVENT

- Send thank yous to staff and sponsors
- Compile budget figures
- Send results to AKA
- File reports with *Kiting*, kitelife.com

# **Appendix D**

# Kite Festival Supplies

## Registration Packages

- t-shirt
- schedule
- nametag
- volunteer work schedule
- program
- banquet tickets
- pin
- patch

### **Program**

- Welcome
- Schedule
- Field layout
- Promos for upcoming events
- Advertisements
- Compulsory manuever diagrams
- Event descriptions

### **Forms**

- Judges score sheets
- Flight orders
- Protest forms
- Blanks for posting results
- Scorekeeper worksheets
- Registration forms
- Staff assignment notes
- Meal tickets
- Announcer info sheet
- Compulsory figures

### Staff supplies

- Pencils/pens/markers
- Scotch tape
- Stop watches
- Blank paper for signs
- Calculators
- Radios
- Soda/snacks
- Pencil sharpener
- Extra batteries
- Clipboards
- Windmeters
- Thumbtacks

- Rubber bands
- Line judge flags
- Duct tape
- Legal pads
- Paper towels
- Stapler and staples
- Rule books
- First aid kit
- Scissors
- Whistles
- Extension cords

### Field Equipment

- Field stakes
- Trashcans
- Chairs
- Power strip
- Water cooler
- Tape measure
- Toilets
- Hammer and nails
- Staple gun
- Wire ties
- Caution tape
- Tables
- Poster board
- Drill
- Tent
- Sledgehammer

### **Staff**

- Safety marshal
- Pit bosses
- Sales
- Registration
- Judges
- Scorekeepers
- Announcer
- Line judges
- Runners
- Field directors

### Sales

- Detailed instructions
- Cash box
- Change
- Calculator
- Price list

# **Appendix E**

# Sample Event Schedule

This schedule is offered as an example of how a large festival – with indoor classrooms, five outdoor fields, professional staff, and corporate sponsorship – is organized. Organizers of smaller events should not feel intimidated; this is just meant to show the possibilities available to you, and the logistics of making them work.

# **SCHEDULE FOR KITES ON ICE 2001**

### All Event Hours

- Kite Displays Grand Terrace and Exhibition Hall B
- Miniature Kite World and Kite Aerial Photography Display–Hall of Ideas, Room E
- Hall of Kites Hosted by A to Z RentAll and Sales Featuring Chinese Mechanical Kites from Scott Skinner
- International Gallery of Kiters Grand Terrace Entrance
- Sport Kite Lessons Law Park by the Bridges Free Lessons throughout the weekend, courtesy of Revolution Kites

### **Saturday**

10:00	<b>Zimbrick Grand Launch</b> – All Fields
10:00	Indoor Kiteflying Show – Exhibition Hall B - Lam Hoac, Torrey Lindemann, Marc Ricketts
	Morning Target Workshops – Hall of Ideas, Rooms F-M, Pre-registration required (at
	the information desk)
	F - 10:30 – 12:30 – Chen Zhao Ji – "Build a Chinese Style Mechanical Kite – Adults,
	\$40.00. This is a two-day workshop.
	G - 10:30 – 11:30 – Margo Brown – "Historical Presentation on Alexander Graham Bell,
	Garber and Cody Kites" – All ages, Free
	11:30 – 12:00 – Bevan Brown – "Bridling and Flying Techniques" – All ages, Free
	H - 10:30 – 12:00 – Janene Evard – "Playing with line and making stamps" – Children,
	Free
	I – 10:30 – 12:30 – <i>Dr. Nelson Borelli</i> – "Build a Fighter Kite" – 12+ years, \$5.00
	J - 10:30 - Ongoing - <i>Michael Alvares</i> - "Make Your Own Australian Butterfly Kite" -
	Children, Free
	L&M – 10:30 – 11:30 – Charlie Sotich – "Make a Miniature Kite" – All ages, Free
	11:30 – 12:30 – Charlie Sotich – "Make a Miniature Kite" – All ages, Free
	N – 10:30 – 12:00 – <i>Jon Burkhardt</i> – "The Art of Appliqué" – Adults, Free
10:30	Focus on Kite Aerial Photography – Field 4 – Craig Wilson
11:00	First Weber Stunt Kite Shows – Field 4 – Ray Bethell, Chicago Fire, The Decorators, Lee
	Sedgwick, Team S.T.A.F.F.
11:00	Indoor Kite Flying Show – Exhibition Hall B – Lam Hoac, Torrey Lindemann, Marc Ricketts
12:00	Focus on Kite Skiing – Field 5 – Mike Delfar, Sedgwick Team, Shapson Team,
12:00	Indoor Kite Flying Show – Exhibition Hall B – Lam Hoac, Torrey Lindemann, Marc Ricketts
12:00	Madison Curling Club Demonstration – Next to hospitality tent

### 1:00 **United Airlines Parade of Kites:**

Michael Alvares, Ray Bethell, Dr. Nelson Borelli, Phil Broder, Margo and Bevan Brown, Jon and Karen Burkhardt, Claudio Capelli, Roger Chewning, Gerard Clement, Chicago Fire, Glenn Davison, The Decorators, Mike Delfar, Peter Dolphin, Charlie Dunton, Janene Evard, Pierre Fabre, Mike Gee, Ron Gibian, David and Susan Gomberg, Scott Hampton, Anne and Chris Harris, Lam Hoac, Jerry Houk, Yves Laforest, Torrey Lindemann, Barb Meyer, Marc Ricketts, Jack Rogers, Pete Rondeau, Jose Sainz, Anke & Kirsten Sauer, Lisa Shirmer, Lee and Sue Sedgwick, Steve Shapson, Scott Skinner, Charlie Sotich, Al Sparling, Team S.T.A.F.F., Mikio Toki, Robert Trepanier, Jos Valcke and Kaatje Pauwelijn, Charmayne and Bob Umbowers, JoAnn Weber, Sven Weidhase and Andreas Schmeelke, Craig Wilson, Chen Zhao Ji

2:00 Focus on Inflatables: Anne and Chris Harris, Jos Valcke and Kaatje Pauwelijn, No Limit 2:00

**Indoor Kite Flying** – Exhibition Hall B – Open Field

Afternoon Target Workshops – Hall of Ideas, Rooms E-J

Field 5 – 2:00 – 3:00 – *Mike Delfar* – "Kite Skiing Workshop" – 15+, Free

- 2:00 3:00 Margo Brown "Historical Presentation on Alexander Graham Bell, Garber and Cody Kites" - All ages, Free 3:00 – 3:30 – Bevan Brown – "Bridling and Flying Techniques" – All ages, Free
- H 2:00 3:30 Janene Evard "Make a Miniature Gold/Metal Leaf Kite" Adults, \$5
- 2:00 4:00 Robert Trepanier "Build a Rokaku Kite" 12+ years, \$5
- 2:00 3:30 Michael Alvares "Build a Box Kite A Family Affair" Families, Free
- L&M –2:00 3:00 Charlie Sotich "Make a Miniature Kite" All ages, Free 3:00 – 4:00 – Peter Dolphin – "Making a Peter Dolphin Style Kite", Free
- N 2:00 3:00 Scott Skinner Slide Presentation of "The Kite Battles of Shirone, Japan" – Adults, Free 3:00 – 4:00 – Craig Wilson – "Kite Aerial Photography" – All ages, Free
- 2:30 First Weber Stunt Kite Shows – Field 4 – Ray Bethell, Chicago Fire, The Decorators, Lam Hoac, Torrey Lindemann, Marc Ricketts, Team S.T.A.F.F.
- Focus on Kite Styles Field 2 3:30
- 4:00 **Fields Close**
- 6:15 **Alliant Energy Nite Lites and Kites Show** – Outside Only – Open to the Public. Twenty minute show to music followed by a 10 minute fireworks finale. Kiters participating include: Michael Alvares, Margo and Bevan Brown, Jon and Karen Burkhardt, Claudio Capelli, Roger Chewning, Chicago Fire, Mike Delfar, The Decorators, Peter Dolphin, Charlie Dunton, Pierre Fabre, Mike Gee, Scott Hampton, Anne and Chris Harris, Zoe Harris, Lam Hoac, Jerry Houk, Yves Laforest, Torrey Lindemann, Marc Ricketts, Jack Rogers, Pete Rondeau, Jose Sainz, Lee and Sue Sedgwick, Scott Skinner, Al Sparling, Team S.T.A.F.F., Mikio Toki, Robert Trepanier, Jos Valcke and Kaatje Pauwelijn, Charmayne and Bob Umbowers, Sven Weidhase and Andreas Schmeelke, Craig Wilson
- 7:00 "Beat the Blues Bash" – Open to the Public, Tickets must be purchased ahead of time

# **Sunday**

- 10:00 **Zimbrick Grand Launch** – All Fields
- 10:00 Indoor Kite Flying Show – Exhibition Hall B – Lam Hoac, Torrey Lindemann, Marc Ricketts Morning Target Workshops – Hall of Ideas, Rooms F-M, Pre-registration required (at the information desk)
  - F-10:30 – 12:30 – Chen Zhao Ji – "Build a Chinese - Style Mechanical Kite" – Adults, \$40.00 This is a two-day workshop.
  - G 10:30 11:30 Margo Brown "Historical Presentation on Alexander Graham Bell, Garber and Cody Kites" - All ages, Free 11:30 – 12:00 – Bevan Brown – "Bridling and Flying Techniques" – All ages, Free

H - 10:30 – 11:30 – *Barb Meyer* – "Make a Sled Kite" – Children, \$2.00 11:45 – 12:45 – Pierre Fabre – "Working with Shapes" – All Ages, Free I - 10:30 – 12:30 – *Dr. Nelson Borelli* – "Build a Fighter Kite" – 12+ years, \$5.00 – 10:30 – Ongoing – *Michael Alvares* – "Make Your Own Australian Butterfly Kite" – Children, Free L&M-10:30 - 11:30 - Charlie Sotich - "Make a Miniature Kite" - All ages, Free 11:30 – 12:30 – Charlie Sotich – "Make a Miniature Kite" – All ages, Free 10:30 – 11:30 – Craig Wilson – "Kite Aerial Photography" – All Ages, Free N -11:45 – 12:45 – Scott Skinner – Slide Presentation of "The Kite Battles of Shirone, Japan" Seminar – Adults, Free Focus on Kite Skiing – Field 5 – Mike Delfar, Sedgwick Team, Shapson Team 10:30 11:00 First Weber Stunt Kite Shows – Field 4 – Ray Bethell, Chicago Fire, The Decorators, Lam Hoac, Team S.T.A.F.F Indoor Kiteflying Show – Exhibition Hall B – Torrey Lindemann and Marc Ricketts 11:00 **Indoor Kiteflying – Open Field** – Exhibition Hall B 12:00 12:00 Focus on Kite Aerial Photography – Field 4 – Craig Wilson Madison Curling Club Demonstration – Next to hospitality tent 12:00 12:00 **Ice-Sculpting Demonstration** – Near hospitality tent – Mauri Pearson 1:00 **United Airlines Parade of Kites** – Field 3 – (see list of kiters from Saturday) Focus on Inflatables: Anne and Chris Harris, Jos Valcke and Kaatje Pauwelijn, No Limit 2:00 2:00 **Indoor Kite Flying Show** – Exhibition Hall B – Lam Hoac, Torrey Lindemann, Marc Ricketts **Afternoon Target Workshops** – Hall of Ideas, Rooms F-M Field 5 – 2:00 – 3:00 – Mike Delfar – "Kite Skiing Workshop" – 15+, Free 2:00 – 3:00 – Margo Brown – "Historical Presentation on Alexander Graham Bell, Garber and Cody Kites" – All ages, Free 3:00 – 3:30 – Bevan Brown – "Bridling and Flying Techniques" – All ages, Free Н – 2:00 – 3:30 – Janene Evard – "Make a Miniature Gold/Metal Leaf Kite" – Adults, \$5 - 2:00 – 3:00 – Robert Trepanier – "Build a Valentine Kite" – 12+ years, \$3.00 J - 2:00 - 3:30 - Michael Alvares - "Build a Box Kite - A Family Affair" - Families, Free L&M-2:00-3:00 - Charlie Sotich - "Make a Miniature Kite" - All ages, Free 3:00 – 4:00 – Peter Dolphin – "Making a Peter Dolphin Style Kite", Free 2:00 – 3:00 – Jose Sainz – "Art of Appliqué" – Adults, Free 3:00 – 4:00 – Scott Hampton – "An All-Around Look At Kites" – especially for those who want to teach others about kites – All ages, Free First Weber Stunt Kite Shows – Field 4 – Ray Bethell, Chicago Fire, The Decorators, Team 2:30 S.T.A.F.F. 3:00 **Indoor Kite Flying** – Exhibition Hall B – Kite Games for children with Scott Skinner and Robert Trepanier Focus on Kite Styles – Field 2

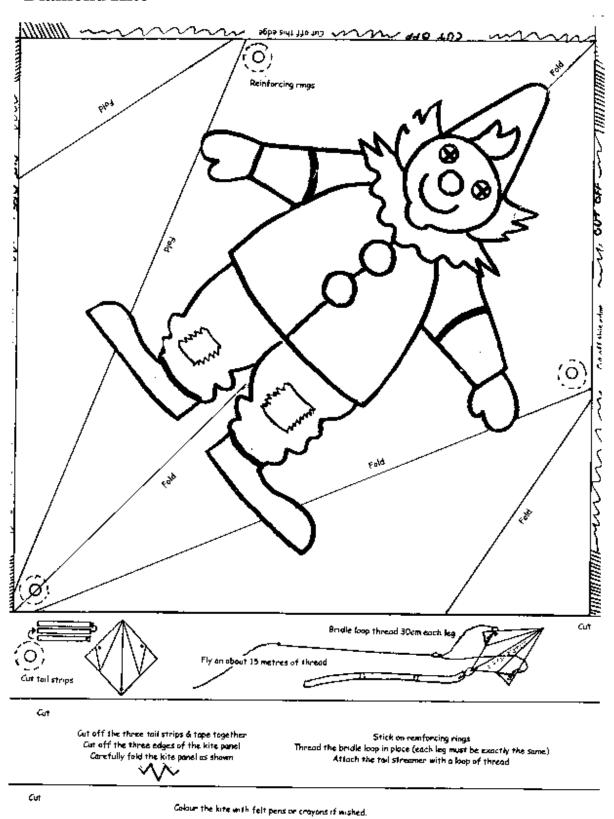
3:30 4:00

**Fields Close** 

# Appendix F

Kitemaking Plans

# **Diamond Kite**



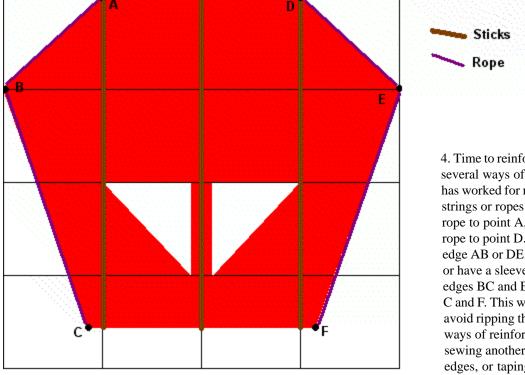
# **Sled Kite**

Building this sled is very simple; just follow these easy steps:

- 1. Choose the size for your kite. Sizes are simply indicated in units in the following steps, and you can choose any value you like for them. My largest one had units of 30cm (1 foot), and my smallest one had units of 10cm (1/3 foot). Pick any number you like; the kite is 4 units wide and 3.6 units long.
- 2. To build the kite using the most primitive materials you will need:
  - Garbage bag (or other sail material)
  - 3 dowels (sticks): straight, light and 3.6 units long
  - Some sort of strong tape such as packaging tape or duct tape
  - Kite string
  - A thicker string, but can't be too heavy (optional: used to reinforce the edges which have a tendency to tear. See step 5.)
  - Tail to keep the kite stable (such as a ribbon)

If you like, better material would probably make a better kite. However, the above materials are good if you're short of funding.

3. Using your sail material (garbage bag), cut it out as shown in the diagram.





- 4. Time to reinforce the edges... There are several ways of doing this; here's one that has worked for me. You need two thick strings or ropes for this. Tie the end of one rope to point A, and one end of the other rope to point D. Run each rope along the edge AB or DE. Either tape it to this edge or have a sleeve for it. Run the ropes down edges BC and EF and attach them at points C and F. This will reinforce the edges to avoid ripping the sail during flight. Other ways of reinforcing the edges could be sewing another layer of cloth over the edges, or taping the edges.
- 5. Make sleeves for the dowels where indicated or just tape them on if you're lazy. Make sure they hold tight so that they don't rip your sail during flight. If you're using garbage bags, sleeves usually won't work so you should use duct tape instead.
- 6. Out of kite string make a V about 30 units long and attach each end to point B and E. Then, attach the main string to the center of the V. This has to be done precisely or your kite won't fly. If your kite is always falling one way or turning in circles, the problem is probably here.
- 7. Attach a tail at the center of the back of the kite. This helps keep the kite more stable.

# **Miniature Kite**

Supplies: wrapping paper, aluminum can, tinsel, thread, scotch tape, scissors, tweezers

- 1. Trace sail template onto can and cut out with scissors.
- 2. Fold paper in half, and trace the template on it. Don't forget to mark the tiny notch!
- 3. With the paper still folded, cut out the kite's sail. **Do not cut out the notch.**
- 4. Cut a piece of tinsel roughly 12" long for the tail. Cut a tiny piece of tape, about twice as long as wide (about 2cm x 1cm).
- 5. Using tweezers to hold the tape, tape the tinsel tail onto the bottom center of the sail. Make sure it's straight along the fold in the paper.
- 6. Locate the mark you made where the notch was. This is the bridle point. Take an 18" piece of thread and lay it along the fold of the sail, so that one end is just across the bridle point. Using another tiny piece of tape, attach the thread to the sail at the bridle point. Trim off any excess that sticks out below the bridle point.
- 7. Holding the thread by the free end, walk around the room or turn in circles to make your kite fly.



